

What Leaders Do Daily to Manage Talent for Maximum Performance

# CERTIFICATE IN TALENT ENGAGEMENT & RETENTION

PENNSTATE



A 3-DAY TRANSFORMATIONAL WORKSHOP

Manila • 4 - 6 September 2014  
Crowne Plaza Manila Galleria

**Dr. William J. Rothwell**  
LIVE in Manila!

## Key Benefits

- \* Learn what leaders do daily to manage talent for maximum performance
- \* Receive a Certificate from Penn State - a top ranked University
- \* Gain a cutting edge toolkit that supports effective implementation of what is learned
- \* Achieve competitive advantage with the latest developments and knowledge in Talent Engagement & Management



 **ITD** WORLD  
The Global Leadership Development Expert

- Author of best selling and award winning books with over 84 internationally published titles
- President, Rothwell & Associates; World-renowned Consultant; Professor, Pennsylvania State University
- Heads the #1-ranked graduate program in HRD in the USA

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

Talent management has become a topic of critical competitive importance to today's organizations around the world. While many organizations have met the challenge of talent management strategically, fewer have been able to drive that strategy into daily practice.

While sometimes HR professionals are expected to do all the hard work in attracting, developing, engaging, and retaining talented people, the reality is that 90 percent of development occurs on the job within the context of doing daily work.

To state that another way, the best way to attract, develop, engage and retain talent is to get leaders engaged in that process on a daily basis. But even professionally trained operating managers have not been given the skills they need to take an active daily role in building talent. And their efforts are complicated because research indicates that managers devote only 20 percent of their time to direct interaction with their own staff. (The remaining 80 percent of their time is focused on doing their own solitary work.)

This 3-day workshop will focus on what leaders should do every day to help implement talent management strategy. I will bring you new thinking on how leaders can take an active role in talent management on a daily basis without becoming overburdened with onerous extra tasks.

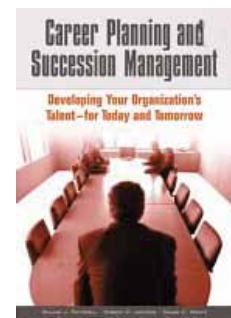
I look forward to working with you at this upcoming program. There is so much to learn and to do to achieve much greater results and I would like to take you on this exciting journey with me.

Sincerely yours,  
**Dr. William J. Rothwell**

## OBJECTIVES

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

- Define key terms and make the business case for talent management strategically and tactically
- Summarize the leaders' daily role in guiding strategic talent management
- Explore the leaders' daily role in guiding daily (tactical) talent management
- Review what leaders can do to assess individual potential
- Examine what leaders can do to recruit and select talented people every day
- Explain how leaders train and develop talented people every day
- Investigate how leaders can encourage daily career planning and career counselling
- Describe how leaders can provide daily performance and development coaching
- Specify the leaders' daily role in engaging and appraising workers and providing daily feedback
- Offer ideas about the leaders' daily role in managing high potential and high professional workers
- Provide strategies for leaders wanting to transfer knowledge and professional contacts
- Guide leaders on best practices in retaining talent on a daily basis
- Provide suggestions for leaders in their daily role to work with diverse people
- Teach leaders what they must know to decruit workers when necessary
- Coach leaders on their daily role in self-development



## METHODOLOGY

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

## WHY SHOULD YOU ATTEND?

- Achieve competitive advantage with the latest developments and knowledge in Talent Engagement & Management
- Be mentored by Dr. Rothwell - the world's leading HR and OD Guru
- Gain a Certificate from Penn State - a top ranked University
- Learn and network with top international leaders
- Receive comprehensive materials and a toolkit to support practical action
- Rise to the cutting edge of the Talent Engagement & Management profession



**Day 1 – Morning****Introduction**

- Program purpose
- Program objectives
- Program organization/structure
- Participant objectives
- Icebreaker: What issues does your organization face with talent management strategically and tactically?

