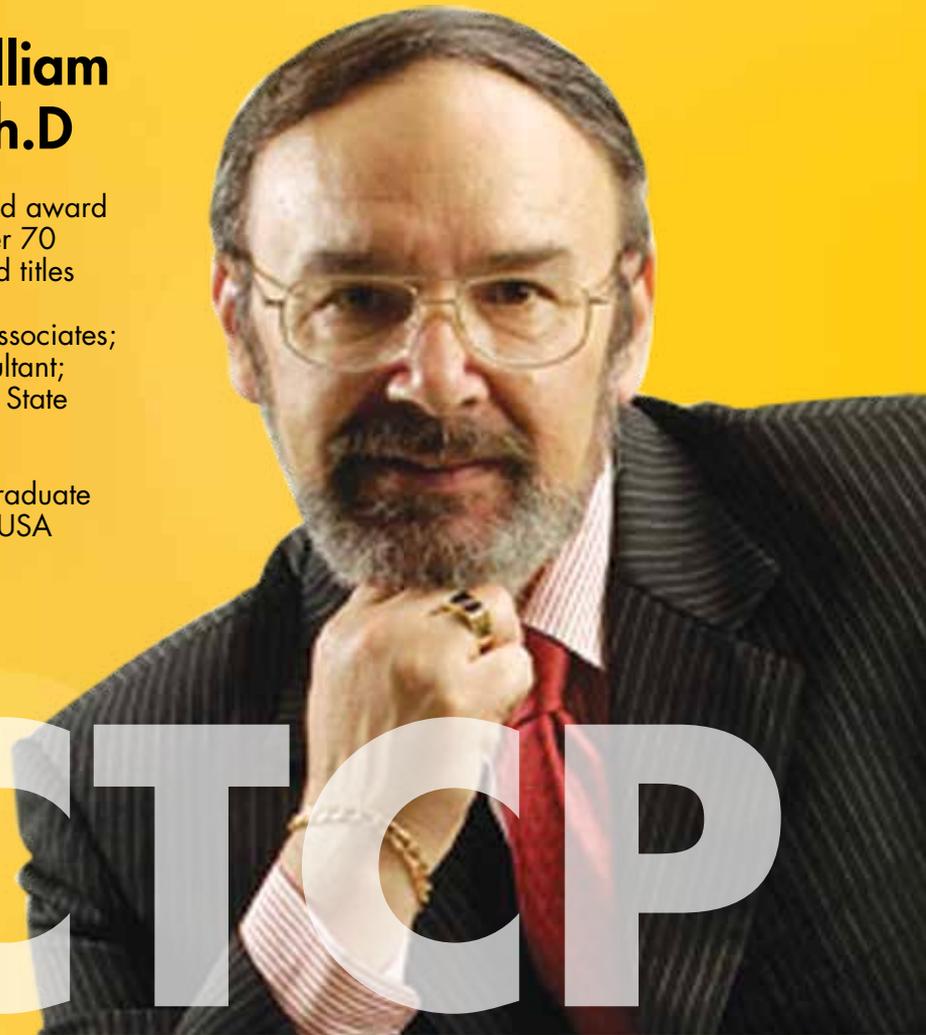


# Professor William J. Rothwell Ph.D

- 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



# CTCP

## Certified Talent & Competency Professional (CTCP) Program Public or In-house Competency Development Programs (CDP) that are Performance Driven

### Incorporating 5 contemporary courses:

- Essentials of Talent and Competency Management
- Application Tools for Talent Management and Competency Modeling
- Competency-Based Human Resource Development
- Competency-Based Recruitment, Selection and Performance Management
- Competency Management-Action Project

In collaboration with:



Jointly awarded by  
**ARTDO INTERNATIONAL**  
 (Asian Regional Training and  
 Development Organization International)  
 & Institute of Training and Development (ITD Group)



# A Message from President Emeritus, ARTDO International

In the highly competitive environment of the present and the future, it is not sufficient for organizations to have knowledge and skillful employees. Competencies are needed more than ever before for individuals and organizations to gain a competitive edge. Competent employees are those who possess the necessary underlying characteristics comprising technical (knowledge and skills) and personal functioning (e.g. values, self concept, traits and motives) competencies required to successfully achieve a desired superior performance level.

