

Certificate in Talent, Competency & Succession Management

Pennsylvania State University, USA

Join international participants at the following locations:

Kuala Lumpur
4 – 6 March 2009
PJ Hilton Hotel

Manila
9 – 11 March 2009
Mandarin Oriental Hotel

Bangkok
19 – 21 March 2009
JW Marriott

Ho Chi Minh City
23 – 25 March 2009
Equatorial Hotel



PENNSTATE



- Be mentored by Dr. Rothwell - the world's leading HR & OD Guru
- Gain a Certificate from Penn State - a top ranked University
- Learn and network with top international HR & OD leaders
- Receive cutting edge materials and toolkit to support practical action

By Professor William J. Rothwell

- Author of best selling and award winning books with over 60 internationally published titles
- President, Rothwell & Associates; World-renowned Consultant; Professor, Pennsylvania State University
- Heads the #1-ranked graduate program in HRD in the USA

INTRODUCTION FROM DR. WILLIAM J. ROTHWELL



In challenging economic times, organizations have a pressing need to attract, retain and develop first-rate, highly-productive talent to gain and keep competitiveness. Many organizations are struggling to prepare for the so-called “Talent Wars.” That has drawn much attention to the issue of talent management and talent development.

But what do these terms mean? What proven strategies work to attract, manage, retain, position and motivate talented people as economic conditions globally become more challenging? This program addresses these questions.

Real world research has proved the fact that a talented employee can be as much as 20 times more productive than the average worker. Just imagine how much more we are capable of achieving with more talent in our organization.

Over the course of the 3-day workshop we will focus on key success factors plus the latest practices and developments in the area of talent management, competency modeling and succession management. I will also be sharing with you many contemporary tools and technologies that you will be able to put to practical use right away.

I will bring you to the cutting edge of the profession and enable you use effective talent, competency and succession management strategies and tactics to create competitive advantage for your organization which is sustainable through good and challenging economic times.

I look forward to working with you at this upcoming program. There is so much to learn and to do to achieve much greater results and I would like to take you on this exciting journey with me.

Sincerely yours,
Dr. William J. Rothwell



WHO SHOULD ATTEND

Senior Management, General Managers, HR Leaders, Vice Presidents, HR Managers, OD Practitioners, Senior Executives and Managers

LEARNING MATERIALS & CD-ROM TOOLKIT

Participants who enroll in this program will receive comprehensive learning materials and a toolkit of resources from Dr. Rothwell to guide them towards doing practical work for talent, competency & succession management.



OBJECTIVES OF THE PROGRAM

Upon completing the 3-day workshop, participants will be able to:

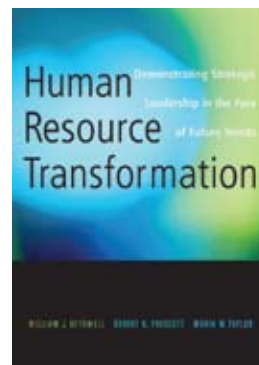
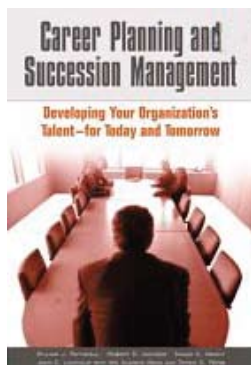
- Understand the terms *talent management* and *talent development* and show how they relate to *succession planning* and *succession management*
- Describe how to make the business case for talent management and succession planning in tough economic times
- Make the case for a *systematic* approach to talent development in their organizations – even in difficult economic times and against the backdrop of a tough labor environment
- Describe a strategic model to drive talent management and talent development
- Discuss the theory and best practice of competency identification, assessment and modeling as a foundation for talent management, development and succession planning
- Review proven approaches to performance management as a tool for talent development
- Define potential assessment and explain how it differs from performance management
- Review proven approaches to assessing the potential of individuals for higher-level responsibility
- Discuss how to identify competency-building strategies and link them to a company-specific competency model by level on the organization chart
- Summarize proven, creative techniques to recruit and select talent
- Identify and use alternative sources of talent – other than internal development or external recruiting/selection
- Review key ways to implement individual development planning successfully
- Understand technical succession planning, focused on technical workers such as engineers or other knowledge-focused workers, and examine ways to transfer knowledge
- Define social relationship succession planning, focused on workers whose social relationships are key to successful performance (such as sales, marketing and government/public relations) and examine ways to transfer social relationships
- Examine best practices in talent retention
- Prepare an action plan for participants to use upon their return to their organizations

