

Certificate in Strategic HR Transformation and Organization Development

Pennsylvania State University, USA

100% HRDF CLAIMABLE VIA DIRECT DEBIT

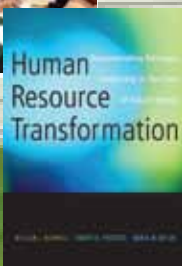
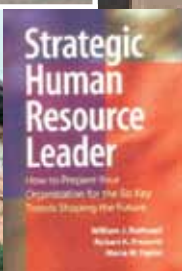
Join International participants at the following locations:

Kuala Lumpur
14 - 16 March 2011
PJ Hilton Hotel

Manila
14 - 16 June 2011
Mandarin Oriental Hotel

Ho Chi Minh City
23 - 25 June 2011
Equatorial Hotel

Bangkok
27 - 29 June 2011
The Landmark Bangkok



PENNSTATE



By Professor William J. Rothwell

- 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

- Author of bestselling and award winning books with over 70 internationally published titles
- President, Rothwell & Associates; World-renowned Consultant; Professor, Pennsylvania State University
- Heads the #1-ranked graduate program in HRD in the USA

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PEMBANGUNAN SUMBER MANUSIA BERHAD
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Official Magazine:

HR Asia
ASIA'S MOST AUTHORITATIVE PUBLICATION FOR HR PROFESSIONALS

A PERSONAL MESSAGE FROM DR. WILLIAM J. ROTHWELL



In today's fast changing and competitive world, HR and OD practitioners need to be well-equipped with new paradigms and competencies that enable their people and organizations to stay ahead. Organization and HR leaders face many challenges and must see the big picture, understand the global trends and realize its implications. They will need to adopt a more strategic role and approach towards managing HR performance that delivers bottom-line results whilst recruiting, motivating, training, rewarding and retaining the best talents.

To achieve this objective, I will be sharing with you how you can transform your roles and contribution as an HR and OD Leader to enable your organization to realize its business goals. As a leader, you have many choices available to make a difference to your organization's performance and I will guide you to make the best choices. I will help you enhance your strategic role and draw the path forward for the transformation of HR and OD in your organization. Towards this end, I will be sharing with you the latest HR and OD Tools and Technologies that will allow you to greatly accelerate your contribution towards sustainable high performance.

I look forward to working with you at this upcoming program. There is so much to learn and I would like you to take this exciting journey together with me and other international HR and OD leaders.

Sincerely yours,
Dr. William J. Rothwell

INTRODUCTION

Human Resource Departments are being pressured as never before to demonstrate their contribution and value to their organization. One indication of that is the emergence of so-called HR transformation. While HR transformation is sometimes a term in search of meaning, it usually means a fundamental re-chartering of what the organization's HR Department is to do, why it exists, and what efforts it undertakes. CEOs have continually stated that they want a proactive HR Department that operates at the strategic rather than tactical level. And yet they are often disappointed.

This 3-day workshop describes how to reinvent and fundamentally transform HR in an organization, describing various common choices but emphasizing Organization Development (OD) as a key to HR transformation. To meet the challenge of the future, HR practitioners must move beyond technical professionals to becoming true HR leaders and strategic change agents. They must also be able to measure what they do and show how their efforts measurably support business success.



OBJECTIVES OF THE PROGRAM

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

- Understand the key global trends in the workplace and workforce that will have the greatest impact on HR
- Review key trends, identified by research, that will impact each HR functional area - training, selection, employee relations, benefits, compensation, succession planning and talent management, and others
- Reflect on, and identify strategies to address the six key trends
- Define the term human resource transformation
- Describe unique choices in HR transformation
- Summarize key steps in HR transformation
- Review HR metrics and determine what HR metrics are most important to capture and communicate
- Review various strategic choices in HR transformation and what their implications might mean
- Examine in depth what Organization Development (OD) and Appreciative Inquiry (AI) are, what they mean, and how they can become the focus of HR transformation
- Come up with a blueprint of Strategic HR transformation plan and implementation



