# Certificate in Talent and Human Resource Development

## Pennsylvania State University, USA

Join international participants at the following locations:

| **Manila** | **Kuala Lumpur** |
|---|---|
| 8 – 10 August 2012 | 1 – 3 October 2012 |
| Mandarin Oriental Hotel, Manila | Grand Dorsett, Subang |

WHAT CEOs EXPECT from CORPORATE TRAINING

THE STRATEGIC DEVELOPMENT OF TALENT

BEYOND TRAINING and DEVELOPMENT
William J. Rothwell

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

## By Professor William J. Rothwell

Co-organizer:

ITD WORLD
The Global Learning Solutions Expert

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Endorser:

INSTITUT TADBIRAN AWAM NEGARA (INTAN)

- Author of best selling and award winning books with over 78 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

### SERVING SINGAPORE , MALAYSIA, THAILAND, VIETNAM, PHILIPPINES AND THE WORLD

# INTRODUCTION FROM DR. WILLIAM J. ROTHWELL

Talent management has been around awhile. But the need remains. Organizational leaders continue to call on HR professionals to attract, develop, retain, and transfer the knowledge of the best people.

Many organizations are experimenting with unique, and some would call "cutting edge," approaches to talent management. Some of that information has not been widely shared – until now. This 3-day workshop will describe new thinking in talent management and employee training.

Real world research has proved the fact that a talented employee can be as much as 20 times more productive than the average worker. Just imagine how much more we are capable of achieving with more talent in our organization.

Over the course of the 3-day workshop we will focus on key success factors plus the latest practices and developments in the areas of talent management and employee training/Human Resource Development. 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 talent management and training strategies and tactics to create a 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 for talent & HRD.

# OBJECTIVES OF THE PROGRAM

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

• Consider future trends that affect the direction of talent management and human resource development
• Understand the terms talent management and talent development and show how they relate to succession planning and succession management
• Describe how to make the business case for talent management and succession planning in tough economic times
• Describe a strategic model to drive talent management and talent development
• Discuss the theory and best practice of work planning and how it relates to talent management and talent development
• Review traditional and cutting-edge approaches to workforce planning, explaining how it relates to talent management and new thinking about it
• Examine traditional and non-traditional ways to get work done – including using full-time workers but also 52 other ways to get work accomplished and staffing issues addressed
• Summarize proven and creative techniques to recruit and select talent
• Review key ways to implement individual development planning successfully
• Understand technical succession planning and technical talent management, focused on technical workers such as engineers or other knowledge-focused workers, and examine ways to transfer knowledge
• Understand social relationship succession planning and social relationship talent management
• Examine best practices in talent retention
• The evolution of the training and development profession and its current status
• Trends in the industry as identified through research
• Latest trends in assessing and analyzing learning needs
• Latest trends in designing and developing effective learning
• Latest trends in delivery methods, including face-to-face and online delivery
• Latest trends in measuring and evaluating training
• Examine new developments in training, including the applications of social media such as YouTube, Facebook, Twitter and others to training design and delivery
• Prepare an action plan for participants 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 is two weeks before the program commences
• 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
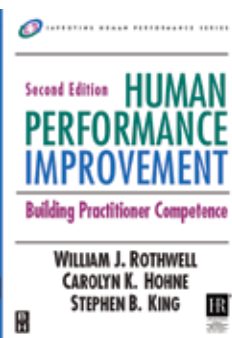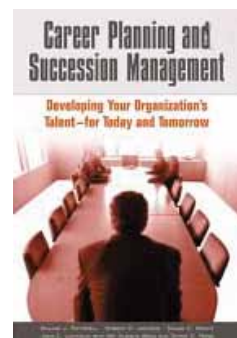
## INFORMATION FOR INTERNATIONAL PARTICIPANTS

• 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<br>(Tea break from 10.30am - 10.45am) |
| 12.30pm - 1.30pm | Networking Lunch |
| 1.30pm - 5.00pm | Afternoon Session<br>(Tea break from 3.30pm - 3.45pm) |
| Evening | Assignments and free time for interaction and networking among participants |

## DAY 1
### MORNING

#### Introduction
- Program purpose
- Program objectives
- Program organization/structure
- Participant objectives
- Icebreaker: What issues does your organization face with talent and human resource development? With workforce planning? With training?
- Debrief of the icebreaker

#### Future Trends Affecting Talent and Human Resource Development
- What are trends, and why are they important?
- A list of global workforce trends
- Activity on workforce trends
- Debrief of the activity
- A list of global workplace trends
- Activity on workplace trends
- Debrief of the activity

#### Defining Talent Management and Talent Development, and Making the Business Case for Them
- What are the definitions of talent management and talent development, and why are definitions important?
- How can the business case for continued effort in talent management and succession planning be made to senior leaders during challenging economic times?
- Activity on pinpointing the needs of your organization for talent management and development compared to best practice
- Debrief of the activity
- Activity on making the business case for talent management and development
- Debrief of the activity
- What are some really new issues in talent management?

