

ITD-ARTDO International Performance Improvement, Strategy and Leadership Conference

LEAPING FORWARD WITH CUTTING-EDGE PRACTICES

Date: 13-15 July 2005

Venue: Shangri-La Hotel, Bangkok, Thailand

Closing date for registration: 18 June 2005

With Keynote address and official launching by:

The Honourable Sora-at Klinpratoom

Minister of Labour, Thailand

Incorporating 8 optional

Pre-Conference Master World-Class Workshops



INSTITUTE OF TRAINING AND DEVELOPMENT
(INSTITUT LATIHAN & PEMBANGUNAN)

Managed by MITD Sdn Bhd (138047-U)

Lighting The Way In International Business Education And HRD



Pre-conference Workshop and Conference Collaborators



American Society for Training and Development (ASTD)



Federation of Thai Industries (FTI)



Thai Airways International (TG)



Thailand Management Association (TMA)



Thailand Society for Training and Development (TSTD)



Office of Civil Service Training Institute, Thailand



Malaysian Institute of Training and Development (MITD)

Official Carrier: *Thai Airways International*

ITD-ARTDO International Performance Improvement, Strategy and Leadership Conference

LEAPING FORWARD WITH CUTTING-EDGE PRACTICES

A WARM WELCOME...

MESSAGE FROM PRESIDENT EMERITUS OF ARTDO INTERNATIONAL



Dear Friends and Colleagues in Management,

Never before has there been greater emphasis placed on performance improvement, strategy and leadership.

For the first time in Thailand, some 500 participants and speakers from all over the globe will gather and synergize with one unifying purpose of leaping forward with cutting-edge performance improvement, strategy and leadership practices.

The Key Attractions and Benefits of this gathering are :

1. **Be in union with world renowned experts** and master performance improvement, strategy and leadership practitioners in an international gathering that focuses on performance and bottom-line goals – the top priority in organizations.
2. **Contemporary issues affecting performance improvement, strategy and leadership** will be presented and discussed among speakers and delegates from all over the world.
3. **The meeting of great minds** at this conference is a golden opportunity to enjoy the sharing and exchanging of insights, skills, knowledge, network contacts and experiences.
4. **Learn practical solutions** applied successfully in the real world to improve organizational and people performance and bottom-line results.
5. **Enjoy the beauty and excitement of “Amazing Thailand”** at the world-class Shangri-La Hotel by the famous Chao Phraya River of Kings where leisure, social and entertainment activities will leave you energized and refreshed with unforgettable experiences.

With these words, I wish you great success in the journey through the exciting world of Performance Improvement, Strategy and Leadership. I look forward to welcoming and meeting all of you in Bangkok.

I am confident that you will find the conference highly productive and well remembered for many years to come.

Indeed, the best is yet to come.

With warm regards,

Dato' Dr Thomas KH Chee

President Emeritus ARTDO International



The General Learning Tracks for the Conference:

(keynote, plenary, forums and concurrent sessions):

1. World-Class Business Performance Improvement Analysis and Models
2. Strategic Planning, Effective Strategy Execution and Global Competitive Advantage
3. Key Performer and Competency Assessment, Benchmarking, Gap and Cause Analysis
4. Selecting Performance Improvement Interventions that Produce Results
5. Successful Practices in Leading Change, Implementing Performance Interventions and Strategies
6. Contemporary Leadership Practices and Development
7. Evaluating and Establishing Business Results & ROI of Performance Interventions
8. Cutting-Edge Leadership, Strategy and Performance Consulting in Practice
9. Current Research and Best Practice in Performance Improvement, Strategy and Leadership

Performance Forums Within the Conference:

1. Consultants, Educators and Researchers: Performance Improvement Forum
2. HR Leaders: Performance Improvement and Strategy Forum
3. Top Management: Performance Improvement, Strategy and Leadership Forum

Who Should Attend

Leaders who hold the most important duty of leading people, managing strategy, performance and bottom-line results: Chairmen, Presidents, Chief Executive Officers, Directors, Ministers, Director Generals, Senior Government Officers, General Managers, Senior Managers, Senior Executives, Consultants, Trainers, Educators, Researchers, and all who are interested in how to leap forward with cutting edge practices in performance improvement, strategy and leadership.

“Performance improvement, effective strategy execution and leadership are the 3 most critical competitive factors facing most organizations today and this is precisely the focus of this indispensable conference. See you there !”

Dr. Jo-Anne Pitera

(Jacksonville Beach, Florida)

Conference Advisors

- **Dato’ Dr. Thomas KH Chee,**
President Emeritus ARTDO International
- **Bernardo F. Ople,**
Secretary General ARTDO International
- **Dr. Praphad Phodhivorakhun,**
Chairman, Federation of Thai Industries (FTI)
- **Dr. Plengsakdi Prakaspesat,**
Vice Chairman, Federation of Thai Industries (FTI)
- **Dr. Thamrongsak Moenjak,**
Senior Consultant and Advisor, Institute of Training and Development (ITD Group)

Conference Chairman

Peter Chee

President and CEO, ITD Group
Immediate Past President, ARTDO International, 2003-2004

Conference Director

Anchana Vesarach,

Director of Learning & Development, ITD Group

CONFERENCE SCHEDULE

TIME	13 JULY 2005 (WEDNESDAY)	DAY 1
Various	Arrival of Delegates	
10:00 am	Registration Commences	
11:00 am to 5:00 pm	INFORMAL NETWORKING AND SOCIAL LEARNING DAY (Meet the conference speakers or other delegates in an informal setting at the International networking area)	
Various	Optional tours (sightseeing at desired locations may be arranged with the tour desk at Shangri La Hotel prior to or after arrival)	
6:30 pm to 9:30 pm	WELCOME RECEPTION AND ENTERTAINMENT	
TIME	14 JULY 2005 (THURSDAY)	DAY 2
8:30 am to 9:30 am	OFFICIAL OPENING CEREMONY AND KEYNOTE ADDRESS: The Honourable Sora-at Klinpratoom Minister of Labour, Thailand	
9:30 am to 10.30 am	PLENARY1; DR. JO-ANNE PITERA (USA) Driving Results Through Strategy, Execution, Leadership & Change Management Consulting. Chairperson: Dr Rod Oxenberry, Management Educator and Consultant, Former Professor and Head of International Graduate School of Management, University of South Australia.	
10:30 am to 11:00 am	EXTENDED LEARNING TEA BREAK	
11:00 am to 1:00 pm	FORUM 1: HR LEADERS PERFORMANCE IMPROVEMENT AND STRATEGY FORUM 1. DR. DONALD FORD (USA) Evaluating Performance Improvement: Bottom-line Results 2. TUAN HAJI ZULKIFLI BAHAROM (MALAYSIA) "The Cultural Revolution: Lessons from Malaysia Airlines (MAS) that put Human Values First" 3. EVELYN P. LOZADA (PHILIPPINES) Selecting Performance Improvement Interventions that Produce Results Chairperson: Dr. David Dubois, President, Dubois and Associates	
1:00 pm to 2:30 pm	EXTENDED NETWORKING LUNCH	
2:30 pm to 3:30 pm	CONCURRENT SESSION (A) A1. GRAHAM ARNOLD and DR. ROD OXENBERRY (AUSTRALIA) Running To Catch Up... Or ...Collaborating To Triumph Systemic, Participative Action Consulting Chairperson: Tuan Haji Zulkifli Baharom , Director, Malaysian Airlines Academy A2. DR HELMI SALLAM (EGYPT) New Challenges facing Training and Performance Improvement Chairperson: Evelyn P Lozada, President ARTDO International A3. MARIO del CASTILLO (PHILIPPINES) Performance Based Competency Training for Trainers - the CTP Experience Chairperson: Julie Beh, HR Manager, Plexus Manufacturing A4. DR. RUMESH KUMAR (MALAYSIA) Implementing Strategic Plans Effectively Chairperson: Dr. Ariff Kassim, Director, Ministry of Education Malaysia	
3:30 pm to 4:30 pm	CONCURRENT SESSION (B) B1. PAUL ROLAND DUBOIS (MAURITIUS) Skills Development and Competency Improvement Trends and Best Practices Chairperson: Rita Goh, Director (Learning and Development), ITD Group B2. DR. NALINEE TAWEEESIN (THAILAND) Corporate E-learning: Strategies and Practices Chairperson: Prof. Dr. Vinayshil Gautam, Professor of Management, Indian Institute of Technology, Former President of ARTDO International	

- B3. MOHAMED YUSOF RAFIE (SAUDI ARAMCO, SAUDI ARABIA)
HR Strategies for the Future Workforce
Chairperson: Kathleen Ong, Director (Learning and Development), ITD Group
- B4. ARMI TREÑAS (PHILIPPINES)
Coaching: Your Way to Effective Leadership Development
Chairperson: Charlie Wan, Management and Competency Consultant
- B5. DR. DONALD FORD (USA)
Cutting Edge Performance and Key Performer Analysis
Chairperson: Prof. Dr Roselina Ahmad Saufi, Head of Consultancy and Training, University Malaysia Sabah

