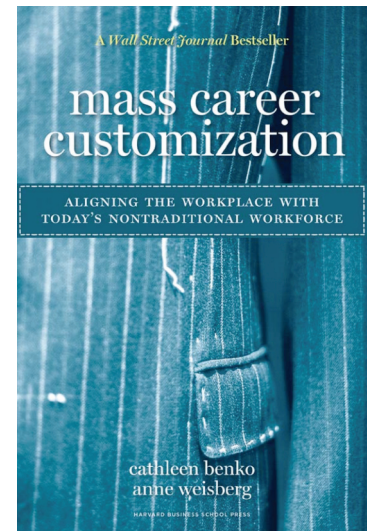


Mass Career Customization: Customizing Career Paths to Grow Critical Talent

The National Council for Research on Women and Catalyst are pleased to host a gathering of executive leaders to explore Mass Career Customization, an innovative approach to talent management.

Meet the authors of the best-selling business book, *Mass Career Customization*, Cathy Benko, Vice Chairman and Chief Talent Officer, Deloitte LLP and Anne Weisberg, Director, Deloitte Services LP.




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Date:	Thursday, May 22, 2008
Time:	8:00 a.m. – 8:30 a.m. Breakfast and Networking 8:30 a.m. – 9:30 a.m. Presentation by Cathy Benko: <i>Mass Career Customization: Customizing Career Paths to Grow Critical Talent</i> 9:30 a.m. – 10:00 a.m. Discussion with the Authors
Location:	Westin New York at Times Square Broadway Ballroom 270 W 43rd Street New York, NY 10036
RSVP:	Please e-mail names of attendees and company to Lisa Rast at lrast@ncrw.org by May 16.



Limited seating is available.

Mass Career Customization: Customizing Career Paths to Grow Critical Talent

The corporate world has, in a few short generations, completely transformed. From changing family structures, to women now being the majority of the entry level workforce, to aging baby boomers, to the arrival of Generations X and Y, never before have the collective characteristics of the employee changed so much in so little time. Yet, the expectations of the traditional workplace and the one-size-fits-all corporate ladder model of career progression have not. The result? A structural misalignment between the workplace and workforce. Learn how business leaders who recognize the effect of these workforce trends can gain competitive edge with mass career customization (MCC). MCC provides an approach that enables a more adaptive, corporate lattice culture to emerge in response to today's realities on how work gets done and careers are built.

Cathy Benko

Cathy Benko is Vice Chairman and Chief Talent Officer for the Deloitte U.S. Firms. She is responsible for driving the organization's strategy to attract, develop, and advance a highly skilled and increasingly diverse workforce. She is also leading the implementation of mass career customization, a signature initiative of Deloitte's Talent agenda. Cathy previously held dual responsibilities for leading Deloitte Consulting's high technology industry sector and the organization's award winning Women's Initiative. Cathy has been named one of the "25 Most Influential Consultants" and a "Frontline Leader" by *Consulting Magazine*, and is the recipient of its inaugural "Leadership Achievement Award" for Women Leaders in Consulting. Cathy previously co-authored *Connecting the Dots: Aligning Projects and Objectives in Unpredictable Times* (Harvard Business School Press, 2003).

Anne Weisberg

Anne Weisberg is a director focusing on talent diversity for the Deloitte U.S. Firms. She is a specialist in the field of diversity, gender, and work/life integration. Anne serves on the Board of Directors of the Forte Foundation and is a member of the National Advisory Commission to Workplace Flexibility 2010. She is an active member of the Committee to Enhance Diversity of the Association of the Bar of the City of New York and serves on the external advisory Board to Vinson & Elkins' Women's Initiative. Anne also speaks frequently at national conferences, client events, and educational institutions.
