

PEOPLE & ORGANIZATION

Creating Stakeholder Value Through Human Capability

Lectured by Professor Dave Ulrich



A Message From Professor Ulrich

In today's fast-changing business world, managing people and organizations is a top priority for everyone involved. Employees want meaningful work and opportunities to contribute. Executives aim for strategic results. Boards care about sustainability. Customers expect alignment with their needs. Investors look for returns. And communities value companies with a strong, positive impact.

The "human" in human resources includes all of these stakeholders. By strengthening human capability—through talent, leadership, organizational culture, and HR excellence—business leaders and HR professionals create value for everyone. In particular, each of these areas will be enhanced with innovative AI trends that will be discussed.

This workshop gives participants the tools and frameworks to do just that. You'll learn how to design integrated people and organizational strategies using a proven human capability framework. We'll cover trends and best practices in leadership branding, talent, emerging capabilities, AI, and optimizing the HR function.

By the end, you'll walk away with:

- A practical human capability plan tailored to your stakeholders.
- Clear, actionable steps for implementation.
- Stronger skills to make a compelling case for HR-led value.

I'll lead the session using real-world case studies, discussions, practical tools, and assessments—ensuring you leave with both insight and application.

Sincerely,



About

People & Organization Program is about unlock stakeholder value by understanding the Human Capability concept — aligning talent, culture, leadership, and organizational strategy.

Venue & Date

Hilton - Boeira Garden Hotel, Porto, Portugal.
2, 3 & 4th November, 2026.

Program Fee & Audience

5900€ + VAT. High-level of seniority, mainly CHROs and Chief People Officers. Limited to 30 executives.

2025 Edition Participants Were CHROs From

GETINGE *



YAZAKI

LVMH

KPMG



westvlees
COMMITTED TO EXCELLENCE

MEADOW
TURNAROUND & RECOVERY

DASSAULT
AVIATION

bitvavo

ANTENNA
GROUP

PHILIPS

Vinted

Grupo
Brisa

Vhi
HEALTHCARE



2nd November

17:30 - 20:00

Meet and Greet Cocktail and Dinner

- Dave will do a roundtable where he will talk with each participant one-on-one. As night falls, we will enjoy a lavish dinner - a perfect end to a day of first meet and greet.

3rd November

09:00 - 11:00

Shaping The Future of HR: Inflection to Capability and AI

- How organizations can anticipate external trends, deliver value to stakeholders, and strengthen HR practices within a unified capability framework.
- Identify major environmental trends shaping the organization's future.
- Define key stakeholders and clarify the value they expect and receive.
- Organize HR practices within a human capability framework.
- Build actionable priorities to enhance long-term organizational impact.
- Using AI in HR: Identify five stages of AI and how it will change the HR agenda.

11:15 - 13:00

Building a Talent Advantage

- Talent advantage case studies and examples
- Identify 10 talent initiatives aligned with organizational goals.
- Adapt the practices and tools within each initiative to your own organization

13:00 - 14:30

Lunch

14:30 - 17:30

Creating Organization Capabilities - The Culture Playbook

- A Playbook for the Culture Agenda: Why, What, and How
- Understanding the new paradigm, cases and examples
- Review 12 key capabilities to organizational success.
- Adapt the practices and tools within each key areas to your own organization
- Break out session

18:00 - 21:00

Network Wine Tasting & Dinner Experience

- Taste authentic Portuguese wine, with music and refined dishes setting the perfect backdrop for engaging conversations.



4th November

09:00 - 11:00

Developing Better Leaders and Leadership

- Establish a leadership brand and code that defines the key factors and differentiators aligned with market value.
- Examples of great leadership brand/codes and how each organization build them
- Rethink your company's leadership

11:15 - 13:00

Upgrading HR Department and Professionals

- Assess the HR department based on the 10 key factors.
- Identify and improve HR competencies that deliver the most value.
- Break out session

13:00 - 14:30

Lunch

14:30 - 16:00

Human Capability Plan - Making Progress in Human Capability

- Establish a shared mindset for building a human capability plan.
- Examples and case studies
- Break-out session: The Human Capability Plan

16:15 - 18:00

Action Plans - Preparing and Implementing An Action Plan

- Apply the information to You as an HR professional and Your organization.
- Prepare an action plan for going forward with specific actions, accountabilities, investments, and next steps.