4:30 pm to 5:00 pm

EXTENDED Q&A TEA BREAK

6:15 pm

SUNSET SOCIAL AND NETWORKING EVENING BY THE “RIVER OF KINGS” (OPTIONAL)

TIME	15 JULY 2005 (FRIDAY)	DAY 3
8:30 am to 10:30 am	FORUM 2 : CONSULTANTS, EDUCATORS AND RESEARCHERS PERFORMANCE IMPROVEMENT FORUM 1. PROF. DR. KRIENGSAK CHAREONWONGSAK (THAILAND) Different Perspective of Competitiveness and its Implication on Business Strategic Planning 2. PROF. DR. ROSELINA AHMAD SAUFI (MALAYSIA) Reinventing Leadership and Human Capital 3. PROF. DR. VINAYSHIL GAUTAM (INDIA) Current Research and Educational Trends in Performance Improvement Strategy Chairperson: Graham Arnold, Action Consultant, Former Dean International, University of South Australia	
10:30 am to 11:00 am	EXTENDED LEARNING TEA BREAK	
11:00 am to 12:00pm	PLENARY 2: MASA AKI IMAI (JAPAN) The Kaizen Way of Continuous Improvement for the Global Economy Chairperson: Prof. Dr. Vinayshil Gautam, Professor of Management, Indian Institute of Technology, Former President of ARTDO International	
12:00 pm to 1:00 pm	PLENARY 3: DR. DAVID D. DUBOIS (USA) Competency-Based Human Resource Management: What? Why? How? Chairperson: Dr. Donald Ford, President, Training, Education, Management LLC USA	
1:00 pm to 2:30 pm	EXTENDED BUSINESS LUNCH	
2:30 pm to 4:30 pm	FORUM 3:- TOP MANAGEMENT: PERFORMANCE IMPROVEMENT, STRATEGY AND LEADERSHIP FORUM 1. DR. PRAPHAD PHODHIVORAKHUN, CHAIRMAN, FEDERATION OF THAI INDUSTRIES & KANG YONG ELECTRIC PUBLIC CO LTD (THAILAND) New Challenges in Leadership and Performance Improvement 2. DR. DON BHASAVANICH, PRESIDENT, NAKORNTHAI STRIPMILL, CEO, NAKORNTHAI NEWS, COUNCILOR, THAILAND MANAGEMENT ASSOCIATION Leadership, Strategy and Global Competitive Advantage 3. KANOK ABHIRADEE , PRESIDENT, THAI AIRWAYS INTERNATIONAL (THAILAND) Performance Improvement, Strategy and Leadership: The Thai Airways International Approach Chairperson: Dr. Jo-Anne Pitera, President, JS Performance Consulting (USA)	
4:30 pm to 5:00 pm	EXTENDED ROUNDUP TEA BREAK	
7:30 pm to 10:00 pm	CONFERENCE FAREWELL BANQUET DINNER AND ENTERTAINMENT	
TIME	16&17 JULY 2005 (SATURDAY & SUNDAY)	DAY 4&5
Various	Optional Tours (take advantage of the weekend holiday for sightseeing at desired locations. This may be arranged with the tour desk at Shangri-La Hotel prior to or after arrival)	
Various	Departure of Delegates	

**Note: This programme contains information that was correct as of April 2005. Additions and changes may occur before the conference takes place.*

Distinguished Panel of Keynote, Plenary, Forum and Concurrent Speakers: A Brief Overview

“The most important single task of management professionals today is to effectively manage workforce performance. Without superior performance, no organization can hope to succeed in the competitive global economy of the 21st century. This Performance, Strategy and leadership conference will help attendees develop the skills they need to improve and sustain world-class performance.”
Dr. Donald Ford, (California)

THE HONOURABLE SORA-AT KLINPRATOOM (THAILAND)

Minister of Labour, Thailand

DR. DONALD FORD (USA)

President, Education, Training, Management LLC USA. World-renowned author of several books including “Bottom-line Training: Performance-based Results”. International performance consultant, facilitator and management educator.

DR. DAVID D. DUBOIS (USA)

President, Dubois and Associates. Internationally recognized consultant, guru and best-selling author in the area of competency based performance improvement and HRM.

DR. PRAPHAD PHODHIVORAKHUN (THAILAND)

Chairman, Federation of Thai Industries. Chairman, Kang Yong Electric Public Co Ltd Thailand.

DR. JO-ANNE PITERA (USA)

President, JS Performance Consulting, World-renowned performance consultant and facilitator.

DR. ROD OXENBERRY (AUSTRALIA)

Management Educator, Consultant. Former Professor and Head of International Graduate School of Management , University of South Australia.

PROF. DR. KRIENGSACK CHAREONWONGSAK (THAILAND)

Member of Parliament. Former Executive Director, Institute of Future Studies. Highly Acclaimed speaker and author of over 50 books.

KANOK ABHIRADEE (THAILAND)

President, Thai Airways International.

DR. DON BHASAVANICH (THAILAND)

President, Nakornthai Stripmill, CEO, Nakornthai News, Councilor, Thailand Management Association

TUAN HAJI ZULKIFLI BAHAROM (MALAYSIA)

Director, Malaysian Airlines Academy, Director of Asian Institute of Management Alumni, Malaysia. Former President of Malaysian Institute of HRM. International speaker and certified facilitator.

DR. HELMI SALLAM (EGYPT)

President of International Federation of Training and Development Organization (IFTDO). Board member of ARTDO International. President Team Engineering and Management Consultants.

EVELYN P. LOZADA (PHILIPPINES)

President, ARTDO International. Past President, Philippines Society of Training and Development.

GRAHAM ARNOLD (AUSTRALIA)

Action Consultant, Former Dean International and Professor, University of South Australia.

DR. RUMESH KUMAR (MALAYSIA)

Senior Course Leader & Strategic Management Specialist, Senior Manager - Quality and Strategy, ITD Group.

DR. NALINEE TAWESIN (THAILAND)

Executive Director, Institute of Future Studies, Thailand.

ARMY TREÑAS (PHILIPPINES)

Management Consultant, internationally acclaimed facilitator and instructional design expert.

MOHAMED YUSOF RAFIE (SAUDI ARAMCO, SAUDI ARABIA)

Chairman of The Board, ARAMCO Gulf Operations. Senior Vice President of Industrial Relations and Affairs, Saudi Aramco.

PROF DR. ROSELINA AHMAD SAUFI (MALAYSIA)

Head of Consultancy and Training, University Malaysia Sabah. Chairman of Management Development, School of Management, University Sains Malaysia.

MARIO del CASTILLO (PHILIPPINES)

Past President, ARTDO International & Philippines Society of Training and Development. Executive Director, Performance Technologies Malaysia. Senior Consultant, ITD Group. Lead facilitator and course developer, ARTDO International-ITD Certified Training Professional Program.

PROF. DR. VINAYSHIL GAUTAM (INDIA)

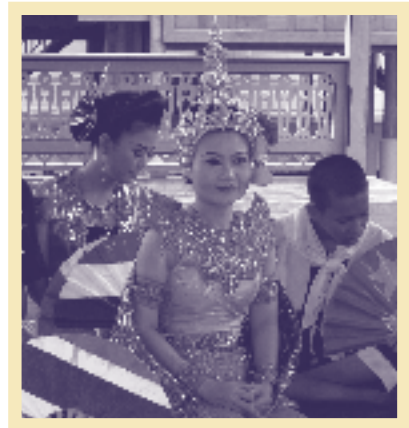
Professor of Management, Indian Institute of Technology. Past President ARTDO International. Author of several award-winning books.

MASAAKI IMAI (JAPAN)

Chairman, KAIZEN Institute Japan. World renowned guru and author of best selling books on KAIZEN. Regional Director, ARTDO International.

PAUL ROLAND DUBOIS (MAURITIUS)

Director, Industrial and Vocational Training Board and Senior Vocational Training Specialist, International Labour Organization (ILO) Board member of International Federation of Training and Development Organization (IFTDO).



“One of the greatest challenges facing organizations today is not planning grand strategies but rather its effective execution that leads to sustainable competitive advantage. Let us meet at the conference to gain meaningful wisdom on this formidable challenge.”

Dr. Rumesh Kumar (Penang)

“At this conference, we gain wisdom from the latest research, educational and consulting practices pertaining to 3 extremely important fields of specialization that have profound impact on our success – Leadership, Performance Improvement and Strategy. Let us get together for the best results at the conference.”
Prof. Dr. Vinayshil Gautam
(New Delhi)

Conference Registration and Fees

Conference Fees (Excluding fees for Pre-conference Master World Class Workshops)

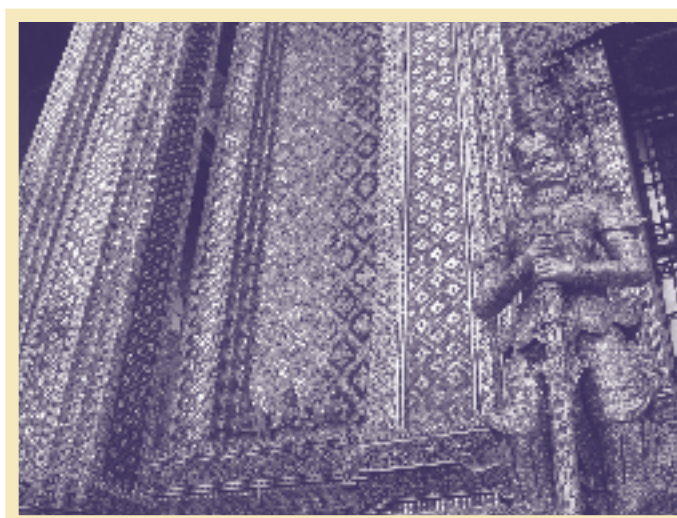
	Thailand* (excluding VAT)	International**
Before 18 May 2005:	- B 19,000	- USD 550
Before 18 June 2005:	- B 21,000	- USD 600
After 18 June 2005:	- B 23,000	- USD 650
Accompanying Person or Full-Time Student	- B 9,000	- USD 290

* 10% fee reduction for 8 or more participants from the same organization.

