

Certificate in Change Management & Performance Consulting

For Leaders, HR & OD Professionals

Pennsylvania State University, USA

Join international participants at the following locations:

Kuala Lumpur
4 - 6 March 2010
PJ Hilton Hotel

Manila
12, 15 & 16 March 2010
Mandarin Oriental Hotel

Ho Chi Minh City
18 - 20 March 2010
Equatorial Hotel

Bangkok
22 - 24 March 2010
The Landmark Bangkok



PENNSTATE



- 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 William J. Rothwell

- Author of best selling and award winning books with over 60 internationally published titles
- President, Rothwell & Associates; World-renowned Consultant; Professor, Pennsylvania State University
- Heads the #1-ranked graduate program in HRD in the USA

INTRODUCTION FROM DR. WILLIAM J. ROTHWELL



In challenging economic times, organizations have a pressing need to manage change and to troubleshoot and solve problems with human performance. To address these problems, many organizations are struggling with so-called “change management” and “performance consulting.” But what do these terms mean? What proven strategies work to manage change and to pinpoint and solve problems with human performance? This seminar addresses the important questions of managing change and improving human performance.

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 and performance consulting. 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 and performance consulting 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.

Sincerely yours,
Dr. William J. Rothwell

WHO SHOULD ATTEND

Senior Management, General Managers, HR Leaders, Vice Presidents, HR Managers, OD Practitioners, Senior Executives and Managers



LEARNING MATERIALS & CD-ROM TOOLKIT

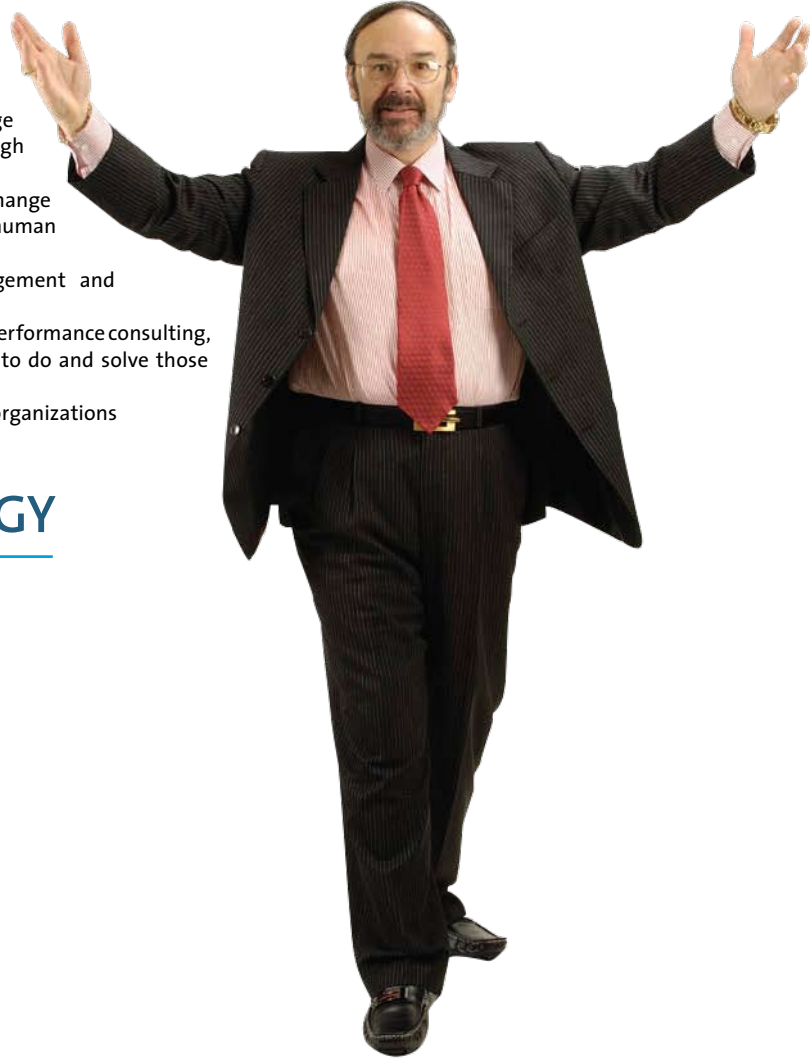
Participants who enroll in this program will receive comprehensive learning materials and a toolkit of resources from Dr. Rothwell to guide them towards doing practical work on Change Management and Performance Consulting in their organizations.



