

CERTIFICATE IN LEADING STRATEGIC HR TRANSFORMATION AND TALENT MANAGEMENT

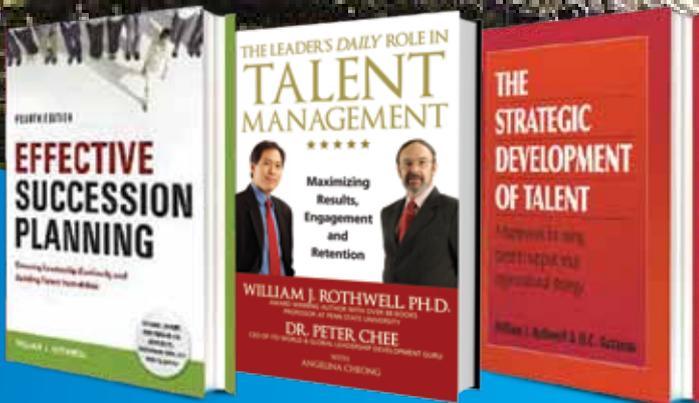
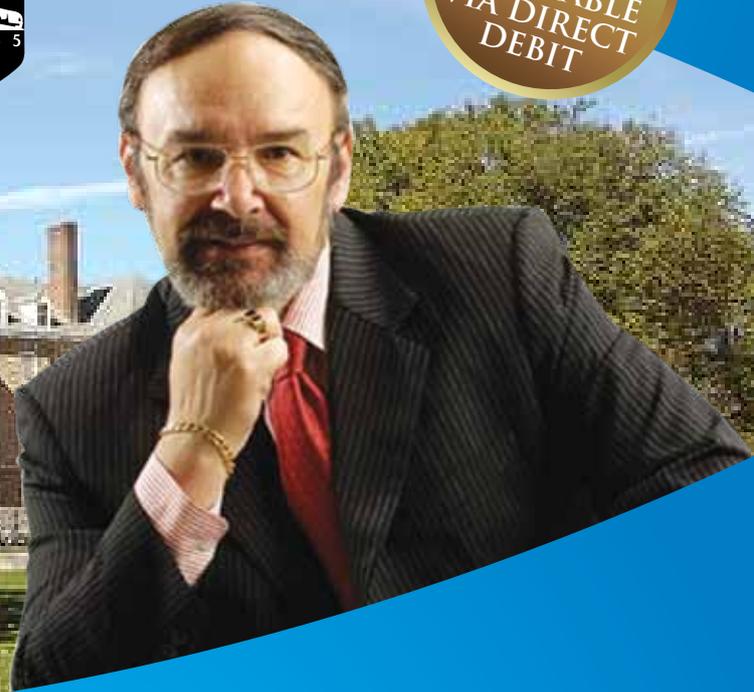
PENNSYLVANIA STATE UNIVERSITY, USA

The best of
Dr. William J. Rothwell
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- Author of best selling and award winning books with over 90 internationally published titles
- President, Rothwell & Associates; World-renowned Consultant; Professor, Pennsylvania State University
- Heads the #1-ranked graduate program in HRD in the USA

A 3-DAY TRANSFORMATIONAL WORKSHOP

Kuala Lumpur • 17 - 19 March 2015
Grand Dorsett, Subang

Key Benefits

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

Organizer:



Co-organizer:



Event Partners:



ITD-MEGA GURU EVENT • LEARN FROM THE BEST TO BE THE BEST

MISSION: TRANSFORMING LEADERS AND CHANGING THE WORLD FOR THE BETTER



A PERSONAL MESSAGE FROM WILLIAM J. ROTHWELL

In today's fast changing and competitive world, HR practitioners need to be well-equipped with new paradigms and competencies that enable their people and organizations to stay ahead. Organizations and HR leaders face many challenges and must see the big picture, understand the global trends and realize its implications. They will need to adopt a more strategic role and approach towards managing HR performance that delivers bottom-line results whilst recruiting, engaging, training, rewarding and retaining the best talent.

To achieve this objective, I will be sharing with you how you can transform your roles and contribution as an HR and Talent Management Partner to enable your organization to realize its business goals. As a business partner, you have many choices available to make a difference to your organization's performance, and I will guide you to make the best choices. I will help you enhance your strategic role and draw the path forward for the transformation of HR and Talent Management in your organization. Towards this end, I will be sharing with you the latest HR and Talent Management Tools and Technologies that will allow you to greatly accelerate your contribution towards sustainable high performance. I look forward to working with you at this upcoming program. There is so much to learn and I would like you to take this exciting journey together with me and other international HR and Talent Management leaders.

