



# Michael W. Mercer, Ph.D.

Keynote Speaker • Management & Leadership Expert

## Presentation Outline

### TURNING YOUR HUMAN RESOURCES DEPARTMENT into a PROFIT CENTER™

“Our members felt privileged to hear a best-selling book author and high-caliber speakers”

#### Salt Lake SHRM

“You were a monstrous hit! You said you attract big audiences - but you even exceeded what we hoped for!

#### HRA – Omaha

“For two years, you were keynote speaker at our conference - and for two years you delivered fantastic keynote speeches (and breakout sessions).”

#### SHRM Atlanta

“Our success with your professional development seminar exceeded our expectations!”

#### EMA Phoenix

“We made a wonderful decision to focus a lot of our HR Conference on you and your three superb presentations: The results were spectacular.”

#### Virginia Bankers Assn.

Organizations live-or-die by the bottom line. However, the HR department typically plays only a minor role in improving the bottom line. Fortunately, HR departments definitely can help measurably improve profits -- and this presentation shows you how.

Your presenter authored the groundbreaking, top-selling HR book entitled, **Turning Your Human Resources Department into a Profit Center™**. This has been the best-selling HR book in the U.S., Canada, Australia, and 5 other nations.

You can use Michael's **6-step HR Profit Center method** revealed in this presentation to measure the cost-benefits and return-on-investment of over 35 HR endeavors.

#### You will learn immediately useful skills:

- ◆ 6-step HR Profit Center method
- ◆ 2 fascinating examples of organizations putting into action Dr. Mercer's HR Profit Center method
- ◆ 4-part method to calculate an incredibly crucial HR cost (but 99.9% of all HR managers do not know how to measure this!!!!)
- ◆ 2 key ways you can put Dr. Mercer's HR Profit Center method into action
- ◆ 1 powerful way HR Profit Center managers land great jobs and bigger paychecks for themselves
- ◆ 4 pointers to make your HR Profit Center a huge success for your organization -- & your career