OBJECTIVES OF THE PROGRAM

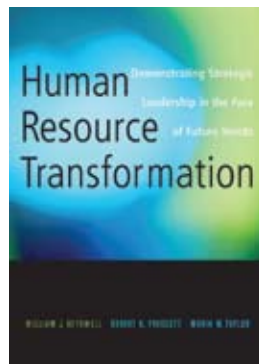
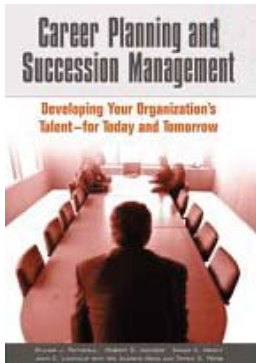
Upon completing the 3-day workshop, participants will be able to:

- Define the terms change management and performance consulting (also known as human performance improvement)
- Describe how to make the business case for change management and performance improvement in tough economic times
- Make the case for a systematic approach to change management and troubleshoot the problems with human performance and productivity
- Describe a strategic model to drive change management and performance consulting
- Review proven approaches to change management and performance consulting, find out why people don't do what they are supposed to do and solve those problems
- Prepare an action plan to use upon their return to their organizations



LEARNING METHODOLOGY

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



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

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

MORNING

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 Performance Consulting, and Making the Business Case for Them

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

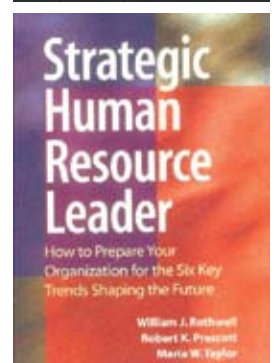
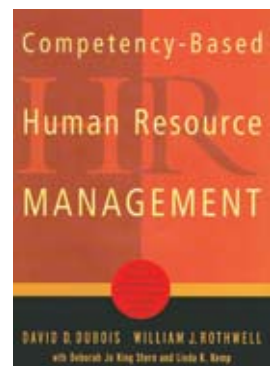
III) Guiding Change Management Systematically and Strategically

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

AFTERNOON

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 and OD practitioners



DAY 2

MORNING

V) Implementing and Evaluating Change Management Efforts

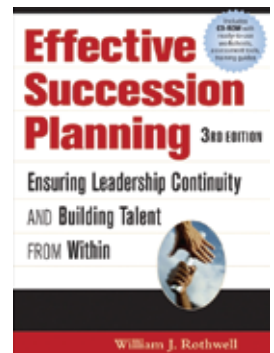
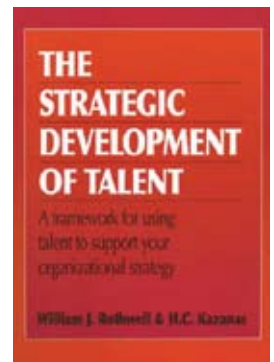
- Overview of types of change management efforts
- Large-scale change efforts for the whole organization
- Activity on large-scale change efforts
- Debrief of the activity
- Medium-sized change efforts: Changing departments
- Activity on medium-sized change efforts
- Debrief of the activity
- Team-based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

AFTERNOON

- Evaluating change management
- Activity on evaluating change management
- Debrief of the activity

VI) Effective Performance Consulting

- Activity: A case study on managing problems with people
- Debrief of the case study activity
- Approaches to performance consulting and models to guide performance consulting
- Strategic approaches to performance consulting versus tactical performance consulting
- How performance consulting is related to, but different from, management consulting
- Activity on the leader's role in performance consulting
- Debrief of the activity
- Analyzing problems with human beings
- Activity on analyzing problems with human beings
- Debrief of the activity
- Research on performance consulting
- Activity: Rate your organization on its ability to troubleshoot problems with human performance
- Debrief of the activity
- Selecting and implementing performance consulting interventions
- Competencies of performance consulting practitioners

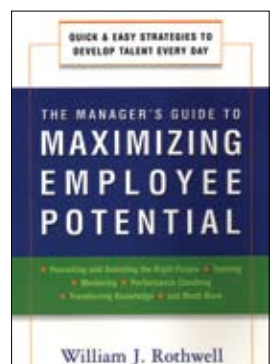


DAY 3

MORNING

VII) Implementing and Evaluating Performance Consulting

- Overview of types of performance consulting efforts
- Large-scale performance consulting efforts for the whole organization
- Activity on large-scale performance consulting
- Debrief of the activity
- Medium-sized performance consulting: Improving department productivity and performance
- Activity on medium-sized performance consulting efforts
- Debrief of the activity
- Team-based performance consulting efforts: Small groups
- Activity on team-based performance consulting efforts
- Debrief of the activity
- Evaluating performance consulting
- Activity on evaluating performance consulting
- Debrief of the activity



AFTERNOON

VIII) Planning for Action: What to Do Back Home

- What will you do when you return to your organization?
- How can you build interest in change management and performance consulting and involve operating managers in them?
- Action planning activity
- Debrief of the action plan
- Presentation of action plans

IX) Conclusion

- Summary of the program purpose, objectives and organization
- Review of participants' objectives
- Questions and answers
- Workshop evaluation
- Drawing: Dr. Rothwell will give away a copy of his book Practicing Organization Development, 3rd ed. and a copy of his book Human Performance Improvement, 2nd ed.

