

# Certificate in Change Management and Organization Development

for Leaders, HR & OD Professionals

**Pennsylvania State University, USA**

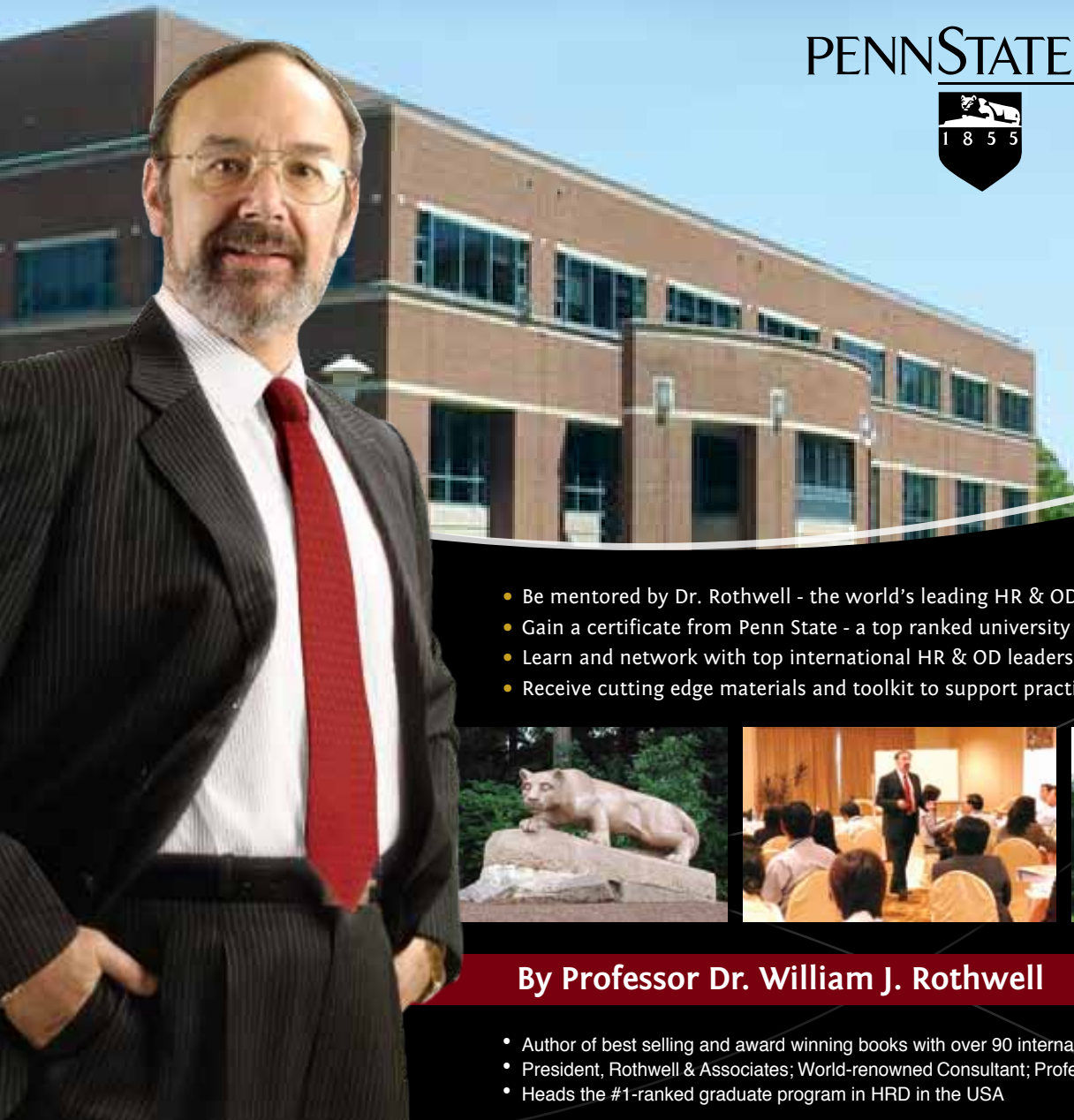
Join international participants at the following locations:

**Manila**  
10-12 August 2015

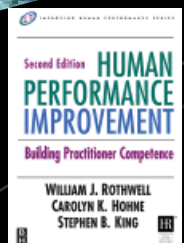
**Bangkok**  
17-19 August 2015

**Kuala Lumpur**  
20-22 October 2015

**Ho Chi Minh City**  
20-22 August 2015



PENNSSTATE



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



**By Professor Dr. William J. Rothwell**

- 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

Event Organizer:



**ITD-MEGA GURU EVENT · LEARN FROM THE BEST TO BE THE BEST**

**MISSION: TRANSFORMING LEADERS AND CHANGING THE WORLD FOR THE BETTER**

# INTRODUCTION FROM DR. WILLIAM J. ROTHWELL



In challenging economic times, organizations have a pressing need to manage change. But there is more than one effective way to do that. One approach is so-called “top down” change in which change is engineered using a standardized method. A second approach is so-called “bottom up” change in which individuals are polled about what organizational problems they perceive and how best to solve them. A third approach identifies and builds on strengths rather than focusing on problem-solving. What are these approaches? How can they most effectively be used? What is best practice in managing change? This seminar addresses these, and other, important questions about managing change, organization development (OD) and appreciative inquiry (AI).

Over the course of the 3-day workshop we will focus on key success factors plus the latest practices and developments in the area of Change Management OD and AI.

I will also be sharing with you many contemporary tools and technologies that you will be able to put to practical use right away.

I will bring you to the cutting edge of the profession and enable you to use effective Change Management OD and AI to create competitive advantage for your organization which is sustainable through good and challenging economic times.

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

Sincerely yours,

*Dr. William J. Rothwell*

Professor

The Pennsylvania State University / University Park



## WHO SHOULD ATTEND

Senior Management, HR Leaders, Vice Presidents, HR Managers, General Managers, Operating Executives and Managers.

## LEARNING MATERIALS & APPLICATION TOOLS

Participants who enroll in this program will receive comprehensive learning materials and a toolkit of resources from Dr. Rothwell for doing practical work on Change Management, Organization Development and Appreciative Inquiry in their organizations.



# OBJECTIVES OF THE PROGRAM

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

- Define the terms Change Management (CM), Organization Development (OD) and Appreciative Inquiry (AI)
- Describe how to make the business case for change management, Organization Development and Appreciative Inquiry
- Make the case for systematic approaches to change management rather than ad hoc, idiosyncratic approaches
- Describe strategic models to drive change management
- Review the Action Research Model (ARM), the best-known model to guide OD
- Review the Appreciative Inquiry Model (AIM), a strengths-based approach to change
- Examine how to use approaches to apply models to guide change management, OD and Appreciative Inquiry
- Prepare an action plan for implementation



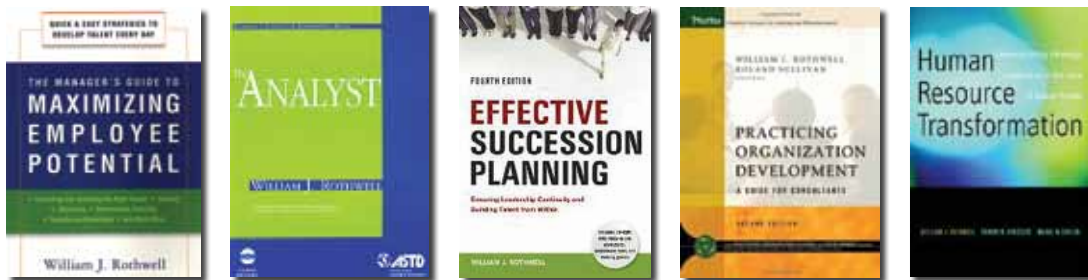
# LEARNING METHODOLOGY

- 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)
- Evening Assignments and free time for interaction and networking among participants



## DAY 1

### I. Introduction

- Program purpose
- Program objectives
- Program organization/structure
- Participant objectives
- Icebreaker: What issues does your organization face with change management and problems with people?
- Debrief of the icebreaker: Clarifying your objectives
- Activity: How do people feel about change?
- Debrief of the activity

### II. Defining Change Management and Making the Business Case for Managing Change Systematically

- What are the definitions of change management, and why are definitions important?
- How can the business case for managing change be made to senior leaders during challenging economic times?
- Activity on managing change
- Debrief of the activity

### III. Guiding Change Management Systematically and Strategically

- Models to guide change management
- Step-by-step reviews of the models
- Activity on using the models
- Debrief of the activity

### IV. Effective Change Management

- Activity: A case study on change management: What went wrong?
- Debrief of the case study activity
- Approaches to change management
- Strategic change management versus tactical change management
- How change management is related to, but different from, Organization Development (OD)
- Activity on the leader's role in change management
- Debrief of the activity
- Assessing readiness for change
- Activity on assessing readiness for change
- Debrief of the activity
- Research on change management
- Activity: Rate your organization on its change management
- Debrief of the activity
- Selecting change management Interventions
- Competencies of change management practitioners



