

Topical Presentations

Saturday, May 30, 2009

For a complete listing of other publications and topical areas, please visit the HBS Alumni Web site.

Note: Presentation times are subject to change

Session I

10:00 a.m. – 11:15 a.m.

Alumni Career Services

How to Build Your Brand Using LinkedIn and Social Media Tools

Patti Wilson of the Career Company, and HBS Alumni Career Services

Alumni Career Services partners with Patti Wilson to bring you *How to Build Your Brand Using LinkedIn and Social Media Tools*. This workshop will focus on understanding the impact of social media in developing effective job strategies. If you can't be found on a Google search, then you don't exist, is the new motto for executives, search firms and aspiring job seekers. The entire thrust of business and consumer marketing today is online. Why would it be any different for executive self-marketing and personal branding? Online visibility enables 24/7 availability for opportunities and extends your reach globally.

In this seminar you will learn:

- A step by step approach of how to build a brand-enhancing LinkedIn profile
- How to enhance a LinkedIn profile using applications such as Slideshare, blogs, book lists
- Build your brand through LinkedIn's Recommendations, Groups, and Answers
- Find out brand extending key tips to use with other social media tools
- An overview of the suite of career management tools available to you through HBS

Patti Wilson's experience encompasses organizational structure and cultural nuance for companies of all sizes and the successful functioning of the high value talent within them. This informs her strategic career consulting and insightful advice. Patti has consulted to the Haas School of Business, UC Berkeley, Anderson School of Business, UCLA and Stanford School of Engineering and Graduate Business School, and London School of Business. Prior to founding her first company, the Career Company, Patti was an Employment Manager: Sun Microsystems, a business and technical recruiter at Advanced Micro Devices, and Apple Computer. Patti was also Assistant Director of Career Services Santa Clara University, School of Engineering. With an MA, Career Development, emphasis in Clinical Psychology, she is a certified trainer in Behavioral Interviewing, the Myers-Briggs, and the Predictive Index. Patti has been featured in the best seller, *What Color is Your Parachute?* since 1988. Po Bronson in the best seller, "What Should I do with My Life" called her the guru of Silicon Valley career counselors." In addition she has been quoted by National Public Radio, San Francisco Chronicle, San Jose Mercury News, Monster.com, India Post, and USA Today.

Thomas R. Eisenmann

Google, Inc.

A case for HBS kids 10 and up

Hawes 101 – Parents can observe session from Hawes 102

Preregistration is required for this session.

The first half of the case describes Google's business model in its core search business as well as its distinctive governance structure, corporate culture, and processes for managing innovation. We'll focus our class discussion on how Google makes money in search, and whether it's likely to become a monopoly in that market. The second half of the case — which we won't assign because it's out of date and perhaps too complex for our young audience — describes Google's expansion strategy through 2006 and prospects for competition with Microsoft, Yahoo, and eBay.

Joline Godfrey

Raising Financially Fit Kids in a New Economic Landscape

Even if your family is not materially affected by recent economic crises, they feel something in the ether. Whether they have overheard teachers and or other adults voice concerns or have a friend whose family HAS been effected, they sense something is *not quite right*. Godfrey will discuss what to say to kids in an economically unpredictable environment.

Today's 16 year old may well live to be 110 and older, making financial sustainability for ever longer life cycles an unprecedented challenge, even as structural supports like social security and pensions fade away. Godfrey provides insight on how to help young people develop skills to build and maintain lifelong personal financial safety nets.

Whether your kids have a simple 529 fund or a series of trusts--raising them to be thoughtful beneficiaries takes at least as much intention as helping them master tennis or the piano. Godfrey's session helps families think about how to prepare children for the possibilities and responsibilities of privilege.

What does it take to be a great financial mentor for kids? Joline covers best practices of thought leader families as well as insight on how to help kids develop a healthy work ethic and deep life purpose.

Monica Higgins, Professor at Harvard Graduate School of Education

Learning to Succeed at Scale in Education

This presentation will showcase research that focuses on the challenges and opportunities facing the education sector in the United States today. With a background in organizational behavior, Professor Monica Higgins of Harvard's Graduate School of Education, will present a new model of leadership that focuses on capacity-building in schools and school systems. This approach to leadership emphasizes learning as well as accountability, development as well as evaluation, and so, counters the default culture in education (and elsewhere) that has stressed hiring and firing approaches to talent management for decades. Professor Higgins will share her recent research in two large urban districts in the public school arena along with some insights regarding how to scale up examples of entrepreneur-driven success in education.

Jane Mendillo, President and Chief Executive Officer of Harvard Management Company

Endowment Management in a Changing World

Jane will speak about endowment management in volatile times. She will discuss HMC investment policies and philosophies and will give an update, as appropriate, on recent endowment results.

André Perold

Investment Management in the New Financial Environment

Investment management in today's financial environment is a particularly daunting task. As the financial system and the world economy have fallen into distress, the investment opportunity set has changed dramatically. Many assets that traditionally have been considered safe and/or liquid are no longer so.

