



## EXECUTIVE FORUM

2009/2010 Leadership Series®



# Advance Intelligence

Great Minds Are  
Gathering... Bring Yours

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## Program Location

Donald R. Seawell Grand Ballroom  
at The Denver Center for the  
Performing Arts

14th & Arapahoe, Denver, CO 80204

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[www.executiveforum.net](http://www.executiveforum.net) • 303-796-0444

**Libby Sartain**

March 31, 2010 • 8:30–11:30 a.m.

## *Brand for Talent: Eight Essentials to Make Your Talent as Famous as Your Brand*

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What is your competitive strategy for acquiring talent in a global marketplace where all the rules have changed in the last decade? Libby Sartain's 30 years of experience recruiting and cultivating talent can help you navigate this challenging environment. She has watched the marketplace for talent change drastically on multiple levels – from shifting business needs to technology facilitating new ways to work. To top it off, each generation of job candidates comes into the market with unique expectations. As Chief Human Resources Officer of first Southwest Airlines, then Yahoo! Inc., Sartain was at the helm when both Yahoo! and Southwest were listed in the Fortune 100 and Fortune 500 Best Companies to Work for in America. Sartain will share with Executive Forum recommendations from her 2009 book, *Brand for Talent: Eight Essentials to Make Your Talent as Famous as Your Brand*.



**Libby Sartain** holds an MBA from the University of North Texas and a BBA from Southern Methodist University. She was named by *Human Resources Executive* as one of the 25 most powerful women in HR in 2005. After a distinguished career in human resources, Sartain is now an active business advisor, author and speaker.

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### LEADERSHIP COMPETENCIES

Gain skills and enhance the following capabilities:

#### PEOPLE LEADERSHIP

- Hiring and Staffing: Assembles talented staffs. Hires the best people available from inside or outside. Has a nose for talent. Is not afraid of selecting strong people.
- Developing Direct Reports: Is a people builder. Holds frequent development discussions. Is aware of each direct report's career goals. Constructs compelling development plans and executes them. Pushes direct reports to accept developmental moves.

#### STRATEGIC ORIENTATION

- Business Acumen: Knows the competition. Is aware of how strategies and tactics work in the marketplace. Commands knowledge in current and possible future policies, practices, trends, and information affecting his/her business and organization.

Leadership Competencies are adapted from: Lombardo, Michael, and Eichinger, Robert. *For Your Improvement: A development and coaching guide for: learners, supervisors, managers, mentors, and feedback givers.* Minneapolis: Lominger Limited, Inc, 2000.