#### Guiding Talent Management and Talent Development Systematically and Strategically
- A model to guide talent management and development
- Step-by-step review of the model
- Activity on using the model

### AFTERNOON

#### Defining Work and Workforce Planning: Describing Cutting-Edge Applications
- What is workforce planning, and what is work planning?
- How do work planning and workforce planning relate to talent management?
- Traditional and cutting-edge thinking about workforce planning
- Why is workforce planning important?
- Approaches to workforce planning
- Activity on workforce planning
- Debrief of the activity
- Staffing for work and cutting-edge approaches to staffing
- Debrief of the activity
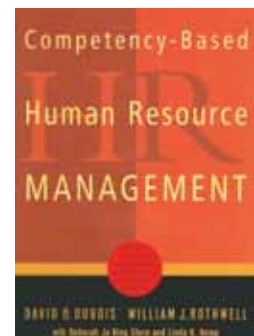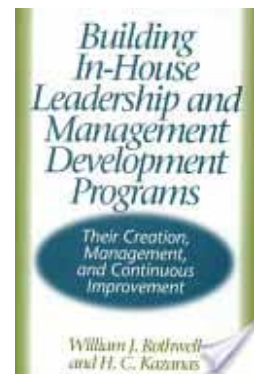
## DAY 2
### MORNING

#### Talent Is More than Staffing: Technical Succession Planning to Address Transfer of Knowledge and Institutional Memory
- What is technical succession planning?
- What model guides technical succession planning?
- What practical techniques can be used to transfer knowledge?
- Activity on technical succession planning
- Debrief of the activity

### Talent Is More than Staffing: Social Relationship Succession Planning to Address the Passing On of Business Contacts and Relationships
- What is social relationship succession planning?
- What model guides social relationship succession planning?
- What practical techniques can be used to transfer professional contacts?
- Activity on social relationship succession planning
- 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

### AFTERNOON

### The Eight Generations of the Field Formerly Called "Training"
- Generation 1: Informal Training and Learning
- Generation 2: Planned Training
- Activity on the Instructional Systems Design Model
- Debrief of the activity
- Activity on linking learning to organizational strategy: What does it really mean?
- Debrief of the activity
- Generation 3: Human Resource Development
- Generation 4: Human Performance Improvement/Performance Consulting
- Generation 5: Workplace Learning and Performance
- Generation 6: The Workplace Learner
- Activity on learning competence and learning climate
- Debrief of the activity
- Generation 7: Learning and Development
- Evaluating learning: Newest thinking
- Activity on learning evaluation
- Debrief of the activity
- Generation 8: Social Media and the Electronically-Enabled and Empowered Learner
- Activity on the newest thinking
- Debrief of the activity
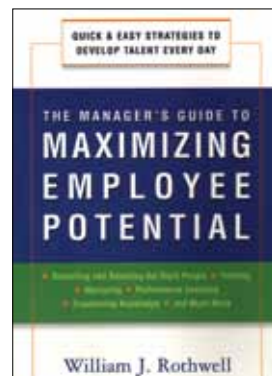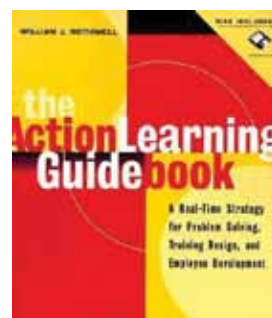
## DAY 3
### MORNING

### Trends in the Field Formerly Called Training
- Overview of Part IV
- Overview of trends in the field
- Activity on trends in the field
- Debrief
- Latest trends in assessing and analyzing learning needs
- Activity on trends in assessing and analyzing learning needs
- Debrief of the activity
- Latest trends in designing and developing effective learning
- Activity on trends in designing and developing effective learning
- Debrief of the activity
- Latest trends in delivery methods, including face-to-face delivery
- Activity on trends in delivery methods
- Debrief of the activity
- Latest trends in measuring and evaluating training
- Activity on trends in measuring and evaluating training
- Debrief of the activity

### AFTERNOON

### 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
- Workshop evaluation

# 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 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 over 78 books and many best sellers. Among his most recent publications are:

- 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 ASTD's prestigious Distinguished Contribution to Workplace Learning and Performance award in 2011 and 2012, an award given only to first-rate thought leaders in the field. His bestselling 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 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 research on 5 ASTD competency studies, including the most recent in 2012 which has not yet been published.

# 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 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 US government, business and industry, and foundations. In 2005, for example, Penn State attracted $359 million in federal research funds - 9th highest among all US public universities.

Penn State is highly prestigious for being 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.