** Members and staff of ASTD, FTI, TG, TSTD, CSTI and TMA, ARTDO International and MITD enjoy a special 10% fee reduction.

General Information:

1. Conference Closing Date for registration: 18 June 2005
2. The conference fees cover participation at all sessions and events but does not include accommodation, personal and travel expenses.
3. Registered accompanying persons are entitled to attend all events and meals except keynote, plenary, forum and concurrent sessions.
4. Replacements and representatives are allowed. However, the conference fees paid are not refundable.
5. In the event that any of the speakers for reasons outside the control of the organizers are unable to be at the conference, the organizers reserve the right to make changes as they deem fit.



PRE-CONFERENCE MASTER WORLD-CLASS WORKSHOPS:

A golden opportunity to learn with some of the top rated international facilitators in a cost and time effective manner.

Date Range:	11 - 13 July 2005
Number of Days:	1 or 2 depending on choice of program
Venue:	Shangri-La Hotel, Bangkok, Thailand
Time:	9.00 am-5.00pm
Closing date for registration:	18 June 2005

1. **Strategic HR Management: Establishing Business Partnerships**
– 11&12 July 2005 (Dr. Donald Ford)
2. **Human Performance Improvement (HPI) for Senior Management**
– 13 July 2005 only (American Society for Training and Development: ASTD - Dr. Donald Ford)
3. **Coaching for Leadership Development**
– 13 July 2005 only (Armi Treñas)
4. **Competency Based Performance Management**
– 12&13 July 2005 (Dr. David Dubois & Julie Beh)
5. **Delivering Results through Change Management Leadership and Continuous Improvement**
– 12&13 July 2005 (Dr. Jo-Anne Pitera)
6. **Strategic Planning and Effective Execution**
– 12&13 July 2005 (Dr. Rumesch Kumar)
7. **Action Power Consulting Skills**
– 12&13 July 2005 (Graham Arnold and Dr. Rod Oxenberry)
8. **Giving Human Performance Technology (HPT) an Asian Face: *Innovative Implementation Strategies for Asian Organizations**
– 12&13 July 2005 (Mario Aquino. Del Castillo)

The Value of the Pre-conference Master World-class Workshops:

1. **Top rated international facilitators** specially selected for their area of expertise.
2. **A rare and unique opportunity** to learn and interact with world class facilitators and participants.
3. **Safe time and cost** on travel, and sharply reduced fees since the workshops are held just before the conference.
4. **The highly interactive experiential and practical learning strategies** used will enable you to quickly put your learning into action in the workplace.
5. **A special incentive of 1 free registration for every 2 participants** from the same organization encourages and enables team synergy for optimum effectiveness and results in the workplace.



1. STRATEGIC HR MANAGEMENT: ESTABLISHING BUSINESS PARTNERSHIPS (Dr. Donald Ford) 11 & 12 July 2005

Program Overview:

This workshop introduces key concepts and principles of HR management, setting the context for the functional and strategic roles of HR. It highlights the critical importance of business knowledge and personal credibility in conducting effective HR work. It combines state-of-the-art content with innovative teaching methods and learning activities to create a highly interactive, cutting-edge learning experience. Topics covered include:

- New Developments in HR management
- The Contemporary Roles and responsibilities of HR professionals
- Strategic versus administrative roles
- Key HR Outcomes and Results
- Organizational expectations of HR
- Internal consulting - building partnerships with line management
- Strategic planning and HR workforce planning
- Organizational theory, structure and design
- Managing organizational change
- Delivering measurable HR results
- Key business and industry issues
- Aligning HR and business strategy
- Outsourcing HR services
- International/global HR

Targeted Audience:

Human Resource Managers and senior HR professionals, Senior Managers and Line Managers with HR responsibilities.

“The meeting of great minds at this first of its kind international event in Asia is a unique opportunity to be cherished. I would be most pleased to share the latest thinking and practices in training and performance improvement when we meet at this auspicious event.”

Dr. Helmi Salam (Cairo)

Competencies

Terminal Objective

At the end of this course, participants should be able to:

1. Identify the roles of Human Resources in the modern organization
2. Establish a strategic role and business partnership for HR

Enabling Objectives

Participants in the course shall be adequately trained to :

1. Define contemporary human resource management.
2. Identify the roles and responsibilities of HR professionals.
3. Define key HR outputs and results.
4. Build effective partnerships with line managers and other key stakeholders.
5. Fulfill organizational expectations of HR.
6. Conduct strategic planning and HR workforce planning.
7. Design effective organizational structures.
8. Effectively lead organizational culture change.
9. Foster high performance.
10. Deliver measurable HR results.
11. Define key industry and business issues affecting HR.
12. Align business strategy with HR strategy.
13. Effectively manage international and global HR functions.

2. HUMAN PERFORMANCE IMPROVEMENT (HPI) FOR SENIOR MANAGEMENT

(American Society for Training and Development, ASTD-Dr. Donald Ford)
13 July 2005 only

Program Overview

This course is a high level introduction of the Human Performance Improvement (HPI) process and principles. Its objective is to introduce potential HPI practitioners, or clients, to the result-driven world of human performance improvement and explain how the HPI process will help them achieve bottom-line results.

This is a short but complete orientation to the field of HPI, demonstrating how it works and how it can help organizations achieve their business goals.

Participants will learn how HPI differs from other disciplines – particularly training and human resources – and will be introduced to the HPI process model and the three basic principles of HPI.

Target Audience

The HPI program is designed for experienced practitioners in both the private and public sectors of general and senior management training, human resources, organization development and performance improvement who want to increase their knowledge about HPI. It is also appropriate for line managers who are responsible for improving employee performance for their organization.

“This conference is such an important learning, networking and fun event for leaders and managers that you cannot afford to miss it. I look forward to exchanging insights with you at the conference.”

Dr. Rod Oxenberry (Adelaide)



“Competency-based human resource management strategies for improving both individual and organization performance are rapidly being adopted worldwide. What are “competencies” and the strategies based upon them? Why are they rapidly becoming recognized as being so valuable for achieving desired performance? How are they being adopted by organizations both large and small? These questions and others are the topics for this contemporary and pertinent international conference. I look forward to meeting you soon.”

*Dr. David Dubois
(Rockville, Maryland)*

Objectives

By the end of this course, students are able to gain understanding of:

- How meaningful business goals can be linked to human performance
- How accomplishments and behaviors are unique and distinct
- How the three levels of performance correlate to human performance improvement
- How the ASTD HPI model works
- What the client’s role is in each step of the process
- What next steps are appropriate to begin implementing HPI

Training Outline

- Welcome
- Seminar Overview
- Why HPI? Why now?
- Orientation Activity: My Worst Job Ever

Module 1 Overview: The HPI Mindset

- Lesson 1: Link between Business Goals and Performance
- Lesson 2: Accomplishments & Organizations as Systems

Module 2 Overview: The HPI Process

- Lesson 1: The HPI Model
 - Lesson 1 Activity: The HPI Model Game
- Lesson 2: Applying HPI Principles to the HPI Model
 - Lesson 2: Activity: Case Study
- Wrap-up

Module 3 Overview: Where Do We Go From Here?

- Lesson 1: Marketing HPI within Your Organization
- Lesson 2: Building an HPI Infrastructure
 - Lesson 2 Activity: Building a Performance Dashboard
- Real-World HPI Scenario
- Wrap-up
- Question and Answer
- Next Steps





Facilitator's Profile

Donald J. Ford, Ph.D., C.P.T., is a training and performance improvement consultant specializing in instructional design and human resource management. He has worked in the field of human resources for over twenty years, including management positions at Southern California Gas Company, Magnavox, Allied-Signal and Texas Instruments. As President of Training Education Management for the past seven years, he has consulted with many clients including: ASTD, Toyota, Nissan, Rockwell International, Samsung Electronics, Orange County Transportation Authority, Glendale Memorial Hospital, Employers Group, Southern California Presbyterian Homes, CompuCom, Farmers Insurance and National Education Corp. For these and other clients, he has developed custom classroom, self-study and web-based training, conducted performance and needs analyses, facilitated groups, managed improvement projects, taught courses and evaluated results.

