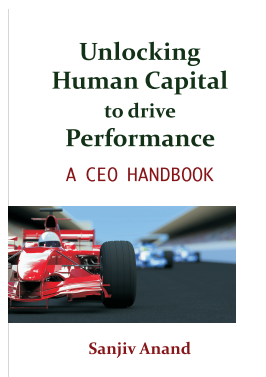


## Media Release



## “Unlocking Human Capital to Drive Performance: A CEO HANDBOOK”

**Mumbai Thursday, 17<sup>th</sup> November 2011:**

As markets are becoming more challenging or have started to grow at rapid rates, the challenge of managing human capital has increase significantly. Many CEO’s complain, more than ever, that they have turned into “HR Managers”. Managing the employees through the complete lifecycle, in many cases, has become harder than even managing the customer lifecycle. Not only has the CEO’s office been impacted, but even the corporate boardroom

Mr. Ajay Piramal, Chairman, Piramal Enterprises Ltd, released Sanjiv Anand ‘s debut book “Unlocking Human Capital to Drive Performance”, A CEO’s guide to handling human resource challenges as they have to deal with the problems from recruiting to retention. The book is clearly intended to help top management make insightful people-related decisions. It is full of pragmatic ideas presented in a simple, readable style that any CEO and HR practitioner will find useful.

Speaking on the occasion Ajay Piramal, Chairman, Piramal Enterprises Ltd, said “There is a lot of practical wisdom in Sanjiv’s book from his long consulting experience. The book is easy to read and understand. It portrays a number of “real life” issues and lessons which can be implemented.”

The Author Sanjiv Anand, Cedar’s Managing Director, added “For 25 years as a consultant, I have seen too many CEO’s going gray dealing with the issue of building organizations and businesses that are performance driven. I’ve tried to highlight the top 20-25 common challenges and outline solutions that are straightforward, and have a higher chance of success of being implemented”

Present at this exclusive event were some of India's leading CEO's and business leaders including Vicky Oberoi (Oberoi Realty), Mihir Doshi (Credit Suisse), Gunit Chaddha (Deutsche Bank), Gulu Mirchandani (Onida), Jalaj Dani (Asian Paints), Manish Chokani (ENAM), Hital and Nikhil Meswani (Reliance), Neel Raheja (Raheja Group), Author Gita Piramal, Sunil Alagh, Niranjan Hiranandani, amongst many others.

#### About the Author:

Sanjiv Anand, Cedar Managing Director takes his 25 years of global managing consulting experience to share his observations and experiences of what CEO's around the world go through from the CEO's desks of a fortune 500 company in Texas, to a bank in south Africa, to family owned businesses in the Middle East, to the fast growing corporations of India.

More importantly in his rapid and lucid style, Sanjiv identifies the top 20 strategic and operational answers to managing human capital at the CEO level, right from recruiting, executive compensation, culture, succession planning, and managing the board on these issues. The book with its many satirical illustrations is designed to make the topic an easy read.

#### About the Book:

Human Capital has been clearly identified as a key differentiator between the high performance organizations and others. It is truly believed that Unlocking Human Capital will be the biggest competitive edge for any organization in the next decade.

The book covers the top 30 strategic and operational challenges with solutions in these areas. Strategic areas include the CEO's role in HR, the board's role in HR, driving individual performance, driving enterprise performance, organizational restructuring, compensation strategy, HR challenges in a merger situation, and most importantly from an Indian context – HR management in family owned businesses.

#### Press Contact

Decibel Communications

Swati Katakam - +91 9821612445

[swati@katakam.com](mailto:swati@katakam.com)