Sincerely yours,

Dr. William J. Rothwell

INTRODUCTION

Human Resource Departments are being pressured as never before to demonstrate their contribution and value to their organization. One indication of that is the emergence of so-called HR transformation. While HR transformation is sometimes a term in search of meaning, it usually means a fundamental rechartering of what the organization's HR Department is to do, why it exists, and what efforts it undertakes. CEOs have continually stated that they want proactive HR Department that operates at the strategic rather than tactical level. Senior HR managers direct their workers to improve how they work as partners with line managers. And yet everyone is sometimes too often disappointed. This 3-day workshop describes how to reinvent and fundamentally transform HR in an organization, describing various common choices but emphasizing Talent Management (TM) as a key to HR transformation and transforming HR to a true business partner. To meet the challenge of the future, HR practitioners must move beyond technical professionals to becoming true HR partners and strategic change agents.

ABOUT PENN STATE UNIVERSITY

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

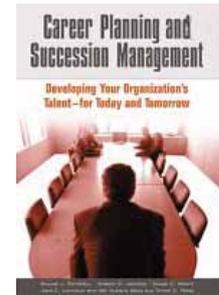
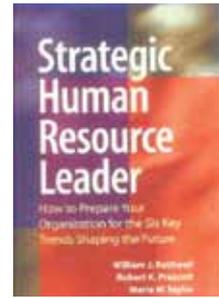
Penn State ranks among the US's ten largest public research institutions, directing more than \$650 million dollars in fiscal 2006 to support research and development activities, many having important economic implications. A majority of research funds come from sources outside Pennsylvania, principally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

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

OBJECTIVES OF THE PROGRAM

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

- Understand the key global trends in the workplace and workforce that will have the greatest impact on HR
- Review key trends, identified by research, that will impact each HR functional area - training, selection, employee relations, benefits, compensation, succession planning and talent engagement, and others
- Reflect on, and identify strategies to address, the six key trends
- Define the term human resource transformation
- Define the term human resource partnering
- Describe unique choices in HR transformation and HR partnering
- Summarize key steps in HR transformation and HR partnering
- Review various strategic choices in HR transformation and what their implications might mean
- Examine in depth what Talent Management is and how it can become the focus of HR transformation
- Come up with a blueprint of a Strategic HR transformation, partnering plan and implementation



WHO SHOULD ATTEND

Senior Management, General Managers, HR Leaders, Vice Presidents, HR Managers, OD Practitioners, Learning & Talent Management Heads, Senior Executives and Managers

LEARNING MATERIALS & APPLICATION TOOLS

Participants who enrol in this program will receive comprehensive learning materials and a toolkit of resources from Dr. Rothwell to guide them towards doing practical work for HR transformation/partnering and talent management.



Learning Methodology

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

Program

Day 1 to 3

8.30am - 9.00am Registration
9.00am - 12.30pm Morning Session
(Tea break from 10.30am - 10.45am)
12.30pm - 1.30pm Networking Lunch
1.30pm - 5.00pm Afternoon Session
(Tea break from 3.30pm - 3.45pm)

DAY ONE

Morning

Introduction, Trends and 21st Century HR Vision

- Program purpose
- Program objectives
- Program organization/structure
- Participant objectives
- Icebreaker: What issues do your organization face with human resource management?
- Trends in HR, the global workforce and global business
- What the trends mean
- Activities on the trends
- Debrief of the activities

Defining Human Resource Transformation, HR Partnering, and Making the Business Case for HR Transformation

- What are the traditional problems with HR that lead to the need for HR transformation and partnering?
- What are the definitions of HR transformation and partnering?
- What are the roles in HR of the HR function/department, individuals and managers?
- Making the business case for HR transformation and partnering
- Activity on pinpointing the needs of your organization for HR transformation and partnering
- Debrief of the activity
- Activity on making the business case for HR transformation and partnering
- Debrief of the activity

Afternoon

Leading HR Transformation and Partnering

- A model to guide how to lead HR transformation and partnering
- Step-by-step review of the model
- Activity on using the model
- Debrief of the activity
- Case study on leading HR transformation and partnering
- Debrief of the case study