LEARNING METHODOLOGY

- Short presentation
- Facilitation using adult-learning methodology
- Case studies and practice sessions
- Individual & group activities and exercises
- Action plan

GENERAL INFORMATION

- Closing date for registration is 27 February 2009
- The fees cover participation at the event, lunch, tea breaks, materials and follow-up learning tools
- Replacements and representatives are allowed, however the fees paid are not refundable
- In the event that any of the speaker/s have to cancel their attendance for reasons outside the control of the organizers, the organizers reserve the right to reschedule or make changes as they deem fit
- VAT, bank commission and other bank charges must be borne by participants



INFORMATION FOR INTERNATIONAL PARTICIPANTS

- Special hotel room rates have been arranged. For hotel booking forms and rates, please contact respective ITD centers
- For optional tours, you may contact our partner hotels directly for prior arrangement or upon arrival

PROGRAM

Day 1 to 3

8.30am - 9.00am	Registration
9.00am - 12.30pm	Morning Session (Tea break from 10.30am - 10.45am)
12.30pm - 1.30pm	Networking Lunch
1.30pm - 5.00pm	Afternoon Session (Tea break from 3.30pm - 3.45pm)
Evening	Assignments and free time for interaction and networking among participants

DAY 1

MORNING

Introduction

- Program purpose
- Program objectives
- Program organization/structure
- Participant objectives
- Icebreaker: What issues does your organization face with talent management and development?

Defining Talent Management and Talent Development, and Making the Business Case for Them

- What are the definitions of talent management and talent development, and why are definitions important?
- How can the business case for continued effort in talent management and succession planning be made to senior leaders during challenging economic times?
- Activity on pinpointing the needs of your organization for talent management and development compared to best practice
- Debrief of the activity
- Activity on making the business case for talent management and development
- Debrief of the activity

Guiding Talent Management and Talent Development Systematically and Strategically

- A model to guide talent management and development
- Step-by-step review of the model
- Activity on using the model

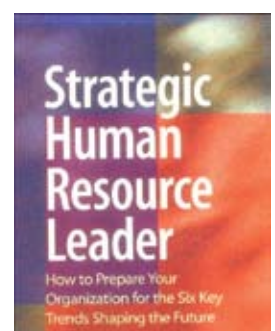
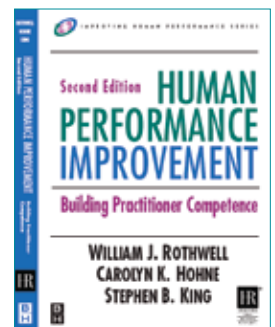
AFTERNOON

Using Competency Modeling as Foundations

- What is a competency: Global differences
- Why are competencies important?
- Approaches to management competency modeling
- Activity on management competency modeling
- Debrief of the activity
- Approaches to technical competency modeling
- Activity on technical competency modeling
- Debrief of the activity

Using Performance Management and Potential Assessment as Foundations

- What is performance management? (Different definitions exist)
- Why is performance management important for talent management and development?
- What is potential assessment, and how does it relate to performance management?
- Activity on performance management
- Debrief of the activity
- Activity on potential assessment
- Debrief of the activity