WHO SHOULD ATTEND

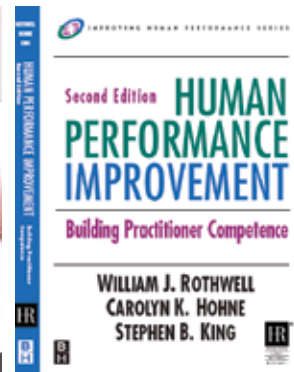
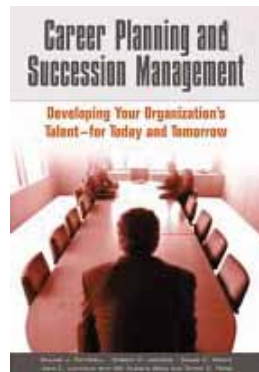
Senior Management, General Managers, HR Leaders, Vice Presidents, HR Managers, OD Practitioners, Senior Executives and Managers

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 HR transformation and organization development.

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

Introduction, Trends and 21st Century HR Vision

- Program purpose
- Program objectives
- Program organization/structure
- Participant objectives
- Icebreaker: What issues do your organizations face with human resource management?
- Trends in HR, the global workforce and global business
- What the trends mean
- Activities on the trends
- Debrief of the activities

Defining Human Resource Transformation and Making the Business Case for HR Transformation

- What are the traditional problems with HR that lead to the need for HR transformation?
- What are the definitions of HR transformation?
- What are the roles in HR of the HR function/department, individuals and managers?
- Making the business case for HR transformation
- Activity on pinpointing the needs of your organization for HR transformation
- Debrief of the activity
- Activity on making the business case for HR transformation
- Debrief of the activity

Leading HR Transformation

- A model to guide how to lead HR transformation
- Step-by-step review of the model
- Activity on using the model
- Debrief of the activity
- Case study on leading HR transformation
- Debrief of the case study

Reinventing the HR to be Consistent with Strategic Choice

- What does HR transformation mean for the organization chart of HR?
- What range of options exists for structuring HR?
- How is the organizational scheme for HR chosen?
- Activity on HR structuring
- Debrief of the activity
- What is the role of metrics and measurement in HR transformation?
- What are key metrics in HR?
- How can metrics be used to transform HR?
- Activity on measuring HR
- Debrief of the activity
- HR Transformation Choice 1: Performance Consulting
- HR Transformation Choice 2: Ethics



DAY 2

Reinventing the HR to be Consistent with Strategic Choice

- HR Transformation Choice 3: Talent Management
- HR Transformation Choice 4: Outsourcing
- HR Transformation Choice 5: OD and Change Management
- Why OD is the most popular choice globally for HR transformation

Effective Organization Development (OD) as the Focus of HR Transformation

- Activity: A case study on OD and HR transformation: What went wrong?
- Debrief of the case study activity
- OD defined
- Strategic OD versus Tactical OD
- Trends on OD: What's really new?
- How OD and HR are related and are different
- Activity on the HR leader's role in change
- Debrief of the activity
- Assessing readiness for change
- Activity on assessing readiness for change
- Debrief of the activity
- Research on OD
- Activity: Rate your organization on its change management
- Debrief of the activity
- Selecting and implementing OD interventions
- Competencies of OD practitioners



DAY 3

Building OD Competencies

- An overview of the OD competencies
 - Marketing change
 - Enrolling and involving people in change
 - Contracting for the change effort
 - Conducting a mini-assessment of the change situation
 - Gathering information relevant to the change effort
 - Diagnosing the situation
 - Providing feedback to the change participants
 - Planning for change
 - Building participation and ownership in change
 - Implementing the change effort
 - Evaluating the change effort
 - Following up to ensure effective implementation
 - Institutionalizing the change effort
 - Separating yourself from the change setting when appropriate
 - Building your self-awareness as a change manager
 - Improving interpersonal skills during a change effort
 - Other competencies of a change manager
- Reviewing the key steps above and emphasizing what OD people really do

New Thinking About OD: Positive Change and AI (Appreciative Inquiry)