Not surprisingly, management and HR are becoming increasingly talent and competency management-based as many organizations struggle and compete to identify, develop and manage competencies that can lead them to achieve a sustainable competitive advantage. Management and HR professionals across the globe need opportunities for continuing competency development, especially in the crucial area of competency and talent management.

ARTDO International's basic philosophy is "to help others help themselves". So in collaboration with the Institute of Training and Development (ITD) and Mega Guru Dr. William J. Rothwell, the unique "Certified Talent and Competency Professional" (CTCP) program was developed to bridge the gap between the increasing expectations of the business world and the number of professional Talent and Competency Management practitioners currently available.

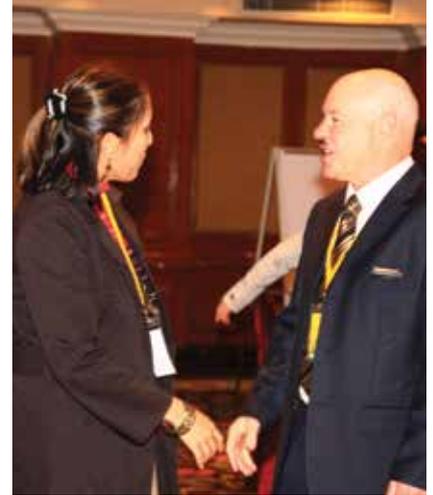
Organizations demand bottom-line results and quantifiable quality outputs from qualified talent competency practitioners that are capable of sitting at the management table as key strategic business partners. To fulfill this need, ARTDO International has undertaken a timely and positive step forward to certify Talent and Competency practitioners who have undergone a rigorous program based on a well-developed methodology to bring out the best in them.

Combining ARTDO's extensive resources and ITD's training and development talents, the CTCP program marks a significant milestone in the field of developing Talent and Competency Professionals.

Some people can claim to be Talent and Competency Management practitioners but to stand above the rest, one must be a true certified Talent and Competency Professional

On that note, I wish you great success in the journey through the exciting world of Human Talent and Competency Identification, Development and Management. Indeed, the best is yet to come.

Dato' Dr. Thomas K.H. Chee  
President Emeritus, ARTDO International



## WHO SHOULD ATTEND

The primary target audience for the CTCP program has the following characteristics:

- Three years or more of HR and/or Management experience
- Bachelor degree or equivalent in business, HR or related fields
- Individual contributor or HR/mid-level/senior-level managers
- Committed to long-term career in HR and/or Management
- Generalist knowledge of the HR field and/or specialization in one HR discipline

This program is suitable for HR practitioners and managers who have significant HR and staffing responsibilities, and those who want to specialize in the area of Talent and Competency Management and improve their ability to manage talent and competencies within their scope of work.

# The CTCP Program

## INTRODUCTION

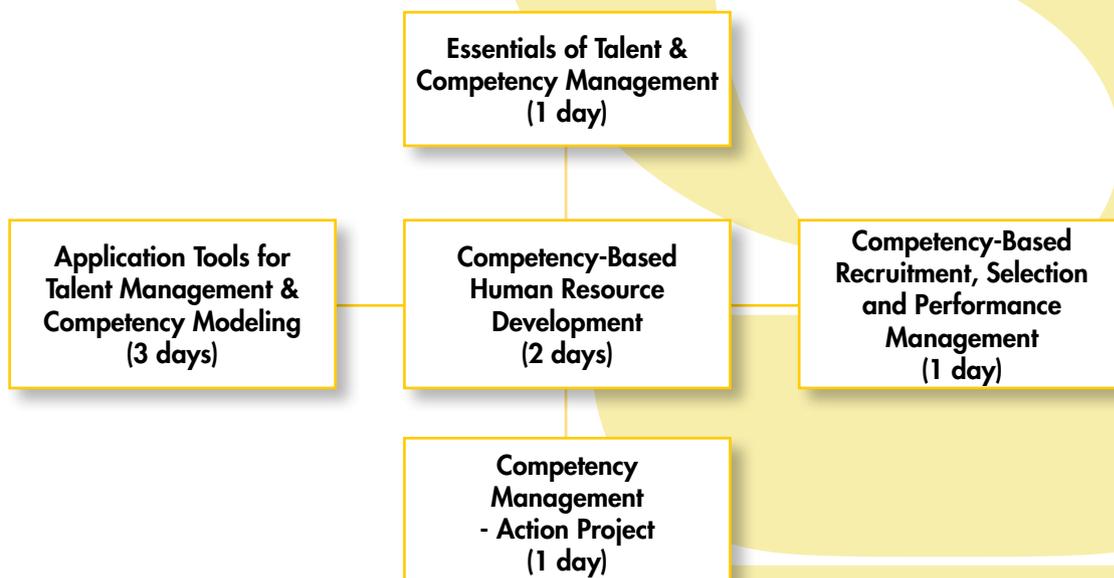
The Certified Talent and Competency Professional (CTCP) designation recognizes individuals whom have completed the CTCP Program. ARTDO International and all of its member organizations recognize that those individuals so designated possess the competencies expected of a Talent and Competency Professional.