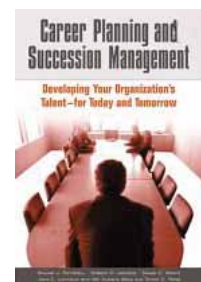
## DAY 2

### V. Implementing and Evaluating Change Management and OD Efforts

- Overview of types of change management efforts
- Large-scale change efforts for the whole organization
- Activity on large-scale change efforts
- Debrief of the activity
- Medium-sized change efforts: Changing departments
- Activity on medium-sized change efforts
- Debrief of the activity
- Team-based change efforts: Changing small groups
- Activity on team-based change efforts
- Debrief of the activity
- Evaluating change management and OD
- Activity on evaluating change management and OD
- Debrief of the activity

### VI. Effective Organization Development (OD)

- OD defined
- Research on OD and best practices
- Trends on OD: What's really new?
- Strategic OD versus Tactical OD
- How OD and HR are related and are different



## DAY 3

### VII. Building OD Competencies

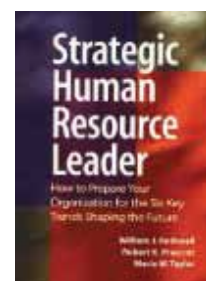
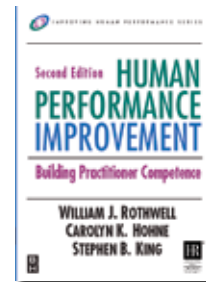
- The OD competencies
  1. Marketing change
  2. Enrolling and involving people in change
  3. Contracting for the change effort
  4. Conducting a mini-assessment of the change situation
  5. Gathering information relevant to the change effort
  6. Diagnosing the situation
  7. Providing feedback to the change participants
  8. Planning for change
  9. Building participation and ownership in change
  10. Implementing the change effort
  11. Evaluating the change effort
  12. Following up to ensure effective implementation
  13. Institutionalizing the change effort
  14. Separating yourself from the change setting when appropriate
  15. Building your self-awareness as a change manager
  16. Improving interpersonal skills during a change effort
  17. Other competencies of a change manager
- Reviewing the Key Steps Above and Emphasizing What OD People Really Do
- Activity: Building OD Competencies
- Debrief

### VIII. New Thinking About OD: Positive Change

- What is appreciative inquiry?
- What does appreciative inquiry mean for OD?
- What special competencies are needed for AI?
- What model guides AI?
- Case study: How is the model used?
- Debrief of the case study
- What is the AI Summit?
- How are AI Summits implemented?
- Case study on the AI summit
- Debrief of the case study

### IX. Conclusion & Action Planning

- Summary of the program purpose, objectives, and organization
- Action planning activity and debrief
- Review of participants' objectives
- Questions and answers
- Workshop evaluation



## GENERAL INFORMATION

- Closing date for registration: 2 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

## INFORMATION FOR INTERNATIONAL PARTICIPANTS

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

# 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.



*Pennsylvania State University*

**FEES AND GENERAL INFORMATION**

(Please make copies of this page for registration as required) • Manila: 10 - 12 August 2015, InterContinental Manila)

Event Fees	Manila	International
SUPER EARLY BIRD FEE - First 50 Registrations with Payment before 10 June 2015	P 40,000	USD 1,100
EARLY BIRD FEE - Second 50 Registrations with Payment before 10 July 2015	P 42,500	USD 1,160
NORMAL FEE - After 10 July 2015	P 45,000	USD 1,220

**Payment Details**      Payments may be made by telegraphic transfer, bank deposit, local cheque

Account name (Pay to)	ITD Consulting Group, Inc
Account Number	0005-9500244-7
SWIFT Code	MBBEPHMM
Name of Bank	Maybank Philippines, Inc. (Makati Branch)
Bank's Address	New Solid Building, 357 Sen. Gill Puyat Ave. Makati City

*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    HRDF Contributors Fee

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Mobile \_\_\_\_\_ Position \_\_\_\_\_

Organization \_\_\_\_\_

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Date \_\_\_\_\_ Signature \_\_\_\_\_

Mode of registration:

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

# ITD WORLD

The Global Leadership Development Expert



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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, Innovation, Synergy, Trust, Excellence and Nurture

## 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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