Reinventing HR to be Consistent with Strategic Choice

- What does HR transformation and partnering mean for the organization chart of HR?
- What range of options exists for structuring HR?
- How is the organizational scheme for HR chosen?
- Activity on HR structuring
- Debrief of the activity
- HR Transformation Choice 1: Performance Consulting
- HR Transformation Choice 2: Ethics

DAY TWO

Morning

Reinventing the HR to be Consistent with Strategic Choice

- HR Transformation Choice 3: OD and Change Management
- HR Transformation Choice 4: Outsourcing
- HR Transformation Choice 5: Talent Management
- Why Talent Management is a Popular Choice Globally for HR Transformation and Partnering

Afternoon

Talent Management as the Focus of HR Transformation and Partnering

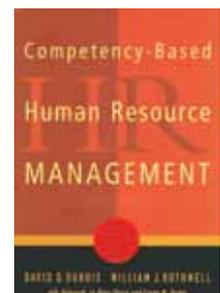
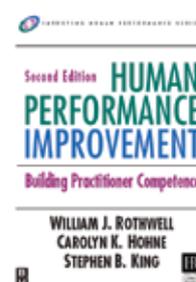
- Activity: A case study on Talent Management and HR Transformation: What went wrong?
- Debrief of the case study activity
- Talent Management defined
- Strategic TM versus Tactical TM
- How TM and HR are related and are different
- Activity on the HR leader's role in talent management
- Debrief of the activity on the HR leader's role in talent management
- Components of traditional and cutting-edge TM

DAY THREE

Morning

Recruiting and Selecting Talent

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



Developing Talent

- How does development fit into a comprehensive talent program?
- What are the components of development?
- Activity on developing talent
- Debrief of the activity

Engaging Talent

- How does engagement fit into a comprehensive talent program?
- What are the components of engagement?
- Activity on engagement
- Debrief of the activity

Positioning and Deploying Talent

- What is "positioning" and "deployment"?
- How does positioning/deployment fit into a comprehensive TM program?
- Activity on positioning/deployment
- Debrief of the activity

Afternoon

Transferring Knowledge

- What is knowledge transfer?
- How does knowledge transfer relate to TM?
- What model guides knowledge transfer?
- What practical techniques can be used to transfer knowledge?
- Activity on knowledge transfer
- Debrief of the activity

Transferring Social Relationships

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

Retaining Talent

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

Planning for Action: What to Do Back Home

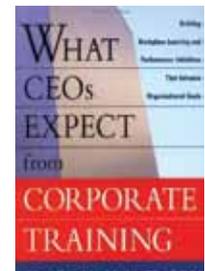
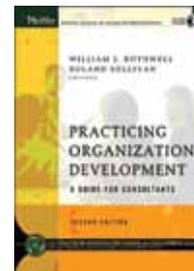
- What will you do when you return to your organization?
- How can you build interest in talent management and development?
- Action planning activity
- Debrief of the action plan
- Presentation of action plans

Conclusion

- Summary of the program purpose, objectives, and organization
- Review of participants' objectives
- Questions and answers

General Information

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



PROFILE OF WILLIAM J. ROTHWELL, PH.D., SPHR, RODC, CPLP FELLOW



William J. Rothwell, Ph.D., SPHR, RODC, CPLP Fellow is President of Rothwell and Associates, Inc. He is also Professor of Human Resource Development at the University Park campus of the Pennsylvania State University. He heads the #1-ranked graduate program in HRD in the US. As a Consultant, he has worked with over 40 multinational corporations.

Dr. Rothwell has worked in the Performance, OD and HR field since 1979 and has authored, co-authored, edited and co-edited 87 books and many best sellers. Among his most recent publications are:

- **Performance consulting: Applying performance improvement in human resource development**
- **ASTD competency study: The training and development profession revisited**
- **Becoming an effective mentoring leader: Proven strategies for building excellence in your organization**
- **The encyclopedia of human resource management (3 volumes)**
- **Lean But Agile: Rethink Workforce Planning and Gain a True Competitive Advantage**
- **Invaluable Knowledge: Securing your company's technical expertise - Recruiting and retaining top talent, transferring technical knowledge, engaging high performers**
- **The manager's guide to maximizing employee potential: Quick and easy strategies to develop talent every day**
- **Human Resource Transformation**
- **Strategic Human Resource Leader, 2nd edition**
- **Practicing Organization Development, 3rd edition**
- **Planning and Managing Human Resources, 2nd edition**
- **Human Performance Improvement - Building Practitioner Competence, 2nd edition**
- **ASTD Models for Human Performance Improvement: Roles, Competencies and Outputs**
- **Career Planning and Succession Management**
- **Effective Succession Planning, 4th edition**
- **The Strategic Development of Talent**
- **Competency-based Human Resource Management**
- **What CEOs Expect From Corporate Training**
- **Beyond Training and Development, 2nd edition**
- **Improving On-The-Job Training, 2nd edition**
- **The Workplace Learner: How to Align Training Initiatives with Individual Learning Competencies**

