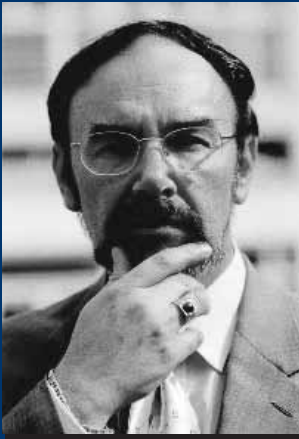


ITD-MEGA GURU SUMMIT



**William
J. Rothwell Ph.D**

Best-selling author of award winning books with over 58 internationally published titles;

President, Rothwell & Associates; world renown consultant;

Professor, Pennsylvania State University;

Head of the #2-ranked graduate program in HRD in the US.

ITD-MEGA GURU SUMMIT Strategic Talent Management, Competency & Values Modeling

Synergising the Application of Talent Management
Competency & Values Modeling - Power for Greatness.

PENANG

26-27 April, City Bayview Hotel, Penang

Closing date for registration: 15 April 2006



Supported by:



ITD-MEGA GURU SUMMIT

Strategic Talent Management, Competency & Values Modeling

Synergising the Application of Talent Management, Competency & Values Modeling - Power for Greatness



Dato' Dr Thomas KH Chee

Welcome from President Emeritus ARTDO International

Dear Friends and Colleagues in Leadership, HR and Management,

Consider the following 6 critical points:

1. It's no longer sufficient to have knowledgeable or skillful employees; competencies are required to successfully achieve superior performance.
2. Organizations that win the 'talent war' will have the competitive edge.
3. The right corporate values consistently drive results on a wide scale throughout the organization.
4. Companies that do not accurately identify, acquire and develop competencies cannot compete with those that do.
5. Without the best talents the organization can be denied of up to 80% of its key results.
6. The wrong corporate values can rapidly destroy an organization (like ENRON and others).

So many people are talking about talent, competencies and values. These are such important success factors and yet very few people actually know how to effectively harness their full potential.

This Summit will show you how to put together and apply all the advantages of the above critical points in a strategic manner - allowing your organization to achieve a perpetual competitive advantage.

With the power of these critical learning fields combined at this Summit, you will find answers that you can put into practice with a clear plan of action and a toolkit included to facilitate effective implementation.

Meet the Mega Guru, William J. Rothwell in person! See his latest academy of HRD award-winning book 'Strategic Development of Talent. Be inspired by his proven passion for superb delivery, cutting edge content and application.

This summit is a rare opportunity to experience. Come and join us for a truly uplifting experience of a lifetime, enjoy the events lined up in Penang or Manila or HCM City (Saigon) and get the most out of business networking opportunities with corporate leaders.

See you at the summit.

The best is yet to come.

With warm regards

Dato' Dr Thomas KH Chee
President Emeritus ARTDO International

WHO SHOULD ATTEND

Leaders who hold the most important duty of leading talent, competency, corporate values and bottom-line results. HR Professionals, CEOs, Directors, Senior Executives and Managers, Senior Government Officials, Senior Managers, Consultants, Trainers, Educators, Researchers.

OBJECTIVES OF THE SUMMIT

Upon completing the 2-day Summit, participants will be able to:

- Define the terms talent management and talent development and show how they relate to succession planning and succession management
- Make the business case for a systematic approach to talent development in their organizations
- Describe a strategic model to drive talent development systematically
- Discuss the theory and best practice of competency identification, assessment and modeling
- Define value modeling and explain how it differs from competency modeling
- 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 organizational chart
- Prepare an action plan for participants to use upon their return to their organization

LEARNING MATERIALS & CD-ROM TOOLKIT

Participants of this summit will receive learning materials and a toolkit of resources from Dr. Rothwell for doing practical work in their organizations.



PROGRAMME

DAY 1

1.30pm-2.00pm : Registration

2.00pm-4.30pm : **Opening Ceremony & Expert Workshop 1 (Overview)**
Dr. Rothwell

Introduction

- Program purpose, objectives, 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?
- Making the business case for talent management and talent development: Why they are important and how to build a compelling case for them
- 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

4.30pm-4.45pm : Tea-Break

4.45pm-8.00pm : **Expert Workshop 2**
Dr. Rothwell

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

Using Competency Modeling and Value Modeling as Foundations

- What is a competency: Global differences
- Why are competencies important?
- Approaches to competency modeling
- Activity on competency modeling
- Debrief of the activity
- Why are values important?
- How do values relate to ethics?
- Why are ethics important?
- Approaches to value modeling relying on techniques derived from competency modeling
- Activity on value modeling
- Debrief of the activity
- Uses of value modeling results to create research-based codes of conduct for organizations

8.00pm-9.30pm : Mega Guru & networking dinner



DAY 2

9.00am-1.00pm : **Expert Workshop 3**
Dr. Rothwell

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

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

11.30am-11.45am : Tea- Break

1.00pm-2.00pm : Business Lunch

2.00pm-5.30pm : **Expert Workshop 4**
Dr. Rothwell

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
- Lucky Draw: Dr. Rothwell will give away a copy of his book 'Effective Succession Planning' to one lucky participant!

