

PEOPLE & ORGANIZATION

Creating Stakeholder Value
Through Human Capability



People & Organization

Executive Development Program

This program helps executives unlock stakeholder value by understanding the Human Capability concept — aligning talent, culture, leadership, and organizational strategy. Participants leave with a practical plan and the tools to implement it effectively.



Program Instructor

Dave Ulrich

The Father of Modern Human Resources.



Audience

High-level of seniority, mainly CHROs and HR Directors. Limited to 30 executives.



Duration & Location

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

Airport private transfer is provided.



A Letter from Professor Dave Ulrich

In today's complex business environment, managing people and organizations has become a critical priority for all stakeholders. Employees strive for positive work experiences and opportunities to contribute productively, while executives focus on achieving strategic goals. Boards are concerned with ensuring continuity and sustainability, customers seek organizations that align with their needs, investors demand strong financial returns, and communities value companies with a positive reputation and societal impact.

This program equips participants with the tools and frameworks to unlock stakeholder value by investing in human capability, enabling them to define and communicate this value while building compelling business cases.

Through a comprehensive human capability framework, participants will learn to design integrated people and organizational strategies, exploring trends and best practices in talent initiatives, leadership branding, culture, emerging organizational capabilities and HR function optimization.

Participants will leave the program prepared to create a detailed human capability plan that addresses stakeholder needs and serves as a roadmap for implementation. They will also develop actionable steps to ensure the successful execution of their strategies.

I'll facilitate this program, utilizing a variety of teaching methods, including facilitated discussions, case studies based on participants' experiences, practical tools, and assessments. This hands-on approach ensures that participants not only learn key concepts but are also able to apply them effectively in their organizations.

Sincerely,

A handwritten signature in black ink that reads "Dave U.". The signature is stylized, with the first name "Dave" written in a cursive script and the last initial "U." written in a more blocky, bold cursive style.

Program Agenda

2nd November

17:30 - 20:00 | Meet and Greet Cocktail and Dinner

Dave Ulrich will kick things off with a comprehensive preview of the next two days, laying the groundwork for engaging discussions. Everyone will be guided through thoughtful questions to build connections. As night falls, we will enjoy a lavish dinner - a perfect end to a day of first meet and great.

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

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 Dinner Experience



Program Agenda

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

14:30 - 16:00 | 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

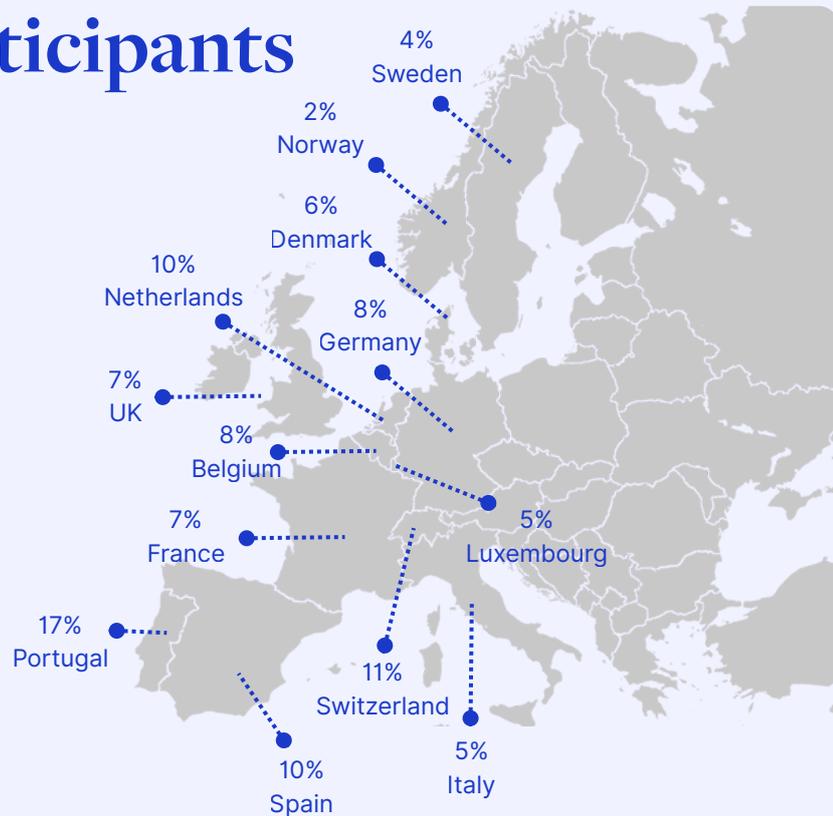
16:15 - 18:00 | ACTION PLANS - Preparing and implementing an action plan

- 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



Past Participants



Alessia Gargano, Global CHRO, LVMH Beauty

"The program was extremely well organized and thoughtfully curated in every detail. Dave was truly inspiring—his approach was highly pragmatic and closely connected to day-to-day professional life, enriched with many practical models and real-world examples. Arc has turned me into a loyal participant in their programs."

