

San Diego SHRM Announces Educational Partnership with Strategic Momentum, Inc.



San Diego SHRM (SD SHRM) is proud to announce an educational alliance with Strategic Momentum to bring ERM™ (Employee Relationship Management) and the ERMi™ (Employee Relationship Management Institute) to HR Executives, Team Leaders and other Executives interested in dramatically increasing the performance and asset value of employees.

ERM is a powerful HR strategic program that will dramatically increase employee productivity, loyalty and retention resulting in Breakaway Innovation®. ERMi is designed to educate and certify employees at all levels on the power of ERM™. The genesis of ERM is based on similar principles to CRM (Customer Relationship Management). **However, ERM™ focuses on increasing employee productivity and innovation while increasing the asset value of the employee base** where as CRM focuses on increasing the asset value of the customer base. ERM is to Leadership and Management as CRM is to Marketing and Sales. In fact, implementing ERM allows corporate wide programs, like CRM, to be much more successful. The key principles of ERM are simple:

1. Nurture the employee base
2. Protect the employee base
3. Increase the asset value of the employee base

4. Unleash I₂P (Individual Intellectual Property) bringing about continued Breakaway Innovation®



SD SHRM is committed to bringing leading edge strategic educational programs to the SD SHRM Executive and Professional community. Together with Strategic Momentum, SD SHRM is launching our 2009 ERM series of Executive Seminars and Workshops. These will be certified for continuing education credits. SD SHRM encourages HR Executives, HR Professionals, Senior Executives, Team Leaders and consultants to attend our 2009 series on ERM and become a member of ERMi. The first 2009 Executive Seminar, 'How HR Can Become a Strategic Player', will be held from 7:30 am to 9:30 am on January 29, 2009. The 2009 program schedule is shown below.

About Strategic Momentum, Inc.:

Strategic Momentum (<http://www.strategic-momentum.com>) works with companies who want to dramatically increase employee performance and achieve extraordinary results. Strategic Momentum has a 16 year track record of helping companies achieve strategic breakthroughs resulting in 400-800% growth in 2-5 years.

About SD SHRM:

The San Diego Society for Human Resource Management (SD SHRM), a professional organization founded in 1945, is the local chapter affiliated with the national Society for Human Resource Management (SHRM).

SD SHRM provides a wide range of educational seminars, programs and other activities that allow members to develop their expertise in the various functional areas that constitute human resource management. SD SHRM is the HR Voice for San Diego and showcases the Workplace Excellence Awards, the "Oscars of HR", each November, honoring exemplary HR practices.

ERM™ Series Schedule

Seminar	January 27	How HR Can Become a Strategic Player
Seminar	February 24	Building an Empowered Organization Using ERM Principles
Workshop	March 24	ERM™ (Employee Relationship Management) A Strategic Approach to HR
Seminar	April 28	Relationship and Trust – The Foundation of a High-Performance Organization
Seminar	May 26	The Promise of an ERM Culture
Workshop	June 23	Building an ERM Culture
Seminar	July 28	The Power of Vision Based Leadership
Seminar	August 25	Moving From Vision to Reality
Workshop	September 22	Visionary Leadership – Creating a Compelling Vision
Seminar	October 27	How to Manage Strategic Change
Seminar	November 24	The Importance of Enrollment – Creating Pull Rather Than Push
Workshop	December 8	Change Management – Creating a Change Process That Works