Dr. Ford holds a B.A., M.A. and a Ph.D. in education, all from UCLA. He is one of the founding facilitators for ASTD's Human Performance Improvement (HPI) certificate program and also teaches graduate courses in Human Resource Development for Antioch University, Los Angeles and University of Alabama. He has published 35 articles and four books on topics in training, education and management, including his latest work: *Bottom-line Training: Performance-based Results* (TEM, 2005), *Bottom-Line Training: How to Design and Implement Training Programs that Boost Profits* (Gulf Publishing, 1999) *In Action: Designing Training Programs* (Editor, ASTD, 1996), and *The Twain Shall Meet: The Current Study of English in China* (McFarland, 1988). Dr. Ford has presented at the ASTD International Convention, ASTD Quality Symposia, ASTD L.A. Train the Trainer and Annual Conference, Academy of Management, International Society for Performance Improvement International Conference, International Quality and Productivity Conference, American Educational Research Association and UCLA Industrial Relations Conference. He has worked overseas in China, Japan, Thailand, Singapore, Malaysia, Mauritius, Mexico and Costa Rica. He speaks Spanish and Chinese Mandarin. He is a pragmatic, people-oriented leader who is results-driven. He resides in Torrance, California with his two sons.

Dr. Ford holds a B.A., M.A. and a Ph.D. in education, all from UCLA. He is one of the founding facilitators for ASTD's Human Performance Improvement (HPI) certificate program and also teaches graduate courses in Human Resource Development for Antioch University, Los Angeles and University of Alabama.

3. COACHING FOR LEADERSHIP DEVELOPMENT (Armi Treñas) 13 July 2005 Only

Coaching requires time, resources and relationships, yet is more than worth the investment with proper planning and execution.

Program Overview:

Coaching is an effective intervention in leadership development, providing contextual relevance, personal meaning, and values-based skills sets that training and other en masse efforts are inadequate in delivering. Coaching requires time, resources and relationships, yet is more than worth the investment with proper planning and execution. This master world-class workshop provides participants the opportunity to design the value-laden integration and implementation of coaching in leadership development programs.

Targeted Audience:

Managers and Professionals in Human Resources, Organization Development, Performance Improvement, and Senior Managers interested in improving the development of leaders/successors within their departments.

Competencies

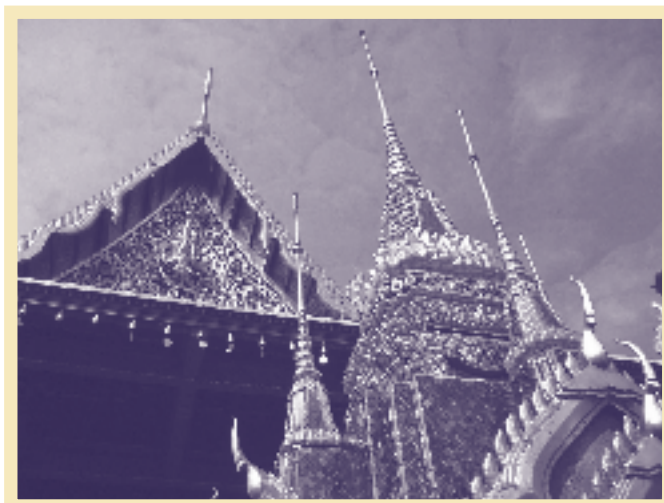
Terminal Objective

At the end of the workshop, the participants will be able to develop a roadmap to integrate coaching in leadership development programs and efforts.

Enabling Objectives:

Participants will be able to:

- Explain the objectives and elements of leadership development efforts
- Explain how coaching addresses leadership skills sets and competencies
- Analyze the factors that influence the effectiveness of coaching
- Develop their organization's coaching roadmap suited to their leadership development goals
- Identify strategies for obtaining buy-in and involvement from stakeholders





Her design of a Leadership Development program for an MNC has been cited for its comprehensive approach and effective delivery. Her research interest is in the impact of cross-cultural influences on management practices.

Facilitator's Profile

Armi Stephanie Treñas is an educator and a practitioner in the field of Learning and Organizational Development. She was a member of the Asian Institute of Management's faculty handling courses in Human Resources, Organization Development and Alternative Learning Methodologies. Her design of a Leadership Development program for an MNC has been cited for its comprehensive approach and effective delivery. Her research interest is in the impact of cross-cultural influences on management practices. Papers written and presented include Asian coaching, and the Use of games in instruction, and Organizational readiness for e-learning.

Armi Treñas is an instructional designer for both face-to-face and online learning programs and has facilitated the development of e-learning interventions for organizations. As an OD and Performance Improvement consultant, she has partnered with Asian firms to improve organizational effectiveness through the design and implementation of targeted interventions. She conducts training programs in different parts of Asia as well as executive and corporate coaching.

Prior to academic and consulting work, she held positions as Deputy President for IT Services and Human Resources and Training Manager of an Asia-based diversified conglomerate. She has also worked in the hotel, airline and restaurant industries.

She received her Master in Management degree from the Asian Institute of Management in 1999, where she graduated with Distinction. She obtained her MS in Instructional and Performance Technology from Boise State University with a citation for exemplary performance.





This program is designed for experienced practitioners in both the private and public sectors of general and senior management training, human resources, organization development and performance improvement .

4. COMPETENCY-BASED PERFORMANCE MANAGEMENT: WHAT? WHY? HOW?

(Co-Facilitators: David D. Dubois, Ph.D. and Julie Beh) 12 & 13 July 2005

Description:

Managing and accurately assessing workers' performance in a systematic and equitable manner might be one of the most important and challenging human resource management functions in organizations today. Similarly establishing and institutionalizing performance management practices can be a daunting experience for managers and human resource professionals alike. The content of this workshop is intended to directly address how to have a successful competency-based performance management system in any organization.

During this intense hands-on workshop, participants will learn how to:

- Apply a systematic approach to creating and implementing a competency-based performance management system in an organization
- Obtain senior management support for the approach and the resources needed to implement and maintain it in an organization
- Describe the benefits and challenges of using a competency-based versus a traditional approach to performance management from workers,' managers' and senior leaders' viewpoints
- Identify and discuss the tasks and challenges for managers and human resource professionals who are using this innovative approach
- Determine when it is best to use a competency-based versus a traditional approach to performance management
- Learn about the experience of an organization that adopted the approach

Targeted Audience:

Human Resource Managers and senior HR professionals, Senior Managers and Line Managers with HR responsibilities. This program is designed for experienced practitioners in both the private and public sectors of general and senior management training, human resources, organization development and performance improvement who want to increase their knowledge about competency based performance management.



Facilitators' Profile

Co-facilitator

Dr. David D. Dubois is an internationally recognized and highly-respected consultant, author, speaker, teacher, and workshop leader in the area of competency-based human resource practices. David holds a B.S. from Indiana University of PA (PA), an M.S.S.T. and Ph.D. from The American University (Washington, DC), and a post-doctoral M.A. from Virginia Polytechnic Institute and State University (Blacksburg, VA). He holds the designation *Fellow, Royal Society of Health* (United Kingdom) for his research contributions to the health sciences. Dr. Dubois was also a National Education Policy Fellow with The George Washington University and the Institute for Educational Leadership.

Dr. Dubois is the author of the best-selling and now classic book entitled, *Competency-Based Performance Improvement: A Strategy for Organizational Change*, published by HRD Press, Inc. David's latest book is entitled, *Competency-Based Human Resource Management* (with W. Rothwell, et al., 2004). His other works include, *The Competency Toolkit* (with W. Rothwell) published in 2000 by HRD Press, and also *The Competency Case Book: Twelve Studies in Competency-Based Performance Improvement*, published in 1998 by HRD Press. He is the author of "Competency Modeling," found in *Fifty Performance Improvement Interventions* (D. Langdon, et al., Eds., Pfeiffer/Jossey Bass Publishers, San Francisco, 1999). David is the co-editor (with William J. Rothwell, Ph.D.) of the book, *In Action: Performance Improvement In Organizations* (American Society for Training & Development, Alexandria, VA, 1998). He is the author of the *Competency-Based Performance Improvement Organizational Assessment Package* (HRD Press, 1995) and, coauthored with William J. Rothwell, Ph.D., *Achieving the High-Performance Workplace Organizational Assessment Package* (HRD Press, 1996).

David has more than 30 years of complex experience with creating and implementing competency-based human resource management practices and allied systems, including counseling and coaching, presenting workshops and seminars, and organization development. He has contributed to organizations such as: Boston Edison; Morgan, Brown & Joy (law firm); FedEx Custom Critical; Union Labor Life Insurance Co.; HuRes (Seoul); Northern VA Dental Society; PEER Consultants; Headstrong, Inc.; State University of NY (Albany); Ziff Institute; The Executive Study Conference; Pennsylvania State University; Recruit, Inc. (Tokyo); USDA Graduate School; American Counseling Association; International Society for Performance Improvement; The Executive Development Exchange Network of Washington; U.S. Postal Service Headquarters; The University of Michigan Medical Center; Baker-



Hughes-Inteq; American Society for Training & Development; Rutgers AG; Holland College; Eastern College; The American University; Lockheed, Inc.; Loyola College/MD; Ford Motor Company World Headquarters; Coca-Cola; The University of Michigan School of Education; Insep; the Int'l. Quality & Productivity Center; Linkage, Inc.; Linkage Int'l.; the Public Authority for Applied Education & Training (Kuwait); Knowledge Resources (Johannesburg/Cape Town). He provides expert opinions on human resource management topics and serves as an expert judicial witness. David is a coach to executives, managers, supervisors, and employees.