Dr. Rothwell was the winner of the American Society of Training and Development's (ASTD) prestigious Distinguished Contribution to Workplace Learning and Performance award for 2011. In 2013 he was again honoured by ASTD by being named a Certified Professional in Learning and Performance (CPLP) Fellow. His best selling book, *Effective Succession Planning: Ensuring Leadership Continuity and Building Talent from Within, 4th ed.* (New York: Amacom, 2010), is regarded by many as the "corporate bible" on succession management practices.

Dr. Rothwell has been very active in the ASTD. He was Chair of the Publishing Review Committee for several years, and has served as Chapter President for 2 ASTD local Chapters, as well as on the ASTD National Awards Committee, the ASTD Dissertation Awards Committee and the ASTD Research Article of the Year Committee. He was Chief Investigator for research on 5 ASTD competency studies, including the most recent in 2013.

REGISTRATION FORM

FEES AND GENERAL INFORMATION

(Please make copies of this page for registration as required)

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• Kuala Lumpur: 17 - 19 March 2015, Grand Dorsett, Subang

Event Fees	Malaysia	International
SUPER EARLY BIRD FEE - First 50 registrations with payment by 15 January 2015	RM 3,800	USD 1,800
EARLY BIRD FEE - Second 50 registrations with payment by 15 February 2015	RM 3,900	USD 1,900
NORMAL FEE - Registrations with payment after 15 February 2015	RM 4,000	USD 2,000

SPONSORSHIP AND PARTICIPATION OPTIONS:

Gold Package	RM 11,000	USD 5,000
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The Benefit: Special rate for 3 pax and above

Platinum Package	RM 20,500	USD 9,800
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The Benefit: Special rate for 6 pax and above

For PSMB Direct Debit, please fill up form PSMB/STP/1/07. The form can be downloaded from PSMB document centre at www.hrdf.com.my (for Kuala Lumpur event only).

PAYMENT DETAILS

Payments may be made by telegraphic transfer, bank deposit or local check.

Account Name (Pay to) : MITD Sdn. Bhd.

Account Number : 2-14062-0004550-2

SWIFT Code : RHBBMYKL

Name of Bank : RHB Bank Berhad

Bank's Address : Lot LGF, 019-021, Lower Ground Floor, Kenaga Wholesale City, 28 Jalan Gelugor, 55200 Kuala Lumpur, Malaysia

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

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

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

Phone _____ Fax _____ E-mail _____

Mobile _____ Position _____

Organization _____

Address _____

Date _____ Signature _____

Mode of registration:

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



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Mission

Transforming leaders and changing the world for the better.

Vision

The #1 global leadership development expert.

Core Values (LISTEN):

Love, **I**nnovation, **S**ynergy, **T**rust, **E**xcellence and **N**urture

Competitive Advantage Statement:

ITD World is an ISO certified & award winning Multinational Corporation that provides the world's best leadership development solutions to leading global organizations. We offer comprehensive & innovative solutions that produce superior results.

Core Activities & Resources:

Talent and Leadership Development; Corporate Training and Consulting; Professional Competency Certification; Mega Events and Seminars; Coaches, Mentors and Speakers Bureau; Community Services and Campaigns. Over 238 world-class programs and more than 100 dedicated mega gurus, top international resource persons, trainers, speakers, coaches and consultants from around the world.

Exclusive Mega Gurus:

Dr. John C. Maxwell, Dr. William Rothwell, Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Robert Tucker, Thomas G. Crane.

Quality Certification, Awards & Publications:

ISO 9001:2008 Certification for Global Provision of Training and Development. Winner of the *ARTDO International HRD Excellence Award* in recognition for outstanding contribution to international Human Resource Development and bestowed the Brand Laureate International Award for the Best Brand in Training. Cutting edge books co-authored with the world's Top Mega Gurus - *Coaching for Breakthrough Success*, *12 Disciplines of Leadership Excellence* and *Becoming an Effective Mentoring Leader*.

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