Ana Sousa, Chief People Officer, Farfetch

"Couldn't miss the opportunity to absorb his knowledge. These two days were very rewarding as we had insightful approach on the topic."

Filipa Coelho CHRO, Vanguard Properties

"An unique and incredible experience, full of learning and inspiration."

Monz Fiorentini, Chief People Officer, Kencko

"I had the privilege of completing a course with Arc. It was a very constructive experience full of content, knowledge and networking. The mix between lectures and breakout sessions made it really impactful"

Sofia Alves, Senior People Director, Outsystems

"I brought tools and ideas to myself, my team and my company."

Vera Rodrigues, Head of People, MC Sonae

"I believe there is a tremendous value in the networking we engage with one another, and there is also value in the selfless sharing of the practices each of us has been implementing. Arc offers that."



LVMH
MOËT HENNESSY · LOUIS VUITTON

PHILIPS

MCG 
mind for metal

Vinted



KPMG

alterDomus*



NovaTaste

MEDWAY
Transporte & Logística

UNITED CAPS

MC
Sonae



Brisa

AMAN
GROUP

edp

ANTENNA
GROUP

JD Group

OXFORD
INSTRUMENTS

DASSAULT
AVIATION

Critical
Techworks

HT
HEAVY TOOLS

CARPENTER

newtone
advies en accountancy

waeg
an IBM Company



What's Included

Workbook & Playbook

Receive two exclusive books filled with Dave's frameworks and systems, designed to guide your journey.



Meet & Greet

Kick off the program by connecting with Dave, and fellow participants.



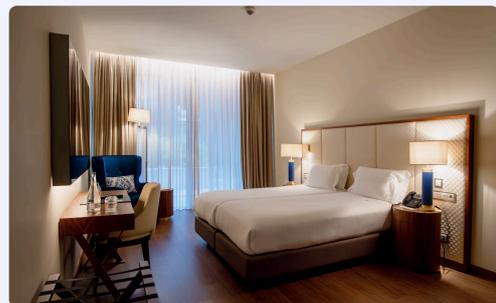
Backyard Grill Experience

Savor premium-cut meat, with music setting the perfect backdrop for engaging conversations on 4th November.



Accommodation & Food

Close to historic Porto, it's less than two kilometers from iconic attractions. Enjoy signature drinks in the 1850 Bar and Portuguese fare at Raízes Restaurant. Quinta da Boeira wine cellars are located on-site.



5900€ +VAT

Group discounts available (10-35%).

Date

2nd, 3rd & 4th November 2026

Venue

Hilton - Boeira Garden Hotel
Porto, Portugal

Audience

Senior-level HR executives and CEO's.
Limited to 30 participants.

Accomodation

Hilton - Boeira Garden Hotel
Porto, Portugal

What's Included

Meet & Greet 2nd November
2 Day Course 3rd & 4th November
Slide Deck + Workbook
2 Nights at Hilton - Bidoeira Hotel
Breakfast, Lunch, Dinner, Coffee-Breaks
Network Dinner
Signed Certificate
Airport Pick Up & Drop Off

Contacts

António Ferreira
+351 914 793 351
antonio@businessretreats.net



About Arc Executive Education

Founded in 2018, Arc is an executive education company based in the historic city of Tomar, Portugal. After several transformations and more than 100 programs delivered, having trained over 1,000 alumni, Arc now dedicates itself exclusively to bringing together experts from some of 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, Arc has earned the trust of executives across Europe through consistently high-quality programs.

