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## Winning the War on Talent in Asia

**BOSTON COLLEGE CONVENES GLOBAL HR DECISION MAKERS  
AT SUMMIT IN SHANGHAI, CHINA  
SPONSORED BY NOVARTIS PHARMACEUTICALS  
HOSTED BY THE DOW CHEMICAL COMPANY**

***BC Global Workforce Roundtable Partners Address Worldwide  
Business Imperative: Promoting Work-Life Harmony***

CHESTNUT HILL, MA (03-04-08) — Human resource decision makers from leading multinational corporations convened to address “*The Role of Work-Life in Recruitment, Retention, and Development of Top Talent*,” during the Boston College Center for Work & Family’s Global Summit, held in Shanghai, China February 26-28, 2008.

The Summit, sponsored by Novartis Pharmaceuticals and hosted by the Dow Chemical Company, **marks the second meeting of the Global Workforce Roundtable—a network comprised of human resources professionals from leading multinational organizations formed to address the workforce management challenges emerging from the dynamics of globalization.**

According to Summit organizers, talent management is a critical business issue in emerging markets such as China and India, and work-life integration is a global workforce imperative.

“Success of an organization is based on the aggregate of individual contributions,” said Luciano Poli, Finance Director Asia Pacific, Dow Chemical Company, in his welcome. “Organizations must balance business and employee needs in order to emerge with win-win outcomes.” By supporting work-life integration, companies such as those participating in the Global Workforce Roundtable are able to create workplaces where talent can perform to its best potential.

Ted Childs, founder and principal, Ted Childs, LLC and former Vice President of Global Workforce Diversity at IBM, inspired participants with his presentation. “We are in the process of creating history,” he said. “Demographic trends are inevitably changing the talent pool and the customer base. Companies need to

support policies and programs that help employees integrate their life with their work and still advance professionally.”

At the Summit, company representatives from **fourteen countries** explored three elements of global workforce management:

- Reconciling global corporate strategies with local policies, economies, and cultures;
- Crafting global strategies and mobilizing strategy into action;
- Integrating the work-life needs of employees as a core component of talent management, through leadership development programs, flexible work arrangements, and the needs of the multigenerational workforce.

“The conversations at the Global Workforce Roundtable Summit have been very robust,” said Michelle Gadsden-Williams, Vice President and Global Head of Diversity at Novartis Pharmaceuticals. “One of the strongest messages conveyed by the presentations is that work-life integration in the global arena is a business imperative.”

“Plans are already under way for the third summit in 2009,” said Danielle Hartmann, Assistant Director of the Global Workforce Roundtable at the Boston College Center for Work & Family. Such topics as developing a business case for work-life, work-life and workload, advancement of women in global corporations, and global leadership will be on the agenda in the coming year.

Partners of the Global Workforce Roundtable are Cadbury Schweppes, Dow Chemical, EMC<sup>2</sup> Corporation, GlaxoSmithKline, Hewlett Packard, IBM, Johnson & Johnson, Kraft Foods, Merck, Novartis Pharmaceuticals, Procter & Gamble, Prudential Financial, Royal Dutch Shell, and State Street Corporation.

Participation in the Global Workforce Roundtable is limited and by invitation only. For more information on membership and events scheduled for 2008, please contact: Danielle Hartmann, Assistant Director, Global Workforce Roundtable at BC’s Center for Work & Family, at +1-617-552-0228, or visit the website at [www.bc.edu/cwf](http://www.bc.edu/cwf).

*Founded in 1990, the Boston College Center for Work & Family is committed to enhancing the quality of life of today’s workforce by providing leadership for the integration of work and life, an essential for business and community success. Our vision is that companies and communities will work together to ensure their mutual prosperity and the well being of employees and their families.*

**[Media Note:** an image from the 2008 Summit is available upon request from the BC Center for Work & Family; contact information is above.]

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