4.00pm-4.15pm : Tea-Break



PROFILE OF WILLIAM J. ROTHWELL, PH.D



William J. Rothwell, Ph.D., SPHR, is President of Rothwell and Associates, inc. (see www.rothwell-associates.com). He is also Professor of Human Resource Development at the University Park campus of the Pennsylvania State University. He heads up the #2-ranked graduate program in HRD in the US. As a consultant he has worked with over 30 multinational corporations.

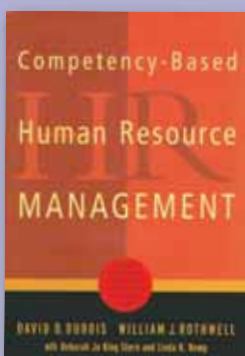
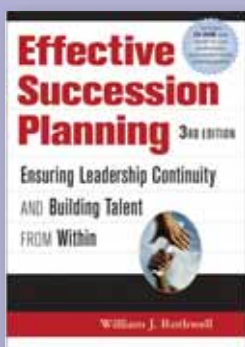
Dr. Rothwell was National Thought Leader for a Linkage-DDI sponsored study of 18 multinational corporations in 2001 that examined corporate best practices in succession planning and management. His bestselling book 'Effective Succession Planning: Ensuring Leadership Continuity and Building Talent from Within', 3rd ed. (New York: Amacom, 2005) is regarded by some as the "corporate bible" on succession management practices.

Dr. Rothwell has worked in the HR field since 1979 and has authored, co-authored, edited and co-edited over 58 books. Among his most recent publications are:

- 'Career Planning and Succession Management' (with B. Jackson, S. Knight, J. Lindholm, 2005)
- 'Practicing Organization Development' 2nd ed. (2005)
- 'Effective Succession Planning' 3rd ed. (2005)
- 'Competency Based HRM' 1st ed (with Dubois, 2005)
- 'Beyond Training and Development' 2nd ed. (2004)
- 'Improving On-The-Job Training' 2nd ed. (with H. C. Kazanas, 2004)
- 'The Strategic Development of Talent' (with H. C. Kazanas, 2004)-an award winning book from Academy of HRD
- 'Linking Training to Performance: A Guide for Workforce Development Professionals' (with P. Gerity and E. Gaertner, 2004)
- 'Mastering the instructional design process: A systematic approach' 2nd ed. (with H. C. Kazanas, 2004)
- 'What CEOs Expect from Corporate Training: Building Workplace Learning and Performance Initiatives that Advance Organizational Goals' (with J. Lindholm and W. Wallick, 2003)
- 'Planning and Managing Human Resources' 2nd ed. (with H.C. Kazanas, 2003)
- 'Creating Sales Training and Development Programs: A Competency-Based Approach to Building Sales Ability' (with W. Donahue and J. Park, 2002)
- 'The Workplace Learner: How to Align Training Initiatives with Individual Learning Competencies' (2002)
- 'Building Effective Technical Training: How to Develop Hard Skills Within Organizations' (with J. Benkowski, 2002).

Dr. Rothwell is a book series co-editor with Roland Sullivan and Kris Quade, of the Wiley/Jossey-Bass/Pfeiffer book series 'Practicing Organization Development and Change Management'. He is also a book series co-editor, with Rita Richey and Tim Spannaus, of the Wiley/Jossey-Bass/Pfeiffer book series 'Using Technology in Training and Learning'.

Dr. Rothwell was one of the key persons responsible for the American Society for Training and Development - ASTD's recent ground-breaking competency model, 'Mapping the Future: Shaping Workplace Learning and Performance Competencies'.



A selection of Dr. Rothwell's books

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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INSTITUTE OF TRAINING AND DEVELOPMENT

Lighting the Way in Organizational and HR Development



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Global Provision of Corporate Training
and Development
Institute of Training and Development's HQ
Penang, Malaysia

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 programmes 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 and Coaching; Professional Competency Development; Management Consultancy Services; Mega Events and Conferences; and Community Service and Networks. It offers programs ranging from short training courses to Certificate, Diploma, Bachelor, Masters and Doctoral levels.

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

Over the years it has earned a sound reputation as a leading education, training and HRD provider, having successfully produced thousands of graduates and provided organizational and HRD 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.

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 (Asian Regional Training and Development Organization) 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

Call or visit us between 10am and 6pm for a free consultation with our counselors