The CTCP Program is offered by ARTDO International and ITD in collaboration with Dr. William J. Rothwell who is widely regarded as a top guru in this field. The award is given upon the satisfactory completion of a five-course talent and competency-based skills development program which lasts for eight days and the submission of a set of required certification reports indicating the demonstration and application of the set of competencies in an actual work-related setting within a 120-day post-training assessment period.

Participants are expected to satisfactorily perform the tasks of a Talent and Competency Professional using the set of competencies specified by ARTDO International and ITD in addition to conforming to a code of ethics and commitment to continuous learning.



## COURSE MAP



# The CTCP Program (cont'd)



## **COURSE 1: ESSENTIALS OF TALENT & COMPETENCY MANAGEMENT (1 DAY)**

### **Course Objectives**

Appreciate the importance of competency-based Human Resource Management (CBHRM) and Talent Management in enhancing Organizational Performance.

Define the terms Talent Management and Talent Development and show how they relate to succession planning and succession management.

Make the business case for a systematic approach to talent development in organizations and be familiar with the basic terminology underlying the program and how these terms relate to their existing work practices.

Develop an understanding of what a competency model is and how it may be used to define human resource management practices in respective organizations and how it is applied in all HRM applications.

### **Competency Focus**

Define and use tools that establish the following:

- Individual Performance
- Exemplary Performer
- Fully Successful Performer
- Organization Performance Diagnosis
- Organization Assessment Instrument

Define and provide suitable examples of the following terms:

- Task
- Position Description or Job Specification
- Behavioral Indicator
- Work Output of Result
- Technical Competency
- Functional Competency
- Competency Model
- Exemplary Performer

Distinguish between exemplary and fully successful performers using the competency profiles and assess the extent to which Organizational Performance is based on competency-based HRM.

List and assess HRM applications that are being used and how position description or job descriptions are used for HRM purposes.

Analyze and explain the benefits of using competency-based HRM in the various HRM applications in use in organizations.

## **COURSE 2: APPLICATION TOOLS FOR TALENT MANAGEMENT AND COMPETENCY MODELING (3 DAYS)**

### **Course Objective**

To acquire the know-how to identify competencies and apply competency modeling technology in effectively improving HR practices.

To describe a strategic model to drive talent development systematically and be able to discuss the theory and best practice of competency identification, assessment and modeling.



# The CTCP Program (cont'd)

To appreciate the need to review proven approaches to performance management as a tool for talent development and make the business case for talent management and talent development.

To identify activities required to pinpoint the needs of your organization for talent management and development compared to best practices.