Dr. Dubois has numerous published articles in refereed journals, and is an Associate Editor for the *International Journal of Training and Development*. He was Guest Editor for the *Career Planning and Adult Development Journal* issue, "Competencies and the Individual." David is a Licensed Professional Counselor (LPC) in the District of Columbia.



Co-Facilitator

Julie Beh brings with her over 15 years of human resource management experience in diverse industries such as manufacturing, retailing and banking. During her employment in various organizations, Julie has set up human resources departments, and in areas that involve employee development. Among her accomplishments are; the development of human resource policies and systems, and implementation of staff development program that focuses on skills inventory and career planning. She has held various senior management positions. She is currently the Head of Human Resources for a MNC.

Her years of experience in different organizations have given Julie valuable resources to impart practical knowledge in the area of human resource management. Julie has in her current position and in previous experiences successfully



implemented competency based employee development systems to meet organizational goals. This includes designing programs to meet the competencies required. She is experienced in the implementation of complete performance management cycle through performance planning/ goals setting. This involves identification of employee competencies, coaching for performance, appraising/feedback on performance, drawing up the employee development plan, succession planning and performance based rewards

In her career in the banking and customer service industries, Julie has hands on experience in implementing talent review process to measure the quality and depth of talents in the organization leading to employee development programs, staffing and placement actions for improved business performance.

Julie also designs and conducts in-house training programs. She also conducts academic classes on human resource and management related programs.

Julie Beh holds a Bachelor’s Degree in Industrial Management and a Masters in Business Administration from Northeast Louisiana University (now known as University of Louisiana, Monroe). She has been certified as a Certified Training Professional by ARTDO International – ITD.



5. DELIVERING RESULTS THROUGH CHANGE MANAGEMENT LEADERSHIP AND CONTINUOUS IMPROVEMENT

(Dr. Jo-Anne Pitera) 12 &13 July 2005



Program Overview:

Change is happening everywhere! It is faster, more complex and more comprehensive in terms of its impact and implications. Effective execution of changes that need to happen in support of your company's strategies is the biggest downfall of most organizations. They fail at strategy execution because there is no systematic change management processes in place to drive organizational change. Change holds two potentials – lost and opportunity. Attend this workshop and learn how to maximize the opportunities that change provides and minimize the sense of loss, confusion and stress that change can produce. This master world class workshop provides specific tools, templates and methodologies for the execution of strategy through proven principles and practices in Change Management. It will give you proven, reliable processes and supporting techniques to help you and your organization embrace and lead both large and small scale change. You need to **lead change**. An outline of the critical role leader's play in the change process will include the necessary knowledge, competencies and behaviors that need to be demonstrated. Learn what it takes to build Change Leadership competencies for you and create change leaders in your people through a continuous improvement change management process that is both reliable and repeatable.

Targeted Audience:

CEO's, Senior Managers, Directors and Heads of Departments / Function. Excellent opportunity to bring a team of people (2-5) from your organization who can be your change agents, change champions and your guiding team to drive change! They will be equipped to immediately go back and implement the concepts and tools presented.

Attend this workshop and learn how to maximize the opportunities that change provides and minimize the sense of loss, confusion and stress that change can produce.





Competencies

Terminal Objective

At the end of this course, participants will be familiar with and understand the dynamics of change and how these dynamics operate during a change process and/or project implementation. The concepts, principles and tools can be used to help you facilitate change in your organization. A cutting edge Change Management, Leadership and Continuous Improvement Toolkit will be provided specifically designed to support effective strategy execution and project implementation. Participants will be able to leave the workshop with a plan and roadmap for implementing changes – both large and small. Through the use of case studies, best practices and simulation exercises you will be able to apply a repeatable process and build both individual change competencies, change leadership skills and help your organization build change capabilities at the individual, team and organizational levels. This workshop will provide the participants with an in depth understanding of the multi-dimensional aspects that need to be considered and addressed during a change process to ensure that performance and productivity are not negatively impacted.

Enabling Objectives

Participants in the course shall be adequately trained to:

- a. Understand and assess critical factors in your organization that facilitate and/or impede the change process including:
 - i. How to engage key stakeholders in the change process,
 - ii. Effective ways to communicate change and the importance of communications during the change process,
 - iii. How to assess organizational and operational readiness for change,
 - iv. The importance of training to enable successful achievement of meeting new performance standards, and
 - v. The critical role continuous improvement and feedback loops play during times change.
- b. Diagnose and conduct a change readiness assessment.
- c. Build integrated change management plans to address performance issues and emotional reactions to change at the individual, team and organizational levels.
- d. Monitor, track and evaluate the rate at which changes are being embraced and assimilated into new ways of performing and doing business, and
- e. Equip leaders with specific knowledge, competencies and behaviors to drive the change process.

The objectives listed above will be made possible through the use of a Change Management Methodology and supporting electronic Tool Kit. You will be provided a CD of the tools & templates used in the workshop, exercises to conduct back in your organization, presentation of best practices and case studies. This Tool Kit was developed to enhance what is called Adoption uptake rates – the degree to which change is embraced and assimilated into new performance practices and new ways of doing business.





Facilitator's Profile

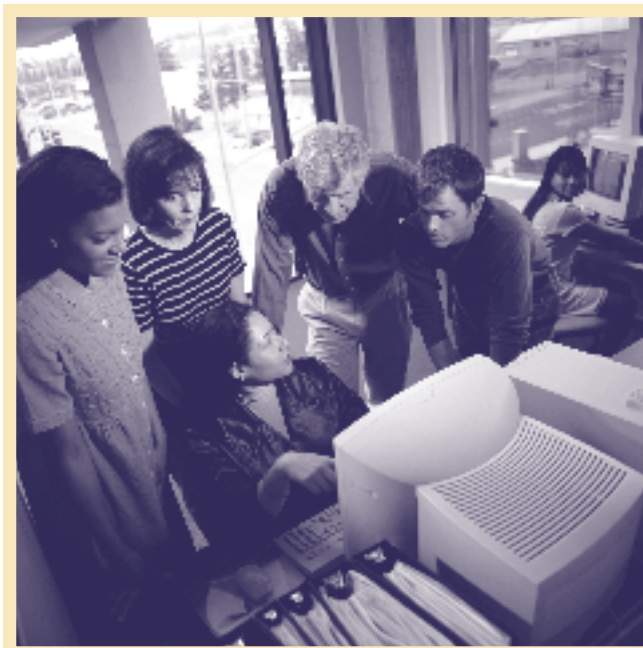
Dr. Jo-Anne Pitera is a licensed Clinical Psychologist and Certified Performance Technologist (CPT) from the International Society for Performance Improvement (ISPI). She has more than 30 years experience in helping companies maximize their human capital assets through training & development, organizational effectiveness, performance consulting and leading change. Dr. Pitera held a number of key positions in Fortune 500 companies in Human Resources and Information Technology Training, Development and Change Management. A recognized leader in the field, she was on the National Board of Directors for The American Society of Training and Development (ASTD) and helped design the strategy to transform the training industry for the year 2000 and beyond. She currently is a member of the Research to Practice Awards Committee. A licensed Psychologist, her major projects have been in Strategy Formation, 360 Assessment, Leadership and Career Development, Executive Coaching and Development, Succession Planning, learning and development and designing Transformational Change Management Strategies to help companies improve bottom line performance. She has co-authored chapters on changing corporate culture and travels internationally conducting workshops and seminars on a wide variety of topics in Human Performance Improvement.

She received her doctorate degree from the Florida Institute of Technology in Melbourne, Florida and has a Masters degree in Counseling Psychology from Nova University.



Partial Client List Includes:

- Regulated Companies – BellSouth, BellSouth Leadership Institute, TDS Telecommunications, Southern Company, Florida Power & Light (FPL), Hartford Insurance, Blue Cross Blue Shield of Florida, State Farm, Health Scribe, Condell Medical Center, Peninsular Mental Health Center, Metropolitan Washington Airport Authority (Ronald Regan & Dulles Airports)
- Government – Central Intelligence Agency (CIA), Department of Drug Enforcement Agencies (DEA), Internal Revenue Service (IRS), Navy Command Center, Enterprise Ireland, National Organizations of County Governments (NACo), Sarasota County, Wichita Kansas County, National Association of Community Health Clinics (NACHC), West Palm Beach VA Hospital
- Transportation - Georgia Ports Authority, CSX Railroad, Sea-Land Shipping Container Company, ANZDL Shipping - Australia/New Zealand
- Manufacturing & Retail - Belk Store Services, Proctor and Gamble, CSU - Latin America Supermarkets, Tropicana, Caterpillar, Gulf South Medical Supplies, PSS World Medical, Cheetah Technologies, Quality Sign Company
- Education – Singapore Institute of Management (SIM), Institute of Training & Development Malaysia/Thailand (ITD), ASTD, Webster University, Keiser College, Florida Institute of Technology, Broward Community College, Brevard Community College, University of South Florida, University of North Florida
- Banking & Financial - Commerce Bank, BankAmerica, Capital One, Fidelity
- Others: Assessment Technology Group (ATG), Administaff (HR Outsourcing), The Curtiss Group International, AFC (Americas Favorite Chicken), SEDA Construction, Randstad North America (Staff Leasing), CrossRoad Church



6. STRATEGIC PLANNING AND EFFECTIVE EXECUTION

(Dr. Rumesh Kumar) 12 &13 July 2005

Program Overview:

One of the greatest challenges facing organizations today is not about planning grand strategies but rather its effective execution that leads to sustainable competitive advantage. This master world class - workshop provides a sound grounding of strategic planning and how strategies may be effectively implemented in the fast changing and competitive environment through the usage of contemporary simulation models, job aids and application tools.

