

# CERTIFICATE IN TALENT ENGAGEMENT & RETENTION IN A DISRUPTIVE WORLD

## A 2-DAY TRANSFORMATIONAL WORKSHOP

- GRAND DORSETT SUBANG, KUALA LUMPUR •  
25-26 April 2017
- ST GILES WEMBLEY HOTEL, PENANG •  
27-28 April 2017

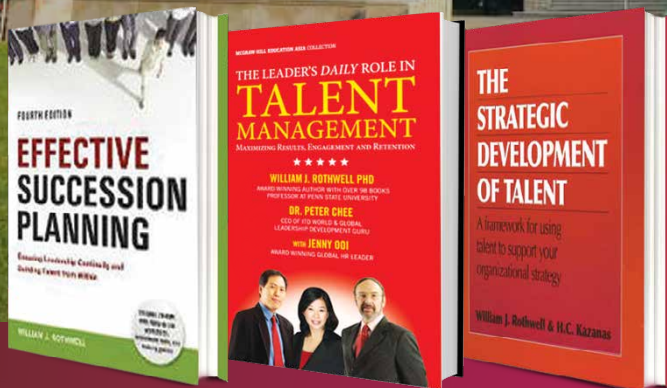
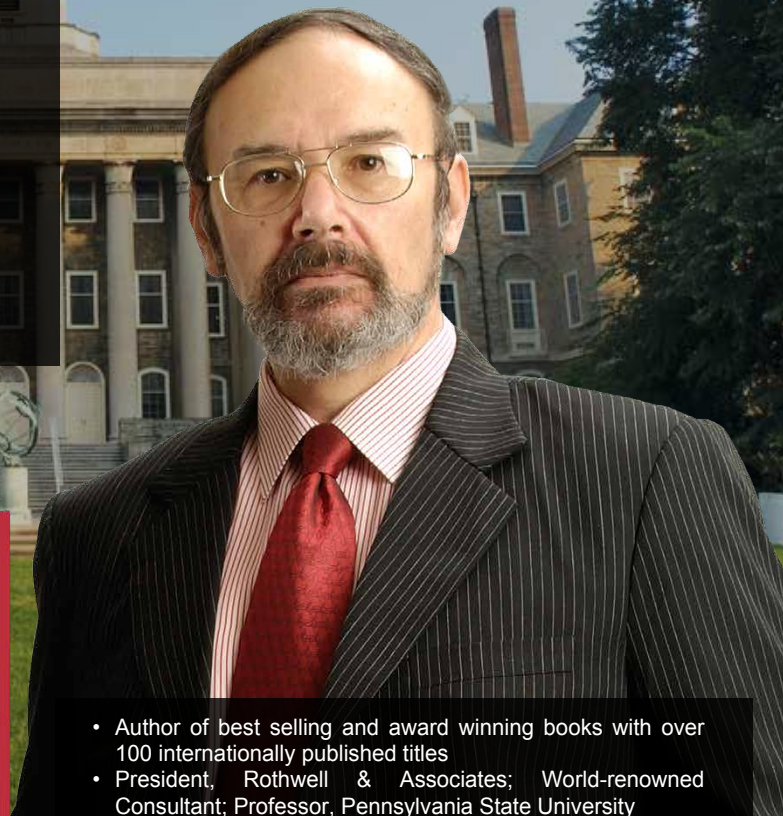
### Key Benefits

- \* 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

PENNSTATE



The best of  
Dr. William J. Rothwell  
**LIVE!**



- Author of best selling and award winning books with over 100 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**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

Talent management has become a topic of critical competitive importance to today's organizations around the world. But it is growing difficult in a volatile, uncertain, complex, and ambiguous (VUCA) world to recruit, select, engage, develop and retain talented workers. This workshop explores ways to plan strategically in the long term but act tactically in the short term to engage and retain the most productive, promotable people.

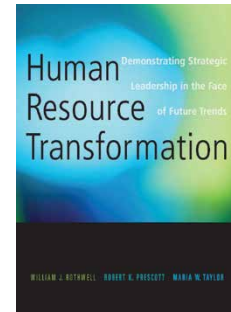
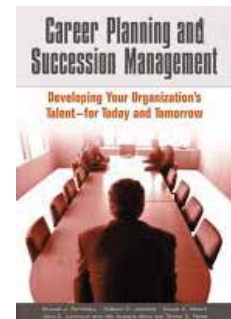
I look forward to working with you at this upcoming program. There is so much to learn and to do to achieve much greater results and I would like to take you on this exciting journey with me.

Sincerely yours,  
Dr. William J. Rothwell

## OBJECTIVES

Upon completing the 2-day workshop, participants will be able to:

- Define key terms and make the business case for talent management strategically and tactically
- Summarize what organizations should do to establish a strategic framework to support talent in a VUCA world
- Explore the leader's daily role in guiding daily (tactical) talent management so as to ensure flexibility in a disruptive world
- Review what organizations and leaders can do to engage and retain talent people
- Summarize what assess organizations and 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 daily provide performance and development coaching
- Specify the leader's 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 in a VUCA world?
- 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

**Day 1 – Afternoon****Guiding Strategic Talent Management**

- A model to guide strategic talent management
- Step-by-step review of the model and its adaptations for a VUCA world
- 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

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

- A model to guide tactical talent management so as to adapt talent management to the needs of a disruptive world
- 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 Recruiting Talent and Assessing Individual Potential Quickly**

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

**Day 2 – Morning****The Leader's Daily Role in Training and Developing 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

**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 Organization's Role and the Leader's Daily Role in Engaging Workers**

- What engagement means
- What organizations should do to engage workers
- How the best leaders engage workers
- Measuring engagement
- Debrief of the measuring approach