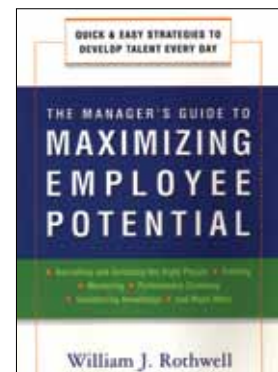
- What is AI?
- What does AI mean for OD?
- What does AI mean for HR Transformation?
- How can AI be applied to HR transformation?
- Case study on AI
- Debrief of the case study

Planning for Action: What to Do Back Home

- What will you do when you return to your organization?
- How can you build interest in HR transformation with a focus on OD?
- 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



GENERAL INFORMATION

- Closing date for registration is 01 March 2011
- 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, 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 USA. 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 70 books and many best sellers. Among his most recent publications are:

- 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 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", 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 two 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 two 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 USA. 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 USA's ten 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 come 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 its #1 ranked graduate program in HRD in the USA. 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: 14 - 16 March 2011, PJ Hilton Hotel

Event Fees	Malaysia	International
SUPER EARLY BIRD FEE - FIRST 50 REGISTRATIONS WITH PAYMENT BEFORE 15 JANUARY 2011	RM 3,200	USD 1,140
EARLY BIRD FEE - SECOND 50 REGISTRATIONS WITH PAYMENT BEFORE 15 FEBRUARY 2011	RM 3,400	USD 1,215
NORMAL FEE - AFTER 15 FEBRUARY 2011	RM 3,600	USD 1,285

Special fee for HRDF Contributors RM3000 per pax (for Kuala Lumpur event only). Limited seats available.
SPONSORSHIP AND PARTICIPATION OPTIONS:

Gold Package	RM 9,300	USD 3,320
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The Benefits: 3 complimentary registrations for the event, name and logo of sponsor will be promoted on program information website and program materials (black & white).

Platinum Package	RM 18,000	USD 6,400
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The Benefits: 6 complimentary 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.

Payment Details	Payments may be made by telegraphic transfer, bank deposit, local check or PSMB - Direct Debit
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

 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 Contributor

 Please specify if you are: Vegetarian Non-vegetarian

* For Group Registration, kindly indicate the number of participants who are Vegetarians & Non-vegetarians

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

Phone _____ Fax _____ E-mail _____

Mobile _____ Position _____

Organization _____

Address _____

Date _____ Signature _____

Mode of registration:

Isobeth Anak Bana	Tel: +603-2096 4925	Fax: +603-2087 6338	E-mail: isobeth@hrdf.com.my
Nik Muhammad Syahir Bin Jusoh	Tel: +603-2096 4617	Fax: +603-2096 6324	E-mail: syahir@hrdf.com.my
ITD Kuala Lumpur	Tel: +603-6203 3880	Fax: +603-6203 3830	E-mail: itdki@itdworld.com
ITD Penang	Tel: +604-262 6720	Fax: +604-263 2905	E-mail: itdpg@itdworld.com

INSTITUTE OF TRAINING AND DEVELOPMENT

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SINGAPORE **ITD INTERNATIONAL PTE LTD** **HQ for Global R&D**

6 Eu Tong Sen Street, #06-08 The Central
Singapore 059817
Tel: +65 6221 6700
Fax: +65 6221 8005
E-mail: itdsg@itdworld.com

MALAYSIA **ITD PENANG** **Head Office**

No. 4 Weld Quay, 10300 Penang
Malaysia
Tel: +604 262 6720
Fax: +604 263 2905
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 & 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 organisation expanded its operations throughout the Asia Pacific Region. ITD Group's headquarters for global research and development is based in Singapore and its administrative head office is established in Penang, Malaysia. ITD has centers spanning Malaysia, Thailand, Vietnam, Philippines and Singapore.

ITD Group's six core activities 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 expertise in various distinct areas. 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 is the winner of the 2006-2007 ARTDO (Asian Regional Training and Development Organisation) 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 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.



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