Targeted Audience:

CEO's, Senior Managers, Directors and Heads of Departments / Function.

Competencies

Terminal Objective

At the end of this course, participants should be familiar with the strategic initiatives and concepts and how these concepts may be applied in practice with the aid of a cutting edge Strategic Thinking Toolkit specially designed to support effective strategy execution. Participants should be able to recognize the various inter relationships that come into play when strategic decisions are made. Through the use of contemporary simulation exercises that shall be conducted, they will learn how to ensure long term profitability and sustained growth is maintained through a process of logical, structured and systematic strategic and tactical decision making. This will provide the participants with an in depth understanding of what strategic thinking is and how it should be applied to effectively and successfully implement strategic initiatives.

Enabling Objectives

Participants in the course shall be adequately trained to :

- a. Be able to define, provide suitable examples and apply learning to real world challenges in the following areas:
 - i. Strategic Thinking and Strategic Initiatives
 - ii. Environmental Threat and Opportunity Profiling
 - iii. Strategic Advantage Profiling
 - iv. Generic and Business Strategy Development and Decision Making
- b. Be able to conduct an organizational performance diagnosis
- c. Be able to develop a business strategy based on simulation business plan using simulation model

The above will be made possible through the use of an Interactive Strategic Thinking Toolkit Developed to enhance strategy execution and through the use of a simulation model and practice that successfully develops actionable competencies that meets the needs of highly competitive organizations.

Through the use of contemporary simulation exercises that shall be conducted, participants will learn how to ensure long term profitability and sustained growth is maintained through a process of logical, structured and systematic strategic and tactical decision making.



Facilitator's Profile

Dr Rumesk Kumar holds a Diploma in Personnel Management, a Bachelors Degree in Mechanical Engineering, a Masters in Business Administration from the Heriot Watt University, UK and a Doctorate in Business Administration from the University of South Australia.

He brings with him 20 years of working experience, 15 of which were in the manufacturing industry. He has a passion for training and lecturing and has been doing so very successfully over a decade. He is competent in academic issues, professional practice as well as in training and development activities.

His in depth knowledge on strategic management has been gleaned through his involvement in teaching and research on strategic management related subjects to graduate and postgraduate students over the last decade. He has taught Strategic Planning, Organizational Behavior, Negotiation, Strategies for Change, Project Management at Masters in Business Administration level. He is a co facilitator for Annotated Literature Review Course for students undertaking doctoral level studies and sits on the Editorial Board for an Australian Management Case Study Journal.



In addition to the above, he has very successfully developed and conducted Management Skills Development Programs that involve strategic management in Malaysia and in Thailand to many influential and highly placed senior executives. They include courses such as:

- Leadership Challenge and Organizational Psychology
- Strategic Thinking and Competitive Advantage
- Effective Project Management Skills
- Knowledge Management and Organizational Learning at Work

He has written extensively and published articles in the Malaysian Management Review as well as in the International Journal of Information and Knowledge Management on issues relating to Strategic Management, particularly in the area of Strategic Thinking and Knowledge Management. He has presented his ideas on knowledge management in many International Conferences held over the past many years.

In addition to being involved in the academic sector, he has extensive experience in the corporate sector having worked in many different senior managerial positions over the last twenty years in both the manufacturing as well as the service based industries. He is equally well versed with manufacturing as well as quality issues, having worked as senior manager in both these positions in many different industries.

He is presently the Senior Manager of Quality and Strategy and Senior Course Leader of the Institute of Training and Development that is expanding rapidly in the Asia Pacific region. In addition to being the Quality Management Representative for the Organization, he is also involved in business and corporate strategy development for ITD. In addition, his practical application of strategic thinking has made him very successful in coordinating Doctoral Level programs offered by the Institute making it one the best in the Asia Pacific region.

7. ACTION POWER CONSULTING SKILLS

(Graham Arnold and Dr. Rod Oxenberry) 12 &13 July 2005

Program Overview:

The focus of this workshop is upon the use of internal and external consulting practice for improved and superior performance outcomes involving creative reflection, experimentation & vitalization through a process of participation and action.

Targeted Audience:

Anyone who aspires to improve the performance of enterprises, big or small, by working with people, for people, and through people, either as an organisational leader, as an external consultant, or as an internal change agent. - CEOs and other senior executives, trainers and educators, professional consultants, HR specialists, and those who see their future being forged by working collaboratively with people.

Program Structure

Consulting has a long, rich history of helping people and organizations with advice and support. It has increasingly professionalized and developed a variety of models and frameworks. Now as we face the first half of the first decade of the 21st century, consulting is being re-examined as we search for better ways of adding value to our business. This Master World Class Workshop presents a new set of thinking tools and action steps in "Action Power Consulting".

In this Workshop you will explore & learn:

- The value of participative action
- The keys to learning and problem solving through action
- How to bring together the power of intelligence, information and knowledge
- Six core skills to facilitate action-based performance
- Four vital steps to controlling yourself and others in process leadership and action consulting



Now as we face the first half of the first decade of the 21st century, consulting is being re-examined as we search for better ways of adding value to our business.





Competencies

Terminal Objective

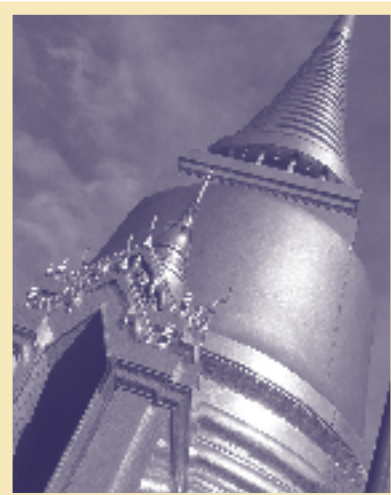
A clearer appreciation of the effectiveness of participative action in a consultancy framework, and its practical implementation in achieving change in organizations and their environment.

Enabling Objectives

- use participative action strategies and be confident in the application of the associated skills in a consultancy role
- identify action learning techniques in working through problems and setting developmental goals
- develop strategies for synthesizing data from intelligence-gathering, information sources and existing knowledge bases
- set out a profile of action-based performance
- assess individual performance in terms of process leadership and action consulting, including self-assessment
- assess the value of intuitive, qualitative and quantitative judgements
- identify strategies for value-adding knowledge management
- be able to provide clearer direction for and leadership of change

Your Program

- The power of participating and doing
- Briefing followed by participative exercises – Participant reflection
- Learning through action and your “comfort ability” with action strategies
- Exercises – Discussion and development of profile types
- Researching and making sense of the intuitive: dealing with quantitative and qualitative data
- Lecture and discussion of vignettes – small group discussion and presentation
- Learning for knowledge and leading knowledge management
- Lecture, discussion and case study – styles in knowledge management
- Ensuring value – added action through the consultant-client relationship
- Case presentation and discussion – finding common perspectives
- Bringing about change through the dynamics of the relationship
- Lecture presentation and exercises – profiles of positive and negative factors in interpersonal dynamics
- Guiding the process of change; control not command
- Case study and the development of frame works and benchmarks – possible individual performance profiles
- Understanding it is happening
- Discussion – Synthesis of experience, individual and group





Together they found they shared a commitment to improved performance through the application of action-based and systems-oriented strategies.

Facilitators Profile

Graham Arnold and Rod Oxenberry have been involved with organisational development, performance enhancement, and leadership action programs since the early eighties. Brought together at the South Australian Institute of Technology, they have worked with various business and public sector organizations to help them respond to the demands of a fast-changing and constantly moving business environment. Together they found they shared a commitment to improved performance through the application of action-based and systems-oriented strategies, and for the past 20 years, have assisted organisations in gaining greater value from their activities through these ideas.

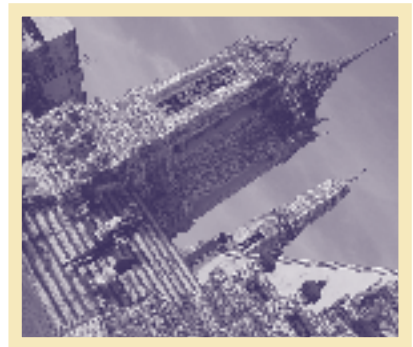
Co- Facilitator

Graham Arnold

International management educator and management consultant.

Graham's professional career spans some 45 years and three professions – the military; management consultancy, and academic.

