

**Reg Athwal, IFFPS, FPSA**

**Unleash Your Human Capital DNA – Masterclass Session (Part 2)**



**Objectives**

Great management starts with great people. In the first part of the human capital masterclass series we looked at best practices in finding, attracting and interviewing top talent. In part two we go deeper to look at how managers effectively build high performing teams and unleash human potential. With fast growing companies and family based businesses things are always changing and this has an impact on whether talent and teams can adapt and still give us high ROI.

Only when a manager is assessing, evaluating and developing talent accurately can we then move into the phase of retaining the right talent and teams or decide to depart them as quickly as possible. Assessing, evaluating, developing and retaining top talent and teams is too important to leave to random chance. In this fast-paced masterclass session, you'll learn how to do it right. Some of the critical human capital management and human potential development topics include:

- How to define superior performance and build a performance management system
- How to conduct a comprehensive performance assessment with top talent and teams
- Discover the nine elements of 'The DNA Model' that lead to accelerated results
- Discover the human needs and key drivers to retaining top talent and teams
- Discover the nine types of managers you need to build a world-class dream team

**Biography**

Reg Athwal is the founder of the RAW Group (RAW LTD and RAW LLC), with headquarters in Dubai, United Arab Emirates. He previously held the position of CEO at Specialist Capital Group (SCG) Ltd in the UK and USA from late 1997 to early 2002, where he created and built a diverse range of European-based human capital consulting, executive search and interim staffing enterprises from start-up to \$20 million in total revenues during this four-year period.

As well as being an entrepreneur and non-executive director of several fast-growth international companies, Reg Athwal is a world-renowned speaker, author, advisor and expert educator. Since February 2002, Reg Athwal has personally addressed over 250,000 senior managers and 30,000 CEO's in 39 countries. He still delivers 80-100 speaking engagements every year to diverse groups.

Reg Athwal is also the Co-Founder and Chairman of OneTVO, a Global TV Platform and Info-Video Directory that creates and broadcasts content to viewers in 49 countries. Reg is the creator of the 'Unleash Your DNA' brand – seminars and forums and 'The DNA Model', which has developed in to 5 core modules and 39 key principles to help companies unleash their human capital and human potential. Reg is a Fellow Member and Past President of the Professional Speakers Association – UK, and Founding Chairman of the Professional Speakers Association – Middle East.

**Websites:** [www.rawltd.com](http://www.rawltd.com) and [www.onetvo.com](http://www.onetvo.com)

**A/V requirements: Two Flipcharts and Black/Red/Blue Markers**

**Room Layout: U-Shape for 30 or Less; Classroom for 30+ with Wireless Microphone**

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