## Competency Focus

- Review the competency terms and concepts as well as a step-by-step guide to Talent Management
- Apply a step-by-step model in implementing talent management
- Acquire knowledge of various methods of competency identification & modeling
- Specify essential resources needed for an effective competency modeling project
- Identify and apply the process steps for competency identification and competency modeling
- Analyze and determine the relationship of job outputs/results, task and technical competencies
- Accurately identify personal functioning competencies and behavioral indicators
- Define potential assessment and explain how it differs from performance management
- Review proven approaches to assessing the potential of individuals for higher-level responsibility

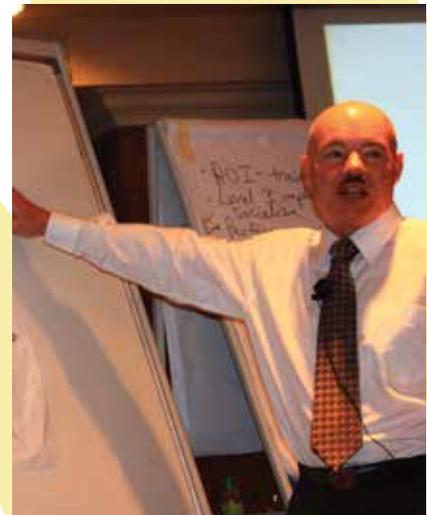
## COURSE 3: COMPETENCY-BASED HUMAN RESOURCE DEVELOPMENT (2 DAYS)

### Course Objectives

To apply a competency-based approach in developing a targeted employee training and development plan.

### Competency Focus

- Define HRD as it relates to strategic business goals and other functions
- Evaluate the traditional Instructional Systems Design (ISD) and competency-based ISD analytical approaches
- Apply a competency-based analysis in a given scenario.
- Describe the benefits and challenges of competency-based ISD
- Analyze how existing ISD processes can be competency-focused
- Explain requirements for setting up an Individual Development Contract Planning (IDCP) System
- Describe the basic steps of the competency-based Individual Development Contract Planning process
- Identify key strategies for evaluating competency-based IDCP



# The CTCP Program (cont'd)

## COURSE 4: COMPETENCY-BASED RECRUITMENT, SELECTION AND PERFORMANCE MANAGEMENT (1 DAY)

### Course Objectives:

To effectively assess/evaluate the suitability of using either a traditional or competency-based recruitment and selection in determining a person job fit.

To identify and understand the processes for implementing a competency-based performance management that contributes to achieving superior performance.

### Competency Focus

- Define recruitment and selection and performance management
- State and explain the steps in a traditional recruitment and selection process and performance management and its challenges
- Describe and explain how the traditional process can be made competency-based
- Describe the benefits and challenges using a competency-based approach versus the traditional approach
- Understand when to use a traditional or a competency-based recruitment and selection and performance management approach
- List and explain the steps in implementing a competency approach for recruitment and selection and performance management in the organization

## COURSE 5: COMPETENCY MANAGEMENT- ACTION PROJECT (1 DAY)

### Course Objectives

To work on the application project plan for the use of implementing Competency Management practices in your organization.



Define the key work outputs/results and competencies of a fully competent Talent and Competency professional in an organization-based practice.

Identify the organization configurations that could be used to introduce the implementation of competency-based HRM practices.

### Competency Focus

- Define the objective(s) for introducing and implementing the use of Talent and Competency Management practices in your organization
- Identify a project sponsor/champion, list down the benefits and resources needed to achieve the objective and success factors that need to exist in support of the project
- State the challenges that exist and list ways to minimize or mitigate each of the challenges defined
- Create a comprehensive project plan including formulating the evaluation plan and a short briefing for delivery to your project sponsor/champion



# Learning Resources & Evaluation

## Resource Guide and Application Toolkit

Each participant is provided with the ARTDO International-ITD Resource Guide which includes a competency toolkit (developed by Dr. William J. Rothwell), participant guide and exercises.

## Resource Center

Participants may use the resource center at ITD for discussions, research, use of computers and access to the internet.

## Electronic Support

Participants and course leaders can continually communicate with one another on-line to exchange notes and share ideas.

## Continuous Learning Community

Participants, certified professionals and resource persons form a community together with ARTDO International and ITD to facilitate sharing, networking and ongoing learning that continuously upgrade professional competencies.