18:00 - 18:30

Closing Session

- A moment to take a photo with Professor Dave and receive the signed certificate.



The Venue - Accommodation & Meals Included

Hilton – Boeira Garden Hotel, Porto has been chosen as the venue to host the People & Organization Executive Program. Located just 15 minutes from Porto Airport, the hotel offers exactly what Arc looks for: an intimate setting that fosters ample opportunities for one-on-one conversations between Professor Dave and participants.



Meet & Greet

Kick off the program by connecting with Dave, and fellow participants. A roundtable where Prof. Dave will talk with each participant one-on-one. Dinner is included.



Network Wine Tasting & Dinner Experience

Porto Ferreira Wine House, founded in 1751, has been selected as the venue for the network dinner. The setting is ideal for Professor Dave to move easily from table to table and engage in conversation with each attendee.



Comprehensive OGS Assessment

Beforehand, attendees will complete and submit an assessment that generates an in-depth report for their own company. These reports will help Professor Dave tailor the program over the two days.



Program Fee

5900€ + VAT

António Ferreira

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Venue & Date

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2, 3 & 4th November, 2026.

Audience

High-level of seniority, mainly CHROs and Chief People Officers. Limited to 30 executives.

All-Inclusive Program Experience

Meet & Greet

A roundtable where Prof. Dave will talk with each participant one-on-one. Dinner is included.

Two Day Program

Prof. Dave will share their experience and frameworks, and answer your questions in an immersive learning experience. 3rd & 4th November at Porto.

People & Organization Workbook

An exclusive workbook filled with Dave's frameworks and systems, designed to guide your journey.

Accommodation & Meals & Airport-Hotel Transfer

2nd & 3rd November accommodation included. Enjoy all-inclusive meals and transfer throughout the program.

Network Dinner Experience

Founded in 1751, Porto Ferreira Wine House will host the network dinner, offering an ideal setting for Professor Dave to move between tables and engage with attendees.

Signed Certificate

Take home a personalized, hand-signed certificate from Dave, verifying your participation.

"An exceptionally well-structured program with practical, real-world insights and valuable one-on-one conversations with Dave."

Tessa Kiers

VP of Enterprise and People Strategy, Philips

"Arc delivered a rigorous yet refreshingly human experience, with practical tools I could apply the very next morning."

Tara Barry

CHRO, Vinted

"Dave's inspiring, highly pragmatic approach, grounded in real-world models and examples, has made me a loyal participant in Arc's programs."

Alessia Gargano

Global CHRO, LVMH Beauty

"Well-paced sessions, a highly relevant case, and Dave's encouragement of thoughtful exchange made the experience truly valuable. I'd gladly join future programs at this standard."

Magnus Lundbäck

Executive Vice President HR, Getinge

"A concise, relevant program grounded in real practice that fostered meaningful discussion and translated seamlessly into decision-making."

Rita Weber

CHRO, NovaTaste

"A highly constructive and content-rich experience, with an impactful mix of lectures and breakout sessions."

Monz Fiorentini

Chief People Officer, Kencko

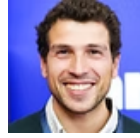


About Arc Executive Education

Founded in 2018, Arc is an executive education company based in the historic city of Tomar, Portugal. After more than 100 programs delivered, and over 1,000 alumni, Arc now dedicates itself exclusively to bringing together experts from the world's most respected companies to share their knowledge and lived experience.

Built around real case studies, open discussion, and peer exchange, Arc programs emphasize practical insight and applied thinking. Over the years, has earned the trust of executives across Europe through consistently high-quality programs.

Arc alumnis are executives from companies like LVMH, Philips, Siemens, EDP, Galp, Nespresso, Sonae, Manutan Group, Vanguard, Vinted, IBM, BMW, KPMG, Translated, NovaTaste, Visa, Outsystems, Inditex, and more.