Arc Founders



António Ferreira
Co-Founder at Arc
Executive Education



João Cascão
Co-Founder at Arc
Executive Education



João Machado
Chief Digital Transformation
at McDonald's

Program Advisor

Arc Instructors Across Other Programs



Prof. Dave Ulrich
The Father of Modern HR



Prasad Setty
Former Vice President of
People Operations at
Google



Prof. Aswath Damodaran
The Dean of Valuation



Ken Schmidt & Martin Flaherty
Former CMO at Harley-
Davidson & Former Brand
Advisor at Coca-Cola



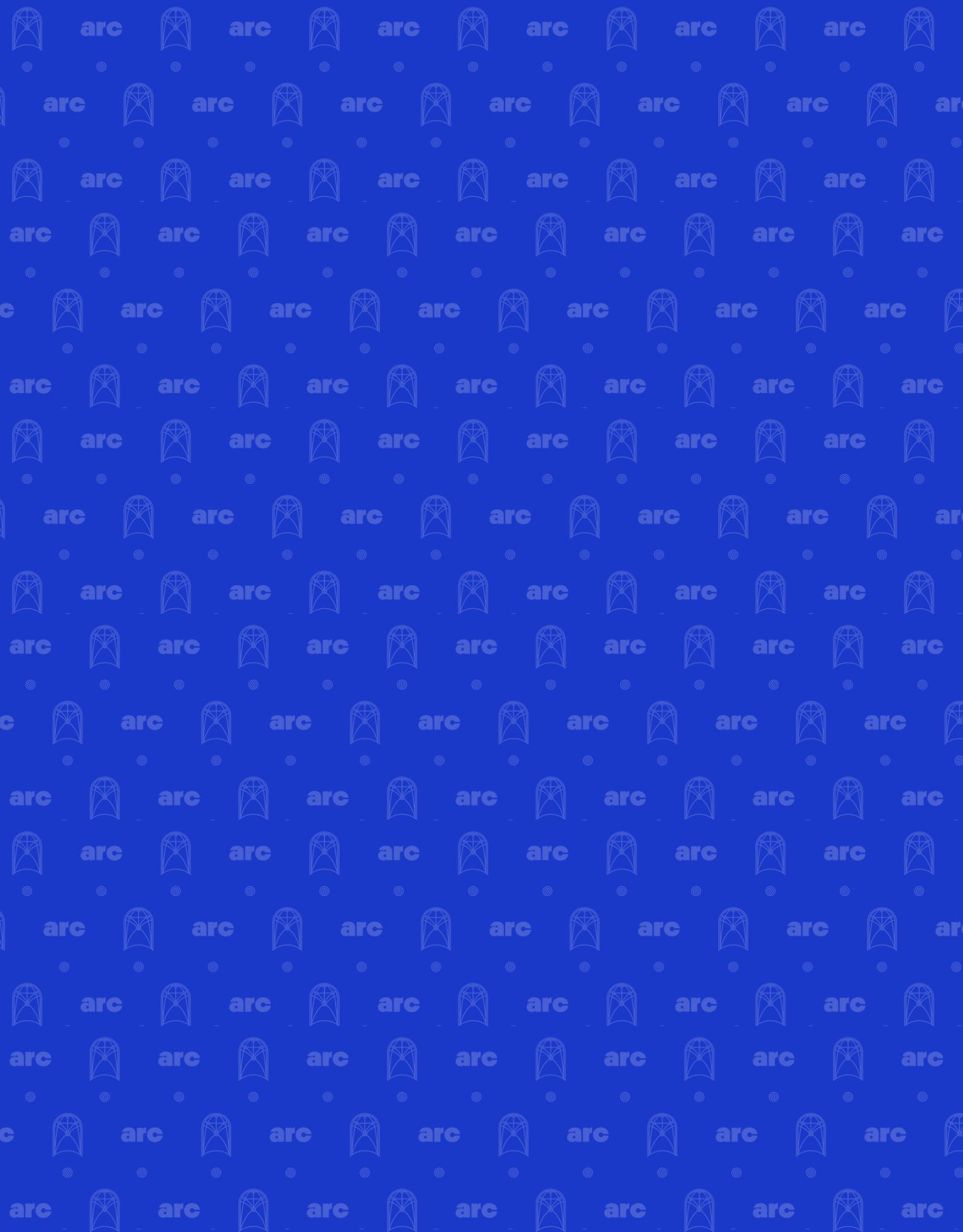
Greg Hoffman
Former Chief Marketing
Officer at Nike



Liz Muller
Former Senior Vice
President and Chief
Innovation at Starbucks

Instructors mentioned here are from other executive programs, not part of Managing Like Amazon Program.





Arc Executive Education is a brand operated by Farmin – Training & Consulting Unipessoal Lda (PT515795895), based in Edifício Caçabrava s/n, 2305-101 Asseiceira, Tomar, Portugal.

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