

MARC EFFRON'S 4 + 2 MODEL



CORE FOUR

BUSINESS
JUNKIE

HR
DISCIPLINE

TALENT
AUTHORITY

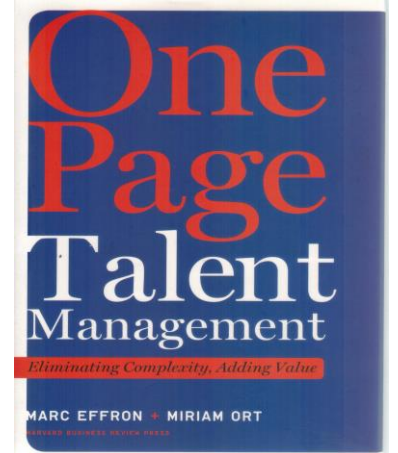
PRODUCTION
MANAGER



DIFFERENTIATING TWO

COURAGEOUS
ADVOCATE

TRUSTED EXECUTIVE
ADVISOR



MARC EFFRON

Marc leads The Talent Strategy Group and consults globally to the world's largest and most successful corporations. He co-founded the Talent Management Institute and created and publishes *Talent Quarterly* magazine. He co-authored the Harvard Business Review Publishing best-seller *One Page Talent Management*.