## 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 manage 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 2 – Afternoon

## The Organization's Role in Retention and the Leader's Daily Role in Retaining Talent

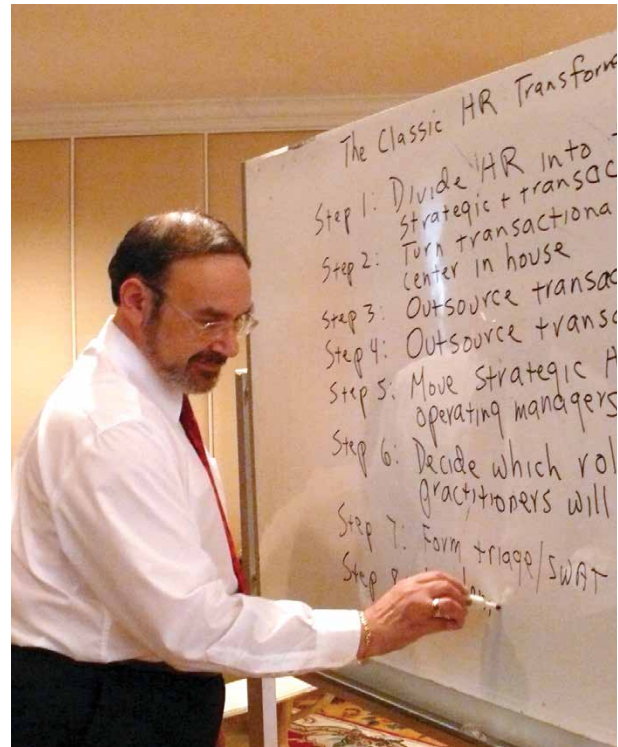
- Why retention can be challenging
- What works - and what does not - in retaining highly talented people
- Measuring the organization's retention practices strategically
- Measuring the leaders' practices to retain people

## 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, PHD., SPHR, SHRM-SCP, RODC, CPLP FELLOW



**William J. Rothwell, PhD., SPHR, SHRM-SCP, 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 105 books and many best sellers. Among his most recent publications are:

- **Creating Engaged Employees**
- **The Leader's Daily Role in Talent Management**
- **The Competency Toolkit, 2 vols.**
- **Talent Management: A Step-By-Step, Action-Oriented Guide**
- **Career Planning and Succession Management, 2nd ed.**
- **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 encyclopaedia 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**
- **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 has been very active in the American Society of Training and Development (ASTD), now called the Association for Talent Development (ATD). 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 2015. Dr. Rothwell was the winner in 2012 of ASTD's 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 bestselling book *Effective Succession Planning: Ensuring Leadership Continuity and Building Talent from Within*, 5th ed. (New York: Amacom, 2015) is regarded by many as the "corporate bible" on succession management practices.

## REGISTRATION FORM

### FEES AND GENERAL INFORMATION

(Please make copies of this page for registration as required) Please tick the relevant boxes for your chosen venues & dates.

**KUALA LUMPUR**  
25 - 26 APRIL 2017

**PENANG**  
27 - 28 APRIL 2017

### WORKSHOP FEE:

- SUPER EARLY BIRD FEE -**  
First 50 registrations with payment by 15 February 2017:  
RM 3,200 | USD 1,400
- EARLY BIRD FEE -**  
Second 50 registrations with payment by 15 March 2017  
RM 3,400 | USD 1,500
- NORMAL FEE -**  
Registrations with payment after March 2017  
RM 3,500 | USD 1,600
- HRDF CONTRIBUTORS FEE**  
RM 3,200

### SPONSORSHIP AND PARTICIPATION OPTIONS:

- GOLD PACKAGE**  
The Benefit: Special rate for 3 pax and above  
RM 9,500 | USD 6,000
- PLATINUM PACKAGE**  
The Benefit: Special rate for 6 pax and above  
RM 18,000 | USD 10,000

### PAYMENT DETAILS

Payments may be made by telegraphic transfer, bank deposit or local check.

PAYMENT FOR	KUALA LUMPUR EVENT	PENANG EVENT
Account Name (Pay to)	MITD Sdn Bhd	MITD Sdn Bhd
Account Number	2-14062-0004550-2	730-110861-4
SWIFT Code	RHBBMYKL	OCBCMYKL
Name of Bank	RHB Bank Berhad	OCBC Bank Malaysia Berhad
Bank's Address	Lot LGF 019-021, Lower Ground Floor Kenanga Wholesale City 28, Jalan Gelugor, Off Jalan Kenanga 55200 Kuala Lumpur	36, Lebu Pantai, 10300, Penang

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

\*The program fees listed above are inclusive of the 6% GST tax.

### PARTICIPANT INFORMATION

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

E-mail \_\_\_\_\_ Mobile \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Organization \_\_\_\_\_ Position \_\_\_\_\_

Address \_\_\_\_\_

Kindly indicate if the participant is Vegetarian. ( ) Yes ( ) No

Date \_\_\_\_\_ Signature \_\_\_\_\_

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

For more information and registration please call

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E-mail: training@ldcasia.com

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### EVENT PARTNER:

## INSTITUTIONAL EXPERT SERVICES

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## AWARD & RECOGNITION

# ITD WORLD

The Global Leadership Development Expert

### Mission

Transforming leaders and changing the world for the better.

### Vision

The #1 global leadership development expert.

### Core Values (LISTEN):

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.

### 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. Marshall Goldsmith, Dr. Jack Phillips, Dr. John C. Maxwell, Dr. William Rothwell, Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Robert Tucker, Thomas G. Crane.

### Quality Certification, Awards & Publications:

- Winner of the **ARTDO International HRD Excellence Award** in recognition for outstanding contribution to international Human Resource Development
- 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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