



## American Airlines to Present Assess Systems Partnership Story at SHRM

*Presentation will focus on airline's strategic leadership development program*

Dallas ([PRWEB](#)) June 13, 2011 -- William Mitchell of American Airlines has been chosen to speak about the company's partnership with Assess Systems at the SHRM 2011 Annual Conference & Exposition, to be held June 26–29 in Las Vegas.

Mitchell, the managing director of Leadership Planning & Performance at American Airlines, will deliver a presentation titled "Strategic Leadership Development Takes Flight: The American Airlines Story" from 7:00 am–8:15 am on Monday, June 27.

He will discuss the innovative [leadership development](#) program designed for all levels of leadership, instituted by the airline and delivered through partnership with Assess Systems. The presentation will focus both on the strategic approach and tactical methods of the program, including:

- \* Creating deliberate alignment with business objectives;
- \* Delivering relevant and personalized content; and
- \* Engaging key champions.

The annual SHRM (Society for Human Resource Management) conference is the premier event in the human resource industry, drawing over 13,000 attendees from around the world. This year's event will feature the largest number of practitioners, strategic business management sessions and health care sessions ever. The conference boasts over 600 exhibitors and keynoters such as Sir Richard Branson and Michael J. Fox.

"To be effective, leaders need to align with the business strategy and develop internal talent," said Mitchell. "These abilities are critical in today's competitive landscape – especially in the dynamic airline industry. Assess Systems helped us create a program that will deliver this kind of sustained leadership to our organization."

"This year's SHRM conference is heavily focused on the future of human resources, and leadership development fits perfectly with that focus," said Diane Ianni, vice president of marketing and sales for Assess Systems. "In developing this strategic leadership development program, American Airlines has taken a huge step in securing the future of the organization."

Assess Systems will exhibit at booth #1316 on the Exposition floor.

### About Assess Systems

Assess Systems is an innovative software and consulting firm providing talent selection and people development solutions including: [competency modeling](#), selection process design, entry-level assessments, competency-based professional and managerial assessments, sales assessments, leadership development, 360 feedback, [succession planning](#), and [executive assessment](#) and coaching. For more than 25 years, Assess Systems' organizational psychologists have assessed millions of people in a broad spectrum of industries and positions spanning 42 countries and supporting 16 languages. For additional information, please call 972-233-6055 or visit [www.assess-systems.com](http://www.assess-systems.com).

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