DAY 2

MORNING

Recruiting and Selecting Talent

- How does recruiting and selecting talent fit into a comprehensive talent program?
- What is recruiting, and what is selection?
- Why are there needs for innovative approaches to recruitment and selection?
- What research says about the most effective recruiting and selection methods
- Activity on recruitment
- Debrief of the activity
- Activity on selection
- Debrief of the activity

Using Alternative Sources of Talent

- What are “alternative” sources of talent?
- Why are they important?
- What role do they play in talent management?
- Activity on using alternative sources of talent to meet talent needs
- Debrief of the activity

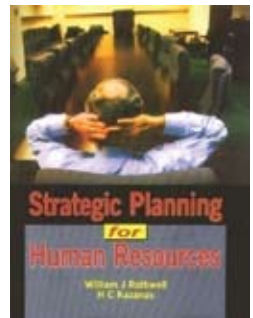
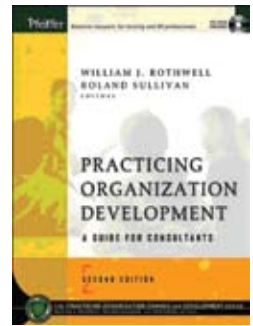
AFTERNOON

Developing Individuals through Individual Development Planning

- What is individual development, and how can it be planned based on competencies?
- What approaches exist to individual development?
- How are plans formulated, implemented and evaluated?
- Activity on discovering developmental strategies
- Debrief of the activity
- Unusual thinking about talent management and development: Cutting-edge approaches

Talent Is More than Staffing: Technical Succession Planning to Address Transfer of Knowledge and Institutional Memory

- What is technical succession planning?
- What model guides technical succession planning?
- What practical techniques can be used to transfer knowledge?
- Activity on technical succession planning
- Debrief of the activity



DAY 3

MORNING

Talent Is More than Staffing: Social Relationship Succession Planning to Address the Passing On of Business Contacts and Relationships

- What is social relationship succession planning?
- What model guides social relationship succession planning?
- What practical techniques can be used to transfer professional contacts?
- Activity on social relationship succession planning
- Debrief of the activity

Retaining Talent

- How does retention fit into a comprehensive talent program?
- Why are there needs for more attention to retention?
- What research says about the most effective retention strategies
- Activity to compare your organization to best practice in retention
- Debrief of the activity
- Activity on retention
- Debrief of the activity

AFTERNOON

Planning for Action: What to Do Back Home

- What will you do when you return to your organization?
- How can you build interest in talent management and development?
- Action planning activity
- Debrief of the action plan
- Presentation of action plans

Conclusion

- Summary of the program purpose, objectives, and organization
- Review of participants' objectives
- Questions and answers
- Workshop evaluation
- Dr. Rothwell will give away a copy of his best selling and award winning book to one lucky participant



PROFILE OF WILLIAM J. ROTHWELL, PHD.

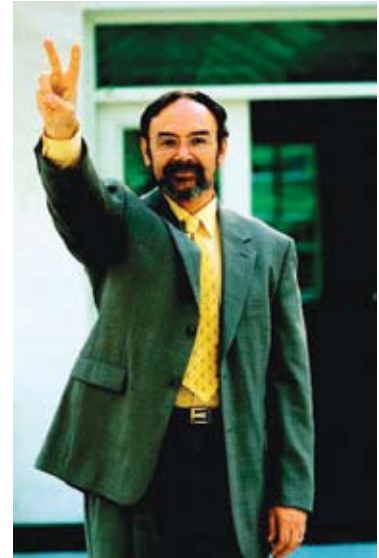
William J. Rothwell, PhD., SPHR, is President of Rothwell and Associates, Inc.. He is also Professor of Human Resource Development at the University Park campus of the Pennsylvania State University. He heads the #1-ranked graduate program in HRD in the US. As a Consultant, he has worked with over 30 multinational corporations.

