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## CEO Council for Growth Releases Talent Management Report Companies Provide Best Practices to Achieving Increased Retention, Productivity and Recruitment in the Greater Philadelphia Region

Last update: 8:28 a.m. EDT Aug. 26, 2008  
PHILADELPHIA, Aug 26, 2008 (BUSINESS WIRE)  
-- The CEO Council for Growth today announced the release of "Strategies for Talent Management: Greater Philadelphia Companies in Action" -- a research report that provides insights into how organizations are successfully developing their talent and how others can strengthen their current talent management efforts. The report focuses on a variety of talent management strategies with a core emphasis on tuition assistance programs in the Greater Philadelphia region -- an area consisting of 11 counties in northern Delaware, southern New Jersey and southeastern Pennsylvania.

Professional development and tuition assistance programs provide essential tools for overcoming regional business challenges like the retention and development of middle managers and professionals. Research illustrates how an investment in talent development -- particularly by way of tuition reimbursement -- provides significant returns to the employer through increased retention, gains in productivity and improved employee recruitment and engagement.

"Human capital is clearly one of the critical issues that impacts the Greater Philadelphia region's ability to grow and prosper," said Anthony J. Conti, Chairman of CEO Council for Growth's Human Capital Working Group. "We're particularly excited about this report because it highlights how business leaders can control and influence the quality of talent within their organizations. The CEO Council is committed to ensuring a steady and talented supply of quality workers for this region and we're urging peers to take a look at this report and consider adopting these practices."

The region's businesses and their support for employee learning and education will continue to be a necessary component of Greater Philadelphia's success in the race for talent. Several reports clearly demonstrate that placing a priority on an organization's learning and development functions provides financial benefits to an employer.

"Our region possesses some of the world's leading colleges and universities and the talent management infrastructure necessary to advance individuals to new levels of success," said Mark S. Schweiker, president & CEO of the Greater Philadelphia Chamber of Commerce and Chairman of the CEO Council for Growth. "We commissioned this report to help organizations enhance current talent management initiatives while directly aligning with their overall business goals. Essentially, an investment in talent is a strategy for corporate growth."

The Human Capital Working Group commissioned the Council for Adult and Experiential Learning (CAEL) in partnership with CEO Council staff to complete the research contained in this report, which provides clear reasoning for how these practices support a business's bottom line as well as the continued improvement of Greater Philadelphia's educational attainment levels. Based on an examination of national tuition assistance exemplary practices and profiles of these practices in action at five regional organizations (AstraZeneca Pharmaceuticals LP, The Boeing Company, PricewaterhouseCoopers LLP, Reed Smith LLP and UPS) the study identifies several strategies that can improve an organization's talent management practices.

To download a copy of the report, please visit [www.select-greaterphila.com](http://www.select-greaterphila.com).

### The CEO Council for Growth

The CEO Council for Growth (CEO Council) is a group of prominent business executives committed to growth and prosperity in the 11-county region across northern Delaware, southern New Jersey and southeastern Pennsylvania. Through high-impact initiatives that lead to high-wage jobs, new business opportunities, and wealth creation, the CEO Council offers a focused, consistent and invigorating approach that sets the regional growth agenda. The CEO Council is an affiliate of the Greater Philadelphia Chamber of Commerce, in cooperation with the Chamber of Commerce Southern New Jersey and the New Castle County Chamber of Commerce.

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