# REGISTRATION FORM

## FEES AND GENERAL INFORMATION

(Please make copies of this page for registration as required) • Kuala Lumpur: 1-3 October 2012, Grand Dorsett,Subang

| Event Fees | Malaysia | International |
|---|---|---|
| SUPER EARLY BIRD FEE - Registration with Payment before 1 August 2012 | RM 3,500 | USD 1,300 |
| EARLY BIRD FEE - Registrations with Payment before 1 September 2012 | RM 3,700 | USD 1,400 |
| NORMAL FEE - After 2 September 2012 onwards | RM 3,900 | USD 1,500 |
| HRDF CONTRIBUTORS FEE - | RM 3,600 | |

### SPONSORSHIP AND PARTICIPATION OPTIONS:

| Gold Package | RM 10,200 | USD 3,900 |
|---|---|---|

The Benefit: Special rate for 3 pax and above

| Platinum Package | RM 19,800 | USD 7,500 |
|---|---|---|

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).

*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 _____

Address _____

Date _____ Signature _____

Mode of registration:

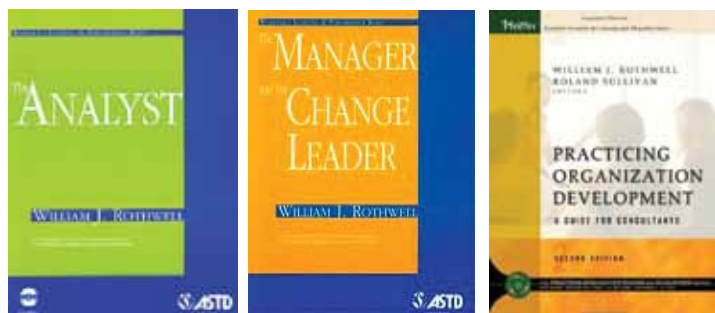| | | | |
|---|---|---|---|
| ITD Kuala Lumpur | Tel: +603-6203 3880 | Fax: +603-6203 3830 | E-mail: itdkl@itdworld.com |
| ITD Penang | Tel: +604-228 3869 | Fax: +604-228 6869 | E-mail: itdpg@itdworld.com |
| Pembangunan Sumber Manusia Berhad | Tel: +603-2096 4630 | Fax: +603-2096 4943 | E-mail: roslan@hrdf.com.my |

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

# ITD WORLD
## The Global Learning Solutions Expert

**SINGAPORE (HQ for Global R&D)**
**ITD INTERNATIONAL PTE LTD**
7030 Ang Mo Kio Ave 5
#09-90 Northstar @ AMK
Singapore 569880
Tel: +65 9737 5109
Fax: +65 6223 6521
E-mail: itdsg@itdworld.com

**MALAYSIA (Head Office)**

**ITD PENANG**
23-A, 23rd Floor Menara
Northam, 55 Jalan Sultan Ahmad
Shah,10050, Penang, Malaysia
Tel: +604 228 3869
Fax: +604 228 6869
E-mail: itdpg@itdworld.com

**ITD KUALA LUMPUR**
Level 3, Block D, Plaza Mont' Kiara
2 Jalan Kiara, Mont' Kiara
50480 Kuala Lumpur, Malaysia
Tel: +603 6203 3880
Fax: +603 6203 3830
E-mail: itdkl@itdworld.com

**THAILAND**
**INTERNATIONAL ITD LTD**
Mahatun Plaza Building
888/199 Ploenchit Road
Pathumwan
Bangkok 10330, Thailand
Tel: +662 650 9324 to 8
Fax: +662 650 9329
E-mail: itdbkk@itdworld.com

**VIETNAM**
**ITD VIETNAM**
8B Su Thien Chieu St., Ward 7
District 3, Ho Chi Minh City, Vietnam
Tel: +84 8 3932 0600
Fax: +84 8 3932 0681
E-mail: itdhcmc@itdworld.com

**PHILIPPINES**
**ITD CONSULTING GROUP INC**
11/F Unit 1108-88 Corporate Centre
141 Valero Street, Salcedo Village
1227 Makati City, Manila
Philippines
Tel: +632 887 7428
Fax: +632 844 8874
E-mail: itdmanila@itdworld.com

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 organizational & HR development solutions in the Asia Pacific for national and regional building.

ITD Group's headquarters for global research and development is based in Singapore and its administrative head office is established in Penang and Kuala Lumpur, Malaysia. ITD has centers spanning Malaysia, Thailand, Vietnam, Philippines and Singapore.

ITD Group's six core areas of expertise include Corporate Training; Professional Competency Certification; Business Coaching and Consulting; Mega Events and Conferences; Business Education and Research 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 areas of expertise. This portfolio synergy allows ITD to better meet the unique development needs of individuals, corporations and the community.

Over the years ITD has earned a sound reputation as a leading training, HRD and education 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.

As an international HRD award winning organisation, ITD has made its mark of excellence in the international HRD arena. It was the winner of the 2006-2007 ARTDO International (formerly known as Asian Regional Training and Development Organisation) International HRD award. This highly prestigious international award is presented to the most qualified organization in recognition for outstanding contribution to international HRD. ITD was also bestowed the Brand Laureate International Award for the Best Brand in Training, by H.E. Tun Dr. Mahathir Mohamad, Prime Minister of Malaysia for 22 years.

As a clear distinction of ITD's commitment to quality and continuous improvement, the Group has attained the ISO 9001:2008 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's 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.

For more information please go to **www.itdworld.com**



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