Dr. Rothwell has worked in the Performance, OD and HR field since 1979 and has authored, co-authored, edited and co-edited over 60 books and many best sellers. Among his most recent publications are:

- Human Resource Transformation
- Strategic Human Resource Leader, 2nd edition
- Practicing Organization Development, 2nd edition
- Planning and Managing Human Resources, 2nd edition
- Human Performance Improvement - Building Practitioner Competence, 2nd edition
- ASTD Models for Human Performance Improvement: Roles, Competencies and Outputs
- Career Planning and Succession Management
- Effective Succession Planning, 3rd edition
- The Strategic Development of Talent
- Competency-based Human Resource Management
- What CEOs Expect From Corporate Training
- Beyond Training and Development, 2nd edition
- Improving On-The-Job Training, 2nd edition
- The Workplace Learner: How to Align Training Initiatives with Individual Learning Competencies

Dr. Rothwell was a National Thought Leader for a Linkage-DDI sponsored study of 18 multinational corporations that examined corporate best practices in succession planning and management. His bestselling book "Effective Succession Planning: Ensuring Leadership Continuity and Building Talent from Within," 3rd ed. (New York: Amacom, 2005) is regarded by many as the "corporate bible" on succession management practices.

Dr. Rothwell has been very active in the American Society of Training and Development (ASTD). He was Chair of the Publishing Review Committee for several years, has served as Chapter President for 2 ASTD local Chapters, has served on the ASTD National Awards Committee, the ASTD dissertation awards committee, and the ASTD research article of the year Committee. He was Chief Investigator for 2 ASTD competency studies - ASTD Models for Workplace Learning & Performance (1999) and ASTD Models for Human Performance Improvement (1996; 2000). He was also an Investigator on the most recent ASTD competency study Mapping the Future (2004).



ABOUT PENN STATE UNIVERSITY

Pennsylvania State University (Penn State) is one of the largest universities in the US. Founded in 1855, Penn State has grown into a world-class learning and research institution. With a core campus covering 5,448 acres, the University Park campus is the epicenter for about 40,500 students, 3,000 faculty and 13,000 other employees. The university offers degrees in about 160 baccalaureate and 150 graduate programs.

Penn State ranks among the US's 10 largest public research institutions, directing more than \$650 million in fiscal 2006 to support research and development activities, many having important economic implications. A majority of research funds come from sources outside Pennsylvania, principally from the US government, business and industry, and foundations. In fiscal 2005, for example, Penn State attracted \$359 million in federal research funds - 9th highest among all US public universities.

Penn State is highly notable for the #1 ranked graduate program in HRD in the US. It operates the largest outreach effort in American higher education, delivering programs to learners in all 50 states and 80 nations worldwide.



Pennsylvania State University

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FEES AND GENERAL INFORMATION

(Please make copies of this page for registration as required) • Kuala Lumpur: 4 – 6 March 2009, PJ Hilton Hotel

Event Fees	Malaysia	International
SUPER EARLY BIRD FEE - FIRST 50 REGISTRATIONS WITH PAYMENT BEFORE 23 JAN 09	RM 3,200	USD 1,140
EARLY BIRD FEE - SECOND 50 REGISTRATIONS WITH PAYMENT BEFORE 23 FEB 09	RM 3,400	USD 1,215
NORMAL FEE - AFTER 23 FEB 09	RM 3,600	USD 1,285

SPONSORSHIP AND PARTICIPATION OPTIONS:

Gold Package	RM 9,300	USD 3,320
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The Benefits: 3 complimentary registrations for the event, name and logo of sponsor will be promoted on program materials (black & white).

Platinum Package	RM 18,000	USD 6,400
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The Benefits: 6 complimentary registrations for the event, name and logo of sponsor promoted on program website, backdrop (color) and program materials (black & white). One exhibition table for promotion during the event.

Scholarship Package (50% of normal fee)	RM 1,800	–
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A 50% Scholarship is available to the first 10 deserving applicants. This applies only to full-time staff of non profit or educational institutions and government servants. Awarded on a first-come-first-served basis. Documentary evidence required.

