

## Sponsor Benefits

Center for Effective Organizations (CEO)  
Marshall School of Business  
University of Southern California

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Corporate sponsors of the Center for Effective Organizations receive a variety of benefits—discover, online, CEO’s latest research learnings on critical business issues; utilize our searchable publication series; receive significant discounts on research project work and executive education programs; make use of opportunities for discussion with leading research scientists through our sponsor-only teleconferences and webinars; and receive complimentary books and materials.

### List of Benefits

- **Priority Access to Advice and Research Findings from Leading Researchers**

- Obtain the latest thinking on critical business issues facing your company
- Converse with Center research scientists, who are leading experts in the areas we research, via teleconferences and webinars
- Gain exposure to practical knowledge, frameworks, models, and leading-edge research findings, and learn how to apply them to today’s business environment
- Receive speaker recommendations for company meetings; Receive recommendations for company contacts that are facing issues similar to yours
- Research scientists can be contacted independently for requests to do consulting work, or to give an external presentation

- **Research Projects**

We are committed to creating and disseminating new and useful knowledge to business and academic communities. As part of the University of Southern California, the Center’s work must be in the public domain and must have an educational or research focus. Our research findings are published in the leading business or academic literature. Corporate research partners can remain anonymous in order to maintain company confidentiality.

- Receive significantly reduced project rates on all research work done in conjunction with CEO
- Additional ten percent (10%) discount applied to already significantly reduced research project rates for work conducted by the Center.
- Receive first priority in obtaining the Center’s help with sponsor company initiated research
- Opportunity to participate in Center originated research projects

- **Executive Education**

CEO is widely recognized for its outstanding executive education programs in human resources management, including a *Business Week* ranking as one of the top three university programs. The Center's research over the last 30 years forms the foundation for these programs.

CEO offers a number of interactive seminars/workshops and two certificate programs. Sponsors receive special discounts on all of CEO executive education programs, both public programs and custom in-house programs.

- **Seminars/Workshops**

Seminars and workshops are based on current research learnings that translate into *practical models and frameworks* that are applicable in today's business environment.

- Sponsors receive significant discounts over the regular registration fees
- Learn from leaders in the field of organization effectiveness and strategic human resources management
- Gain experience from real-world examples
- Seminars may be taken individually or in combination as part of our certificate programs
- Seminar and workshop topic areas include:
  - Organization Design
  - Complex Change
  - HR Metrics and Analytics
  - HR and Organization Strategy Analysis
  - Leadership
  - Talent Management

- **Certificate Programs**

CEO offers two certificate programs:

- **Human Capital and Effective Organizations Certificate (HCEO)**

This program is designed to develop the next generation of human resource leaders—those responsible for establishing deep and specific connections between their business strategies and their human and organization capital.

**The HCEO certificate develops 5 key competencies:**

1. Business Strategy Analysis
2. Organization Design
3. Change Implementation
4. Talent Management and Leadership Development
5. Measurement of Human Capital and Organization Effectiveness

- **Certificate Program in Organization Design**

This program is designed for those who are interested in acquiring a more extensive specialty in the area of organization design. The program consists of three parts.

  1. **Strategic Organization Design Workshop**—provides an overview of foundational organization design frameworks and organization design approaches to address the current design challenges of the dynamic global economy.
  2. **Advanced Topics in Organization Design**—entails pre-reading, in-depth casework, design practice, and deeper exposure to design topics processes and implementation.
  3. **Organization Design Project**—participants complete either a case study of an actual organizational redesign, or a diagnosis and proposal for a redesign approach.
  
- **Special Interest Group Meetings**

Industry leaders, CEO research scientists, and other leading experts gather to collaborate and explore research issues and findings that are of emerging importance.

  - One recent example is the working conference on *Economic, Social and Environmental Sustainability*, held in partnership with the USC Center for Sustainable Cities. The conference was designed to build collaborative networks to share knowledge and help define the research agenda on important topics that advance thinking and practice in this area.
  
- **Teleconferences and Webinars (complimentary)**
  - Opportunity to hear Center researchers discussing recent research work and findings and how they are applicable to your organization
  - Complimentary, quarterly teleconferences are available to sponsors only
  - Unlimited number of sponsor company members may participate
  
- **CEO Publications (complimentary)**
  - **Working Papers Series**
    - This extensive, searchable, online resource provides more than 550 downloadable working papers and research reports published by the Center
    - PDF files can be downloaded via our website with the use of your company user name and password; Visit us at [http://ceo.usc.edu/category/working\\_paper](http://ceo.usc.edu/category/working_paper)
    - Receive notification of new additions to our working papers, which provides information on the latest developments on a wide range of research topics
  
  - **Books**
    - Receive a complimentary copy of new books published by Center research scientists
    - Additional copies are available for purchase through the Center; Significant discounts are available for volume purchases
  
  - **Videos**
    - Receive a complimentary copy of Center video productions

- **Sponsors' Meeting**
  - CEO hosts a two-day meeting that is designed to develop a network of sponsors and researchers who are involved in new approaches to managing corporations
  - The meeting is framed around current issues and initiatives that many of our sponsors are addressing and brings together, for discussion, recent CEO research findings and sponsor company practices that focus on these issues
  - Two attendees per sponsor company are invited to attend (more attendees can be accommodated upon request)
- **Sponsor Benefit Event**
  - Every 1-2 years, CEO holds a special “sponsor only” event where each sponsor organization is able to send a team of delegates (typically 4-6) at no cost for learning, networking, and sharing best practices.
  - The topic changes every year in order to remain relevant and timely. Past topics have included “Personal and HR Leadership” and “The Future of HR.”
- **Sponsor recognition in all CEO publications and listings**
- **Enrollment in USC Marshall Corporate Community**
  - As a CEO sponsor, your organization is also a valued member of USC Marshall's Corporate Community.
- **Complimentary access to selected content from i4cp**
  - CEO sponsors can request free access to i4cp's online Human Capital Management (HCM) Base domain.
  - For more information, go to <http://www.i4cp.com/company/ceofaq>
- **Complimentary access to selected content from Oxford Economics**
  - CEO partnered with Oxford Economics on *Global Talent 2021*, a survey of over 350 HR executives, plus deep trend analysis of labor market data across 46 countries and 18 industrial sectors. As a CEO sponsor, you will be able to access some of this content for free.
  - The *Global Talent 2021* research is just part of Oxford Economics *Global Talent Program*. This Program includes a databank of global talent trends across 46 countries and 18 industries, 46 individual country talent snapshots, a series of company case studies and a full white paper. As a CEO sponsor, your organization can purchase full access to the *Global Talent Program* at a 20% discount.