António Ferreira
Co-Founder at Arc Executive Education



João Cascão
Co-Founder at Arc Executive Education

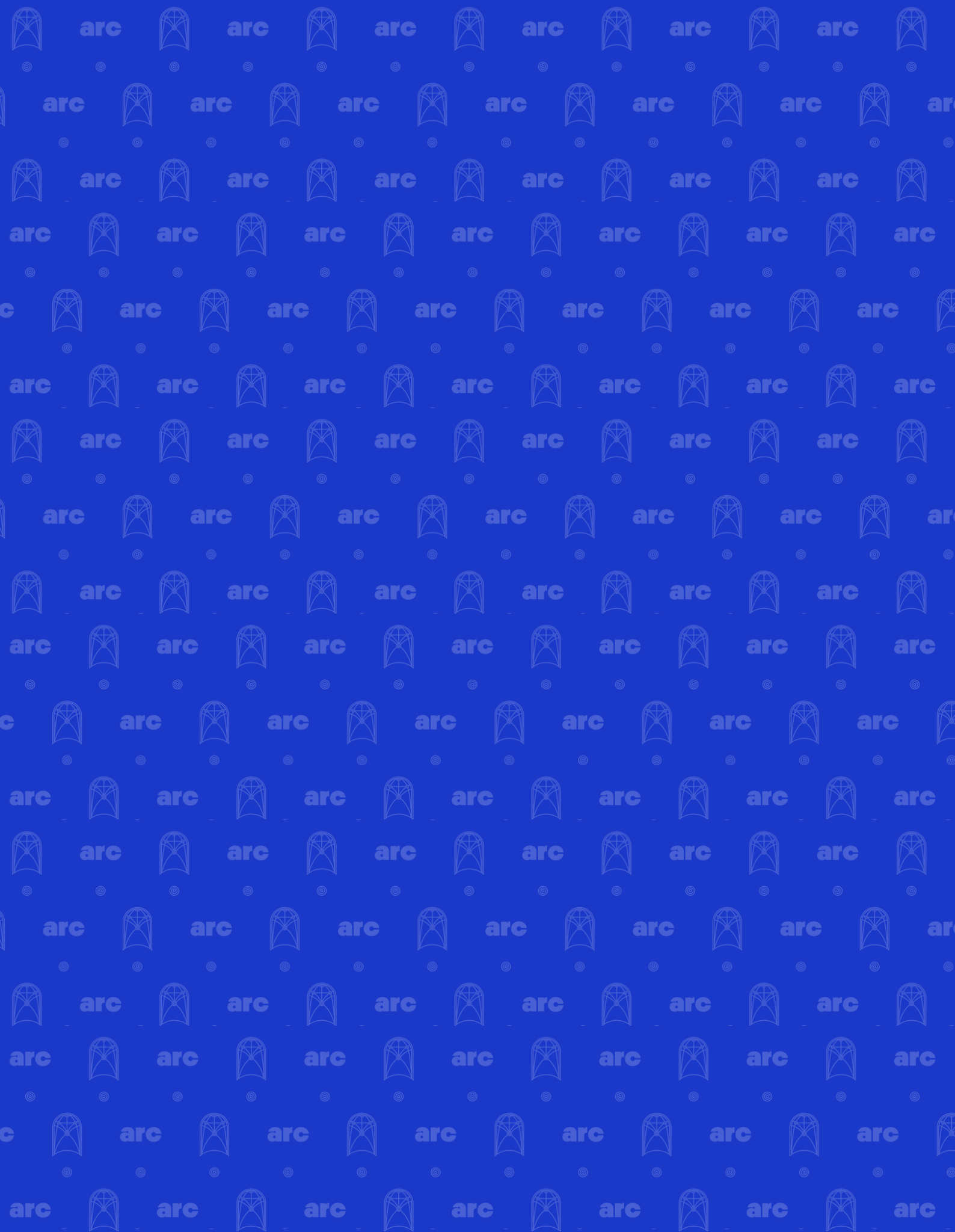


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