**Defining Terms and Making the Business Case**

- What definitions are important for talent management, and why are definitions important?
- How can the case be made for talent management and succession planning?
- Trends affecting talent management
- Activity on future trends affecting talent management
- Debrief of the activity
- Activity on making the business case for talent management and development
- Debrief of the activity

**Guiding *Strategic* Talent Management**

- A model to guide strategic talent management
- Step-by-step review of the model
- Activity on using the model
- Is there more to strategic talent management than preparing people for promotion?
- Distinguishing between HR and the line manager's role in talent management

**Afternoon****Guiding *Tactical* Talent Management: What Leaders Should Do Every Day**

- A model to guide tactical talent management
- How tactical talent management relates to strategic talent management
- Step-by-step review of the tactical model
- Activity on using the tactical model

**The Leader's Daily Role in Assessing Individual Potential**

- What is potential?
- How do leaders quickly recognize potential?
- How is potential assessed objectively?
- Activity on potential assessment

**Day 2 – Morning****The Leader's Daily Role in Recruiting and Selecting Talented People**

- What special techniques can leaders use in recruiting and selecting talented people?
- How do the best leaders build a brand to attract talent?
- Activity on recruiting and selecting talent
- Debrief

**The Leader's Daily Role in Training and the Development of Talented People**

- How do leaders train and develop people on a daily basis?
- What unique models can help to guide daily training and development?
- Activity
- Debrief

**The Leader's Daily Role in Encouraging Career Planning and Offering Career Counselling**

- How do leaders encourage career planning?
- How do leaders offer career counselling?
- Role play on career planning
- Debrief of the role play
- Role play on career counselling
- Debrief of the role play

**Afternoon****The Leader's Daily Role in Performance and Development Coaching**

- What are the definitions of performance and development coaching?
- How is performance coaching conducted?
- How is development coaching conducted?
- Activity on performance coaching
- Debrief
- Activity on development coaching
- Debrief

**The Leader's Daily Role in Engaging and Appraising Workers and Providing Daily Feedback**

- How the best leaders engage workers
- How the best leaders provide daily feedback
- Measuring engagement
- Debrief of the measuring approach
- Providing daily feedback
- Debrief of the feedback approach

## What Leaders Do Daily to Manage Talent for Maximum Performance

### The Leader's Daily Role in Managing High Potential and High Professional Workers

- What is a high potential?
- What is a high professional?
- Should we measure all workers exactly the same?
- Unique competencies needed to manage high potentials and high professionals
- Measuring unique competencies
- Building the unique competencies
- Critical incident activity on managing people differently based on talent
- Debrief

### Day 3 – Morning

### The Leader's Daily Role in Transferring Knowledge and Professional Contacts

- The importance of transferring knowledge and professional contacts
- How to transfer knowledge every day
- How to transfer professional contacts every day
- Activity on daily knowledge transfer
- Debrief
- Activity on daily transfer of professional contacts
- Debrief

### The Leader's Daily Role in Retaining Talent

- Why retention can be challenging
- What works—and what does not—in retaining highly talented people
- Measuring your daily ability to retain top talent
- Debrief

### The Leader's Daily Role in Working with Diverse People

- What diversity means—and what it does not
- Why diversity is critical for innovation and creativity
- Case study on the leader's daily role in working with diverse people
- Debrief

### Afternoon

### The Leader's Daily Role in Decruiting

- What decruitment means
- Why decruitment is challenging
- How leaders use decruitment
- Critical incident activity on decruitment
- Debrief

### The Leader's Daily Role in Self-Development

- Why setting a personal example every day is important
- What is self-development?
- How to set a daily example
- Activity on how to measure your daily self-development
- Debrief

### Planning for Action: What to Do Back Home

- What will you do when you return to your organization?
- How can you build support for the leader's daily role in talent management?
- 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



## 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.

### FEES AND GENERAL INFORMATION

(Please make copies of this page for registration as required) • Manila: 4 - 6 September 2014, Crowne Plaza Manila Galleria

Event Fees	Philippines	International
<b>SUPER EARLY BIRD FEE -</b> First 50 registrations with payment before 7 July 2014	P 40,000	USD 1,100
<b>EARLY BIRD FEE -</b> Second 50 registrations with payment before 7 August 2014	P 42,500	USD 1,160
<b>NORMAL FEE -</b> Registrations with payment after 7 August 2014	P 45,000	USD 1,220

### Payment Details Payments may be made by telegraphic transfer, bank deposit, local check

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

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

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**Mission**

Transforming leaders and changing the world for the better.

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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.

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**Exclusive Mega Gurus:**

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**Quality Certification, Awards & Publications:**

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