Certificate in Change Management and Organization Development

for Leaders, HR & OD Professionals

Pennsylvania State University, USA

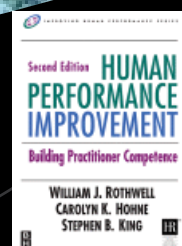Join international participants at the following locations:

Manila	**Ho Chi Minh City**	**Bangkok**	**Kuala Lumpur**
10-12 August 2015	20-22 August 2015	24-26 August 2015	20-22 October 2015
InterContinental Manila	Novotel Saigon Centre	Swissôtel Nai Lert Park	Grand Dorsett Subang

PENNSTATE
1855

- 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

Organizer:

ITD WORLD
The Global Leadership Development Expert

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
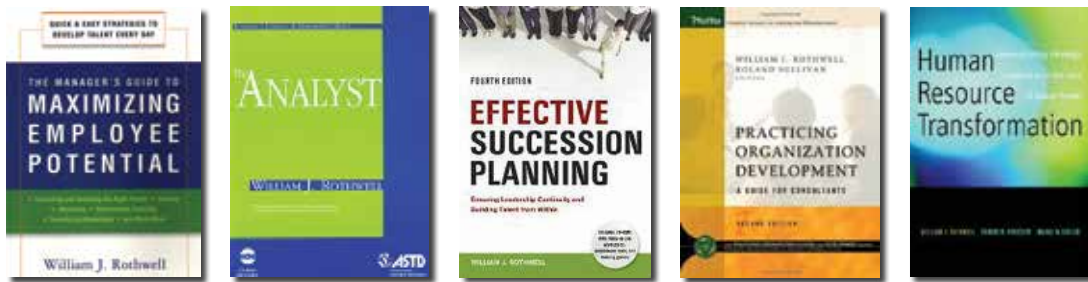
DAY 1

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
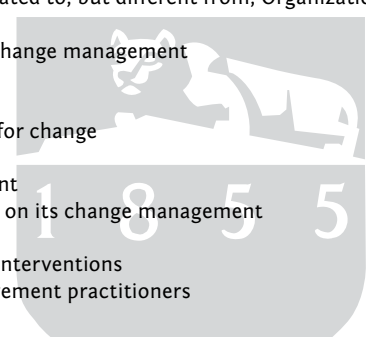
DAY 2

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
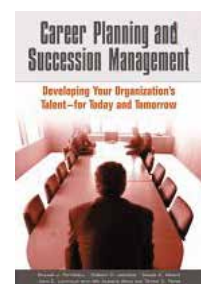
VII. Building OD Competencies
* The OD competencies

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
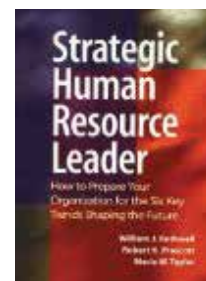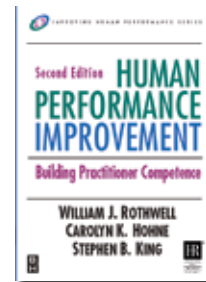
GENERAL INFORMATION

* 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, PhD., 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.

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FEES AND GENERAL INFORMATION

(Please make copies of this page for registration as required) • Ho Chi Minh City: 20 - 22 August 2015, Novotel Saigon Centre)

Event Fees	Vietnam	International
NORMAL FEE	VND 18,690,000	USD 890
GROUP OF 5 OR MORE	VND 17,955,000	USD 830

Payment Details	Payments may be made by telegraphic transfer, bank deposit, local cheque
Account name (Pay to)	ITD Vietnam
Account Number	030-70000-03131
SWIFT Code	VIDPVNV5
Name of Bank	VID Public Bank, Ho Chi Minh City Branch
Bank's Address	88 Nguyen Du Street, District 1, Ho Chi Minh City, Vietnam

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

Please tick: ☐ Normal Fee   ☐ Group Of 5 Or More

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

Phone _____ Fax _____ E-mail _____

Mobile _____ Position _____

Organization _____

Address _____

Date _____ Signature _____

Mode of registration:

ITD Penang	Tel: +604-228 3869	Fax: +604-228 6869	E-mail: itdpg@itdworld.com
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Replacements and representatives are allowed, however the fees paid are not refundable.

ITD WORLD

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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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