PROFILE OF WILLIAM J. ROTHWELL, PHD.

William J. Rothwell, PhD., SPHR, 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 30 multinational corporations.

Dr. Rothwell has worked in the Performance, OD and HR field since 1979 and has authored, co-authored, edited and co-edited over 60 books and many best sellers. Among his most recent publications are:

- Human Resource Transformation
- Strategic Human Resource Leader, 2nd edition
- Practicing Organization Development, 2nd 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, 3rd 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 a National Thought Leader for a Linkage-DDI sponsored study of 18 multinational corporations 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 many as the "corporate bible" on succession management practices.

Dr. Rothwell has been very active in the American Society of Training and Development (ASTD). He was Chair of the Publishing Review Committee for several years, has served as Chapter President for 2 ASTD local Chapters, has served 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 2 ASTD competency studies - ASTD Models for Workplace Learning & Performance (1999) and ASTD Models for Human Performance Improvement (1996; 2000). He was also an Investigator on the most recent ASTD competency study Mapping the Future (2004).



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



Pennsylvania State University

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FEES AND GENERAL INFORMATION

(Please make copies of this page for registration as required) • Kuala Lumpur: 4 – 6 March 2010, PJ Hilton Hotel

| Event Fees | Malaysia | International |
|---|----------|---------------|
| SUPER EARLY BIRD FEE FIRST 50 REGISTRATIONS WITH PAYMENT BEFORE 22 JAN 2010 | RM 3,200 | USD 1,500 |
| EARLY BIRD FEE SECOND 50 REGISTRATIONS WITH PAYMENT BEFORE 22 FEB 2010 | RM 3,400 | USD 1,700 |
| NORMAL FEE AFTER 22 FEB 2010 | RM 3,600 | USD 1,800 |

SPONSORSHIP AND PARTICIPATION OPTIONS:

| Gold Package | RM 9,300 | ** |
|--------------|----------|----|
|--------------|----------|----|

The Benefits: Inclusive of 3 registrations for the event, name and logo of sponsor will be promoted on program materials (black & white).

| Platinum Package | RM 18,000 | ** |
|------------------|-----------|----|
|------------------|-----------|----|

The Benefits: Inclusive of 6 registrations for the event, name and logo of sponsor promoted on program website, backdrop (color) and program materials (black & white). One exhibition table for promotion during the event.

| Scholarship Package (50% of normal fee) | RM 1,800 | – |
|---|----------|---|
|---|----------|---|

A 50% Scholarship is available to the first 10 deserving applicants. This applies only to full-time staff of non profit or educational institutions and government servants. Awarded on a first-come-first-served basis. Documentary evidence required.

** For International fees, please contact ITD Management.

| 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 | Unit 1, Ground Floor, Bangunan Cheong Wing Chan 41-51 Jalan Maharajalela, 50150 Kuala Lumpur |

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 Scholarship Package

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

Phone _____ Fax _____ E-mail _____
 Mobile _____ Position _____
 Organization _____
 Address _____
 Date _____ Signature _____

Mode of registration:

| | | | |
|------------------|-------------------------|----------------------|--------------------------------|
| ITD Penang | Tel: +604-262 6720 | Fax: +604-263 2905 | E-mail: itdpg@itdworld.com |
| ITD Kuala Lumpur | Tel: +603-6203 3880 | Fax: +603-6203 3830 | E-mail: itdkl@itdworld.com |
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Replacements and representatives are allowed, however the fees paid are not refundable.

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Lighting the Way as the Leading Multinational HRD Corporation



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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 programs throughout the Asia Pacific Region. ITD Group's headquarters is based in Penang, Malaysia and it has centers spanning Malaysia, Thailand, Vietnam, Philippines and Singapore.

ITD Group's six core activities include Business Education and Research; Corporate Training; Professional Competency Development; Business Coaching and Consulting; Mega Events and Conferences and Community Service and Networks.

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

Over the years it has earned a sound reputation as a leading education, training HRD provider having successfully produced thousands of graduates and provided organizational and HR development solutions to a large number of clients throughout the Asian region. ITD's clients include many leading multinational and local corporations.

ITD is an International HRD Award Winning Organization and has made its mark of excellence in the international HRD arena. It is the winner of the 2006-2007 ARTDO (Asian Regional Training and Development Organization) International HRD award. This highly prestigious international award is presented to the most qualified organization each year in recognition for outstanding contribution to international HRD.

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.

Ultimately, the ITD vision is all about people. The truly shared meaning behind ITD's torch goes beyond leadership and excellence, it is 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.



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

www.itdworld.com