## Comprehensive Evaluation of Learning and Competencies Leading to Certification:

Certified Talent and Competency Professional (CTCP) will be awarded by ARTDO International-ITD upon completion of all the following requirements:

1. Pre-assessment
  - a. Learning Evaluation and Prototype Competency Self-assessment – participants complete a comprehensive learning assessment and identify a prototype baseline for technical and personal competencies (Level 2 evaluation)
2. Successfully complete five courses (a Certificate of Achievement for each course will be issued by ARTDO International-ITD)
  - a. Attendance and Participation – attend all five courses – 8 days of instruction and oral feedback (Level 1 & 2 evaluation)
  - b. Assignments – complete class projects and participation for each course (Level 2 evaluation)
  - c. Learning Evaluation – pass a comprehensive final learning evaluation of technical competencies at the end of the course. (Level 2 evaluation)
3. Application of learning – 120 days after completion of 5 courses (level 2,3 & 4 evaluation)
  - a. Competency Management Projects – Complete two Competency management projects with 360 degree feedback:
    - Design and implement scalable competency identification and modeling program for a chosen job category or complete a competency identification and modeling case study (for externals or job seekers)
    - Complete an appropriate project in one of the following core areas:
      - Staffing/Employment – design a competency based recruiting, selection or placement system appropriate for an organization
      - Performance Management – design a competency-based performance management system appropriate for an organization
      - Human Resource Development – design a competency-based training, or career development system appropriate for an organization
  - b. Client Testimonials - obtain client proof that project was completed and secure feedback on business value and impact if projects (for external consultants)
  - c. Superior/Subordinate/Employee /Colleague Testimonials – obtain feedback from superiors, subordinates, employees or colleagues about the business value and impact of projects (for internal employees)
  - d. Prototype Competency Post-Assessment – participants complete another self-assessment to identify a prototype of competency gained from the program
  - e. Adherence to Code of Ethics and Commitment to Continuous Learning and Development – all certified participants must sign and commit to a HR code of ethics, core values and ongoing professional development