As a Colonel in the Australian Regular Army, he had a distinguished military career spanning some 21 years. He held a variety of regimental, command and staff appointments including service in SAS. He saw active service in Malaysia and Vietnam. He is a graduate of the Royal Military College, Duntroon, the Australian Staff College, and of the prestigious Royal Military College of Science, Shrivenham (U.K.). the home of the internationally acclaimed project management course. He held senior project management appointments in Defence with responsibilities in all aspects and phases of major equipment acquisition. In this capacity he led interdepartmental project teams overseeing multinational tender assessments and contract negotiations throughout the world.





He pioneered the University of South Australia's first offshore program in 1991 and has taken its programs, including purpose designed ones, into numerous centres in seven different overseas countries.

He also has been a Principal Consultant and Partner of an international management consulting and research company with offices in Adelaide, Sydney, London and Washington DC. He has undertaken consulting assignments in many different types of organizations in Australia, North America, Europe, and in Asia.

More recently, he was the foundation Dean International, and Director of International Business in the Division of Business and Enterprise at the University of South Australia. In that capacity he was responsible for all international activity of the Division. He pioneered the University of South Australia's first offshore program in 1991 and has taken its programs, including purpose designed ones, into numerous centres in seven different overseas countries. Prior to assuming the position of Dean International, he was variously the Program Director of the PhD in Business & Management, the DBA, and the MBA. He has extensive experience in international management education - in identifying market needs and developing academic programs to satisfy those needs. His academic areas of interest include strategic management, management research and consulting, management, systems and quality management. He has taught extensively in DBA and MBA programs in Australia, Asia and Europe. In his international role he has extensive experience with management education in a global context including first hand involvement throughout Asia, North America, Europe, the Subcontinent, the Arabian Gulf States, UK and Russia.



Co-Facilitator

Dr Rod Oxenberry

International management educator and consultant

Rod's interests are in the leadership and general management of organizations, and has been involved with executives and senior managers for many years. For the last ten years, he has been the Head of the International Graduate School of Management at the University of South Australia, and Professor of Management. During this time, the School grew from a small local operation offering MBAs, DBAs and PhDs and other associated awards in management development, to a thriving major Asian-Pacific university operation, with a variety of programs based in eleven different sites throughout the region.

Throughout his career he has continuously held managerial positions in the private insurance sector, professional practices sector, government, and university sectors. He also has been involved with housing, urban development and property, retail management, small enterprise development, family business, non-government organizations, migration services, and private clinical counselling practice.

He has lived and worked in the UK and USA. Since the mid eighties, he has travelled regularly on assignments through-out South-East Asia, and has an extensive range of contacts in the region. He has a strong interest in intra- and inter-regional alliances (how they work and how to make them work), organisational change, and leadership performance in globalised environments.

During the nineties, in addition to his position in the university, he undertook a number of senior responsibilities for government. For instance, from 1992 to 1996, he was Chairman of the South Australian Housing Trust, the State's public housing authority responsible for housing, land and development assets around the State. During his tenure, major reforms saw the Housing Trust reshape its capital, policy and organisational structures, in line with changes occurring in the contemporary political, economic and social environments.

He continues to be engaged with South Australian and Asian regional business through training and development activities. He has an earnest and active interest in the development and prosperity of Australian - Asian transactions, believing those to be a key to guaranteeing the well-being of future generations throughout the region.



For the last ten years, he has been the Head of the International Graduate School of Management at the University of South Australia, during this time, the School grew from a small local operation to a thriving major Asian-Pacific university .



8. GIVING HUMAN PERFORMANCE TECHNOLOGY (HPT) AN ASIAN FACE: INNOVATIVE IMPLEMENTATION STRATEGIES FOR ASIAN ORGANIZATIONS

(Mario Aquino. Del Castillo) 12 & 13 July 2005

The workshop is based on the extensive research conducted by the presenter on the preferences of Asian managers for OD strategies and methods.

Program Overview:

How can we successfully introduce and implement Human Performance Technology interventions in Asian organizations? To succeed, the HPT practitioner must appreciate the nuances of Asian business culture and adapt, sometimes even invent, change management strategies. Clearly many assumptions on which HPT are established reflect western mindsets. As an example, can we succeed in getting a clear measure of performance in a culture that cherishes face saving and smooth interpersonal relationships?

This workshop is about identifying and creating useful and practical implementation and change management strategies that practitioners can add to their toolkit. The outcome should be the development of interesting prototype change strategies that can be applied by the HPT practitioner as he/she goes through the different phases such as performance analysis, cause analysis, implementation selection, intervention and evaluation. The workshop is based on the extensive research conducted by the presenter on the preferences of Asian managers for OD strategies and methods.

Targeted Audience:

HPT Practitioners, HR Directors, Colleagues in Change Management and Organizational Development, those interested in or are responsible for performance improvement.

Competencies

Terminal Objective

Workshop participants can expect to take back a collection of culturally-adapted change management strategies designed to carry out identified interventions.

Enabling Objectives

Participants in the course shall be able to:

- a. Understand how change management strategies are used in implementing the HPT process in their organizations
- b. Recognize the types and categories of change management methodologies using accepted typologies
- c. Differentiate western and Asian cultural characteristics
- d. Critically examine the types of change management methodologies in terms of acceptability and fit to Asian organizations
- e. Create prototypes of HPT change management methodologies that are better suited to Asian organizations





Mario was one of the collaborators that established the ARTDO-Ateneo Diploma Program in Human Resource Development and was one of the original faculty members of this course which has trained hundreds of trainers throughout the region.

Facilitator's Profile

Mario del Castillo is Executive Director of Performance Technologies Malaysia and Senior Consultant of the Institute of Training and Development based in Kuala Lumpur. He is a Past President of the Asian Regional Training and Development Organization and Past President of the Philippine Society for Training and Development. Concurrently, he is the Organization Behavior and Strategic Planning lecturer for the Heriot-Watt MBA Program. Mario was one of the collaborators that established the ARTDO-Ateneo Diploma Program in Human Resource Development and was one of the original faculty members of this course which has trained hundreds of trainers throughout the region. He is a product of Ateneo de Manila University where he completed his BSc and post-graduate studies. Presently he is completing his PhD in Organization Development and Planning. Mario has trained and presented in several countries such as Singapore, Indonesia, Thailand, Bahrain, Australia, Micronesia, Philippines and Malaysia for many of the region's most recognizable companies and organizations.

Mr. del Castillo's working career spans twenty-five years in banking and finance, insurance and the academe. Earlier, he was president of a Philippines-based incentive marketing company. He has also worked for government agencies as well as non-government organizations. One of his current preoccupations is the ARTDO-ITD Certified Training Professional Programme for which he is the principal architect, materials developer, course leader and coach.

WORKSHOP FEES AND OTHER DETAILS

Closing date for registration: 18 June 2005

Pre-conference Master World-Class Workshops	Thailand per participant before 18 May (Excluding VAT)	International per participant before 18 May	Thailand per participant after 18 May, before 18 June (Excluding VAT)	International per participant after 18 May, before 18 June
Fees for any one of the workshops except workshop 3	B25,000.00	USD660.00	B29,000.00	USD770.00
Fees for workshop 3: Coaching for Leadership Development	B13,000.00	USD350.00	B15,000.00	USD400.00

Special Incentive for Team Participation

For 3 or more participants from the same organisation, you are entitled to a special course reduction benefit for team participation.

Fees per participant for 3 or more participants from the same organization For any one of the workshops except workshop 3	B17,500.00	USD462.00	B20,300.00	USD539.00
Fees per participant for 3 or more participants from the same organization For workshop 3: Coaching for Leadership Development	B9,100.00	USD245.00	B10,500.00	USD280.00

The workshop fees also include a certificate of achievement, learning materials, lunch and tea breaks at the Shangri-La hotel.

Replacements and representatives are allowed. However, the workshop fees paid are not refundable.



Contact details:

The 2005 Bangkok Conference Organizer:

International ITD Bangkok

City Centre
Mahatun Plaza Building,
888/199 Ploenchit Road, Pathumwan,
Bangkok 10330, Thailand
Tel: 662-650 9324 to 8, Fax: 662-650 9329,
E-mail: itdbkk@itd.com.my Website: www.itd.com.my

ITD Conference HQ

No 4, Weld Quay, Penang, Malaysia
Tel: (604) 2280028, Fax:(604) 2280018
E-mail: mitdco@tm.net.my Website: www.itd.com.my

For further information on the Prestigious Conference Venue: Shangri-La Hotel Bangkok please go to www.shangri-la.com/bangkok

For further hotel recommendations and information on optional tours, please e-mail to Khun Verawong at itdbkk@itd.com.my

Payment (please refer to page 7 & 31)

Conference fees:	B / USD _____
Fees for registered accompanying person (if any):	B / USD _____
Pre-Conference Workshop Fees (if any):	B / USD _____
Plus 7% VAT (only for registered entities in Thailand)	B _____
Deposit for 1 night accommodation (if any - USD 120/130 +10%+7%):	USD _____
Total amount payable:	B / USD _____

Enclosed Bank Draft No/Check number for payment within Thailand.: made payable to **International ITD Limited**

Telegraphic Transfer

Account Number: 119-2-01671-3
Account Name: **International ITD Limited**
SWIFT Code: BKASTHBK
Name of Bank: Bank of Asia Public Company Limited
Address: Tops Chidlom Sub-Branch
22 Central Chidlom, Ploenchit Road,
Pathumwan, Bangkok 10330
Thailand.