Government policies and actions are indeterminate at best, and investors must assess investment opportunities, products, and services through a new set of lenses. The session will discuss the challenges of investment management in the current context, with a particular focus on endowment and institutional asset management.

Mikolaj Jan Piskorski

Facebook's Platform

A case for HBS teens 13 and up

Hawes 201 – Parents can observe session from Hawes 202

Preregistration is required for this session.

In early 2009, Facebook was the largest global on-line social network, with 175 million members. However, it generated relatively little revenue from its advertising programs. The case asks students to consider two options of improving the top line. First, the company could deepen its commitment to advertising, particularly by using profile data to better target ads. Second, the company could help other businesses develop new on-line applications that used Facebook Connect- a second-generation platform released in late 2008. Connect allowed members to use their Facebook credentials to log onto third-party websites and bring their on-line social network with them, which can then be used to power social functionalities on these websites. In the future, Connect could, for example, help friends coordinate their travel plans on Expedia. If Expedia could charge for such services, or use Connect to reduce its customer acquisition costs, Facebook could conceivably appropriate some of the value.

Robert N. Stavins, Albert Pratt Professor of Business and Government, Harvard Kennedy School

Getting Serious About Global Climate Change in the Post-Kyoto World

Professor Stavins will examine the challenges and opportunities the world faces in developing a successor to the Kyoto Protocol to address the threat of global climate change. He will begin by highlighting key lessons learned from the Protocol, and will then describe the major types of alternative policy architectures that can be employed in a successor international agreement, which may be negotiated at the fifteenth Conference of the Parties to the Framework Convention on Climate Change in Copenhagen, Denmark, in December, 2009. Drawing upon research from the Harvard Project on International Climate Agreements, he will identify the key design elements of a scientifically sound, economically rational, and politically pragmatic post-2012 international policy architecture. He will also examine links between international policy discussions and likely U.S. actions on climate change. He will conclude by commenting on the path ahead within both the domestic and the international realms, touching on policy as well as politics.

Session II

11:45 a.m. – 1:00 p.m.

Tamara J. Erickson

The Challenge of the Changing Workforce

Seismic shifts are occurring in the workforce. The economic downturn has eliminated millions of jobs. Older employees are working longer. Globally, several decades of declining birth rates are translating into a dramatic slowdown in the number of new workers. The shifting nature of work means that many of today's jobs require skills many in the existing workforce don't have. As the economy rebounds, most corporations will experience talent shortages in key skill sets.

And, values toward "work" are changing. Today four generations are working together – each bringing different experiences and assumptions to the job. It's easy to misinterpret "the other guy" – or fall into

easy stereotypes for thinking about the other generations' actions. But as the talent shortage grows, it's increasingly important to create a culture that is welcoming and engaging for talented individuals of all ages.

These and other changes will affect the relationships we forge with employees, the opportunities ahead for us and our children, our approaches to education, our philosophies toward retirement, and the fundamental way we live out our lives.

In this provocative and fun session, Tammy offers a deep understanding of the composition of the future workforce, characteristics and expectations of the four generations in today's workforce, and actions to attract and retain great talent.

Keith Ferrazzi

Who's Got Your Back – Building Relationships for Success in Life

Keith Ferrazzi Presents Who's Got Your Back: The breakthrough program to build deep trusting relationships that create success – and won't let you fail

In this interactive keynote, participants learn:

- The Four Mindsets to build deeper, more trusting “**lifeline relationships**”
- Tips and tools to overcome the career-crippling habits that hold us back
- How to set goals in a dramatically more powerful way
- Why we should replace “yes men” in our lives with those who get it and care – and will hold us accountable to achieving our goals
- How to lower our guards and let others help

None of us can do it alone. We need the perspective and advice of a trusted team. And in Who's Got Your Back, Keith Ferrazzi shows us how to put our own “dream team” together.

Julio Frenk, Dean of Harvard School of Public Health

Global Health in the 21st Century: Crossroads of Science, Business and Policy

As we face the pressing global health challenges of the 21st Century - for example, pandemics, environmental change, inequities, inefficiencies in health systems - we must analyze them in economic and political terms, showing the crucial link between health and economic growth and the central role of health in global and national security. A vision for addressing these challenges must include building bridges with business, governments and global institutions.

Douglas Melton, Thomas Cabot Professor of the Natural Sciences, Co-Director of the Harvard Stem Cell Institute and Co-Chair of the Department of Stem Cell and Regenerative Biology

The Promise of Stem Cell Science

Douglas Melton will review the basics of stem cell science, why scientists are so excited about this field and the potential clinical outcomes, including the impact on the healthcare system. He will also discuss the business model of the Harvard Stem Cell Institute, which was established to deliver on the scientific promise.

Meghan L. O'Sullivan, Harvard Kennedy School of Government

Iraq and Afghanistan: Explaining the Past and Anticipating the Future

The involvement of the United States in both Iraq and Afghanistan has been longer, and harder, than many people anticipated. Is this due to the inherent difficulty of the challenge undertaken? Or was it the result of certain policies and decisions made over the course of the past six or seven years? I will

focus on a few key decisions, their origins and their impact on the trajectory of subsequent events, and what they mean for the future.