Payment Details	Payments may be made by telegraphic transfer, bank deposit or local check
Account Name (Pay to)	MITD Sdn Bhd
Account Number	2-14062-0004550-2
SWIFT Code	RHBBMYKL
Name of Bank	RHB Bank Berhad
Bank's Address	Unit 1, Ground Floor, Bangunan Cheong Wing Chan 41-51 Jalan Maharajalela, 50150 Kuala Lumpur

Kindly ensure that payment is made 2 weeks before the program commencement

 Please tick: Super Early Bird Fee Early Bird Fee Normal Fee Gold Package Platinum Package Scholarship Package

Title and Name: Prof/Dr/Mr/Mrs/Ms

Phone _____ Fax _____ E-mail _____

Mobile _____ Position _____

Organization _____

Address _____

Date _____ Signature _____

Mode of registration:

ITD Penang	Tel: +604-262 6720	Fax: +604-263 2905	E-mail: itdpg@itd.com.my
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Replacements and representatives are allowed, however the fees paid are not refundable.

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Lighting the Way as the Leading Multinational HRD Corporation



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ITD was founded on a simple yet powerful vision of enabling organizational & HR development goals that enrich lives & create a better society.

ITD's roots can be traced back to 1984 when a group of visionary HRD experts established an institution, which quickly emerged as a leader in its field. ITD's mission then and now remains clear - To continuously excel as the leading multinational provider of superior quality & comprehensive organizational & HR development solutions in the Asia Pacific for national and regional building.

The dawn of the new millennium heralded a new phase of international expansion as the organization expanded its services and programs throughout the Asia-Pacific Region. ITD Group's headquarters is based in Penang, Malaysia and it has centers spanning Malaysia, Thailand, Vietnam and Philippines.

ITD Group's six core activities include Business Education and Research; Corporate Training; Professional Competency Development; Business Coaching and Consulting; Mega Events and Conferences and Community Service and Networks. It offers programs ranging from short training to Certificate, Diploma, Bachelor, Masters and Doctoral courses.

In an increasingly globalized economy driven by knowledge, competency and innovation, ITD can be the people's crucial source of competitive advantage due to its ability to combine expertise and experience from its core expertise in various distinct areas. This portfolio synergy allows ITD to better meet the unique development needs of individuals and corporations and the community.

Over the years it has earned a sound reputation as a leading education, training HRD provider having successfully produced thousands of graduates and provided organizational and HR development solutions to a large number of clients throughout the Asian region. ITD's clients include many leading multinational and local corporations.

The Group's outstanding track record includes establishing itself as the most successful provider of Masters and Doctoral business education programs in the region.

ITD is an International HRD Award Winning Organization and has made its mark of excellence in the international HRD arena. It is the winner of the 2006-2007 ARTDO (Asian Regional Training and Development Organization) International HRD award. This highly prestigious international award is presented to the most qualified organization each year in recognition for outstanding contribution to international HRD.

As a clear distinction of ITD's commitment to quality and continuous improvement, the Group has attained the ISO 9001:2000 Certification for Global Provision of Training and Development. This simply means that ITD's quality management system is globally applicable and meets stringent international standards.

ITD Group is a multinational corporation with a societal oriented philosophy. It is actively involved in social and charitable work. The Institute's Love Thy Nation Campaign has allocated sizeable funds to support the needy sections of respective national societies.

ITD's leaders have served as leaders of ARTDO International and have been actively involved in social HRD work. Established in 1974, ARTDO International is a non-profit professional umbrella body that brings together leading national HRD bodies, companies and individuals active in HRD work from over 30 countries around the world.

Ultimately, the ITD vision is all about people. The truly shared meaning behind ITD's torch goes beyond leadership and excellence, it about uplifting and bringing "light" to people's lives and helping both individuals and organizations attain their aspirations. It is about fulfilling dreams of building a better and more peaceful tomorrow. This is the ITD passion and commitment - a pledge that people can count on.

www.itd.com.my



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