

HRCI And Dave Ulrich Unveil New Book Addressing The Changing Role Of The HR Profession In The 21st Century

The Rise of HR: Wisdom from 73 Thought Leaders Offers Insights on the Opportunities and Challenges in Talent Development Today

Alexandria, Va. – April 4, 2015 – The HR Certification Institute, together with Dave Ulrich, Bill Schiemann and Libby Sartain, today released an anthology of perspectives highlighting the key themes confronting business and talent professionals in supporting the growing trend of people as a primary driver of an organization's success. The new book, entitled *The Rise of HR: Wisdom from 73 Thought Leaders*, is an essential read for HR professionals and business leaders who want to help shape the future of human resources.

"The intent of this collection is to help HR professionals seize the new, emerging opportunities occurring in talent development and to navigate the challenges of an ever-changing landscape," said Prof. Ulrich. "The Conference Board CEO Challenge 2014 survey ranked human capital issues as the number one challenge facing business leaders globally. As organizational leaders increasingly recognize the value of recruiting and retaining strong talent, HR professionals' importance is likewise growing. Along with that new opportunity, though, comes greater scrutiny of HR professionals than ever to respond and perform at the highest levels of excellence."

This exercise in "crowdsourcing" great and experienced minds about what HR professionals and business leaders need to know to be effective in today's and tomorrow's business world wades into a variety of issues that are prominent in the modern HR profession. Topics cover how the digital workplace is changing organizational talent and culture; the growing demand for organizations to manage talent across many different international borders, cultures and legal systems; HR professionals' changing roles from advisors and administrators to c-suite leaders; best practices of highly effectively HR managers; measuring success in talent development with new tools and metrics; managing growing ethnic, racial and gender diversity in the workplace; and understanding and responding well to the changing expectations and desires of new generations of workers.

"More than ever, organizational leaders are viewing their human resources teams as essential to the well-being and long-term growth and sustainability of their institutions," said HRCI Chief Executive Officer Amy Schabacker Dufrane, Ed.D., SPHR, CAE. "They recognize that HR is the principal steward of an organization's talent, culture and leadership development, which are integral to organizational success. While *The Rise of HR* is about the work of the HR profession, it is also essential reading for any business and organizational leader who is trying to keep up with the changes affecting today's workplace."

The Rise of HR was led by HR leaders Dave Ulrich, Professor of Business, University of Michigan, Partner and Co-founder, The RBL Group; Bill Schiemann, CEO, Metrus Group and Libby Sartain, Business Advisor, Board Member and Volunteer. HRCI sponsored and underwrote it. Download a free copy at www.riseofHR.com.

About the HR Certification Institute

The HR Certification Institute, established in 1976, is the internationally recognized, independent certifying organization for the Human Resources Profession. The HR Certification Institute is the global leader in developing rigorous exams to demonstrate competence, mastery and real-world application of forward-thinking HR practices, policies and principles. Today, more than 135,000 HR professionals worldwide proudly maintain the HR Certification Institute's credentials as a mark of high professional distinction. The HR Certification Institute offers a comprehensive portfolio of advanced professional credentials for HR professionals worldwide. Visit www.hrci.org to learn more.