**Bank commission and other charges must be borne by participants.*

DATE: _____ SIGNATURE: _____

Registration Form :

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

Name of Registered Accompanying Person (if any)

Office Phone No. : _____

Mobile Phone Number: _____

Position: _____

Organisation: _____

E-mail Address: _____

Correspondence Address : _____

State/Country: _____

Post Code: _____

PRE CONFERENCE MASTER WORLD-CLASS WORKSHOPS:

- 1. **Strategic HR Management: Establishing Business Partnerships**
– 11 & 12 July 2005 (Dr. Donald Ford)
- 2. **Human Performance Improvement (HPI) for Senior Management**
– 13 July 2005 only (American Society for Training and Development: ASTD - Dr. Donald Ford)
- 3. **Coaching for Leadership Development**
– 13 July 2005 only (Armi Treñas)
- 4. **Competency Based Performance Management**
– 12 & 13 July 2005 (Dr. David Dubois & Julie Beh)
- 5. **Delivering Results through Change Management Leadership and Continuous Improvement**
– 12 & 13 July 2005 (Dr. Jo-Anne Pitera)
- 6. **Strategic Planning and Effective Execution**
– 12 & 13 July 2005 (Dr. Rumesch Kumar)
- 7. **Action Power Consulting Skills**
– 12 & 13 July 2005 (Graham Arnold and Dr. Rod Oxenberry)
- 8. **Giving Human Performance Technology (HPT) an Asian face: Innovative Implementation Strategies for Asian Organizations**
– 12 & 13 July 2005 (Mario Aquino. Del Castillo)

3 or more participants from the same organization - Entitled to special course reduction benefit for team participation. YES NO

Hotel Reservation Form for Delegates only

Shangri-La Hotel, Bangkok
ITD-ARTDO International Performance Improvement,
Strategy and Leadership Conference
13-15 July 2005

To: **Reservations Department** (Please return by fax or email)

Shangri-La Hotel, Bangkok
89 Soi Wat Suan Plu, New Road, Bangrak,
Bangkok 10500, Thailand
Tel: (66-2) 236 7777 Fax No. (66-2) 236 8566

E-mail: slbk_reservation@shangri-la.com

Please reserve a room for the following guest(s)
PLEASE FILL IN THE FORM IN BLOCK LETTERS

Guest name (please underline surname):

Mr / Mrs / Ms: _____

Confirmation no: (to be filled by Shangri-La Hotel Bangkok)

Arrival date: _____

Flight/Arrival time _____

Departure date: _____

Flight/Departure time: _____

Room type: No of rooms: _____

Superior River View Room

Single Occupancy @ USD 120++

Double Occupancy @ USD 130++

The above rates are per room per night and inclusive of breakfast and subject to 10 % service charge and 7% government tax.

** All above rates are applicable for the period of 11-17 July 2005 only

Transportation: Please advise, is transportation required from the airport

YES NO

Mercedes Benz pick up from Airport at USD 47 nett per car (one-way)

Van Service pick up from Airport at USD 47 nett per van (one-way)

Meeting Point at the Airport

Kindly inform your guests to **turn left** after passing through customs if they are arriving from **Terminal 1**. Alternatively ask them to **turn right** if arriving from **Terminal 2**. Our Airport Representative will be waiting at the passenger arrival exit with a Shangri-La signboard. If guests do not immediately see our Airport Representative, they may contact the Information Counter to page for the Airport Representative.

Note: Transfer may only be confirmed with flight details

To enjoy this service, please complete the following and fax it back to us.

Company: _____

Position: _____

Address: _____

Tel: _____ Fax: _____

E-mail: _____

Passport number: _____

Date of Issue: _____

Special request: _____

Billing: Please guarantee your reservation by credit card:

AMEX Visa Diners Master

Card number: _____

Expiry date: _____

Name of Card Holder: _____

Signature: _____

We reserve the right to cancel any booking without credit card guarantee 14 days prior to the arrival date. Any cancellation will be subject to one night's room charge. Room cancellations within 72 hours or "No Show" will be subject to a penalty equal to the entire stay.

Shangri-La Hotel Bangkok will confirm reservations directly with participants.

For further information on optional tours, please e-mail Khun Verawong at itdbkk@itd.com.my



ARTDO INTERNATIONAL
www.artdointl.org

ARTDO INTERNATIONAL, formerly known as Asian Regional Training and Development Organization was founded in 1974 as an international non-profit NGO umbrella body comprising national training organizations, training and education institutions, HRD practitioners and multi-national companies from over 30 countries. Based in Asia with its Secretariat in Manila, Philippines, ARTDO INTERNATIONAL organizes a major international Management and HRD Conference annually and confers a region-wide annual "Asia Pacific HRD Award" on outstanding contributors to HRD. It also publishes a reference journal, the "HRD Focus", which is a quarterly newsletter dealing with the latest management and HRD issues and occasional papers on best practices.

Specific objectives

- To assist the formation and growth of training and development organizations and to foster closer relations among these organizations.
- To co-operate with international, private and government organizations and institutions working in the field of HRM and HRD.
- To encourage and sponsor researches and publications designed to meet the training and development needs of the Asia-Pacific region and other parts of the world.
- To upgrade the standards of the HRD profession through a planned programme of education and skills development.
- To serve as an international resource centre for training and development.

Being an ARTDO International member gives you access to a global network of international bodies and organizations. Some of the members of ARTDO international include:

- Institute of Training and Development (ITD)
- Asian Development Bank (ADB)
- Australian Human Resource Institute (AHRI), (Australia)
- Association of Business Executives (ABE), (UK)
- Bahrain Society for Training and Development (Bahrain)
- Civil Service Development Institute (Taiwan)
- Chinese Society for Training and Development (Taiwan)
- Gas Authority of India Ltd (India)
- Hong Kong Productivity Council (Hong Kong, China)
- Indian Institute of Technology-Delhi (India)
- Indian Institute of Management (Kerala, India)
- Indian Society for Training and Development (India)
- Indonesian Personnel Management Association (PMSM), (Indonesia)
- Indovina Bank (Vietnam)
- International I.T.D. Limited (Thailand)
- Intel Technology (M) Sdn Bhd (Malaysia)
- Kaizen Institute of Japan (Japan)
- Motorola Malaysia Sdn Bhd (Malaysia)
- Macau Productivity and Technology Transfer Centre (China)
- Malaysian Institute of Training and Development (MITD)
- National Service Civil Service Institute (Taiwan)
- National Institute of Development Administration (NIDA), (Thailand)
- Philippine Society for Training and Development (Philippines)
- Sarawak Shell Berhad (Malaysia)
- Saudi Aramco (Saudi Arabia)
- Singapore Institute of Management (SIM), (Singapore)
- Team International (Cairo, Egypt)
- Tenaga Nasional Berhad (Malaysia)
- Universiti Sains Malaysia (USM), (Malaysia)
- New Zealand Association of Training and Development, (New Zealand)

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- Manila, Philippines 2005
- Bahrain 2006
- Indonesia 2007
- Cairo 2008



INSTITUTE OF TRAINING AND DEVELOPMENT

www.itd.com.my

ITD was founded on a simple yet powerful vision that the human potential knows no limits - a conviction that if people are given the opportunity for quality education, training and development, they can achieve admirable heights they never imagined possible.

ITD's roots can be traced back to 1984 when a group of visionary HRD experts established an institute in Malaysia, which quickly emerged as a leader in its field. ITD's mission then and now remains clear - to continuously excel as the leading provider of superior quality human resource development programs and activities in the Asia Pacific for national and regional building.

The dawn of the new millennium heralded a new phase of regional expansion as the organization expanded its services and programs throughout the region.

ITD Group's headquarters is based in Penang, Malaysia, and it has six centers spanning Malaysia and Thailand with several new centers in process of establishment in Vietnam, Philippines and India.

ITD Group's core activities include Business Education, Corporate Training and Skills Development, Management and HR Consultancy, Research, Publication and International Conferences. It offers business programs ranging from short training courses to Certificate, Diploma, Bachelor, Masters and Doctoral levels.

In the conduct of its various activities ITD has entered into strategic regional and local partnerships with leading world class universities, institutions and professional bodies in the USA, Europe and Australia, Thailand, Vietnam and the Philippines.

Over the years it has earned a sound reputation as a leading education and training HRD provider having successfully produced thousands of graduates and conducted corporate training and development programs for a large number of clients throughout the Asian region. ITD's clients include many leading multi-national and local corporations.

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

In an increasingly globalized economy driven by knowledge 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 fields. This portfolio synergy allows ITD to better meet the unique development needs of both individuals and corporations.

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 regional enterprise 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.

Ultimately, the ITD vision is all about people. The truly shared meaning behind ITD's torch goes beyond leadership and excellence, it is about 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 commitment - a pledge that people can count on.

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