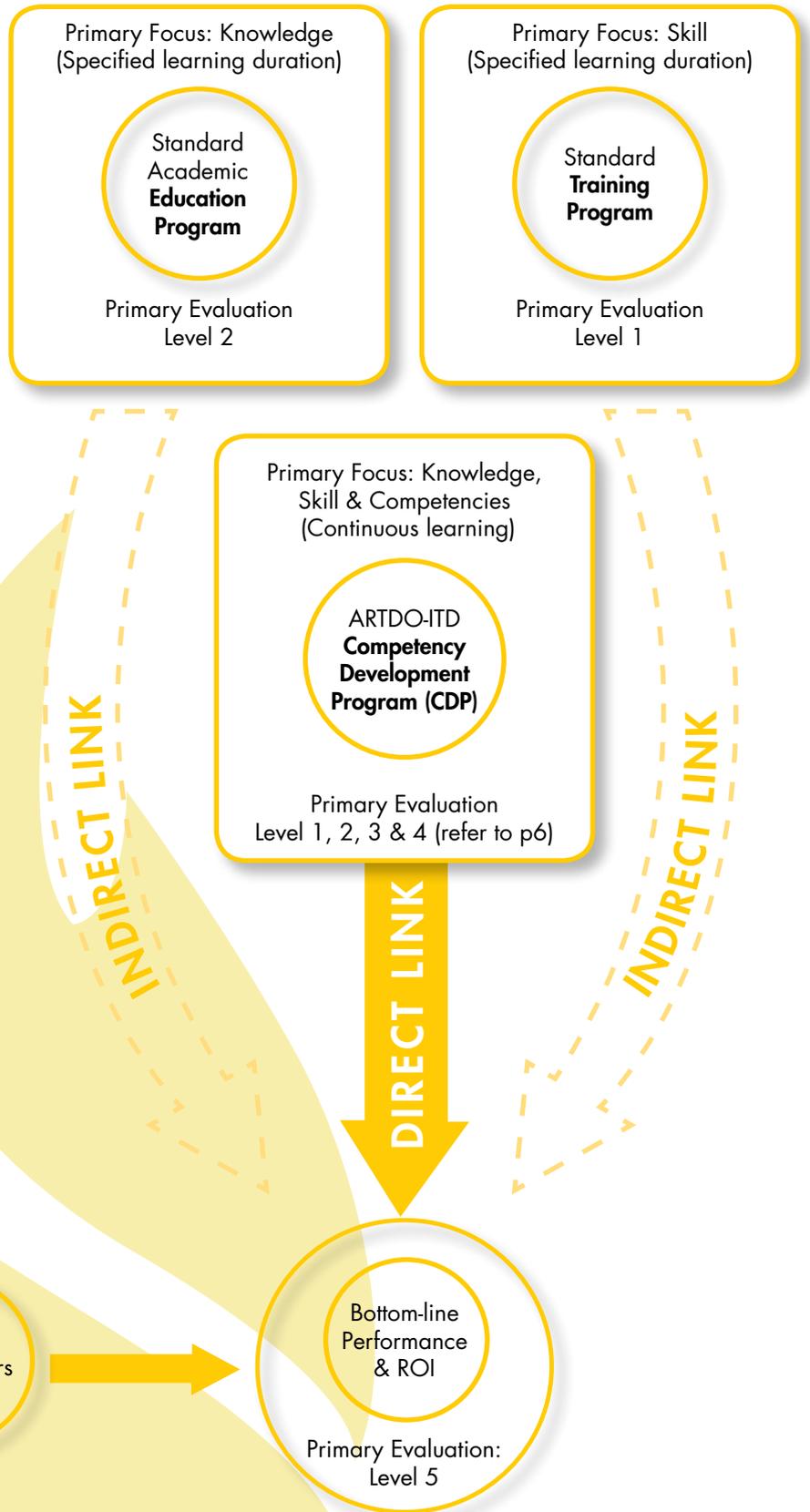


# ARTDO International and ITD's Competency Development Program (CDP):

## The Key That Connects You to Superior Bottom-line Performance & ROI

After decades of leadership contribution in the areas of education and training development, ARTDO International and ITD have created this winning Competency Development Program (CDP) that is highly cost effective and clearly differentiated from other programs. It combines the best of education and training plus much more that clearly connects you to the bottom line performance and ROI.

Legend to 5 levels of evaluation	
Level 1:	Reaction to learning program
Level 2:	Learning assessment
Level 3:	Application to workplace/behavior change
Level 4:	Business impact
Level 5:	ROI



## ARTDO International

ARTDO INTERNATIONAL, formerly known as Asian Regional Training and Development Organization was founded in 1974 as an international non-profit NGO umbrella body comprising national training organizations, training and education institutions, HRD practitioners and multinational companies from over 30 countries. Based in Asia with its Secretariat in Manila, Philippines, ARTDO INTERNATIONAL organizes a major international Management and HRD Conference annually and confers a region-wide annual "Asia Pacific HRD Award" on outstanding contributors to HRD. It also publishes a reference journal, the "HRD Focus", which is a quarterly newsletter dealing with the latest management and HRD issues and occasional papers on best practices.

### Specific Objectives

- To assist the formation and growth of training and development organizations and to foster closer relations among these organizations.
- To co-operate with international, private and government organizations and institutions working in the field of HRM and HRD.
- To encourage and sponsor researches and publications designed to meet the training and development needs of the Asia-Pacific region and other parts of the world.
- To upgrade the standards of the HRD profession through a planned program of education and skills development.
- To serve as an international resource center for training and development.



Being an ARTDO International member gives you access to a global network of international bodies and organizations. Some of the members of ARTDO International include:

- Institute of Training and Development (ITD)
- Asian Development Bank (ADB)
- Australian Human Resource Institute (AHRI), (Australia)
- Association of Business Executives (ABE), (UK)
- Bahrain Society for Training and Development (Bahrain)
- Civil Service Development Institute (Taiwan, China)
- Chinese Society for Training and Development (Taiwan, China)
- Gas Authority of India Ltd (India)
- Hong Kong Productivity Council, Hong Kong (China)
- Indian Institute of Management (Kerala, India)
- Indian Society for Training and Development (India)
- Indonesian Personnel Management Association (PMSM), (Indonesia)
- Indovina Bank (Vietnam)
- International I.T.D. Limited (Thailand)
- Intel Technology (M) Sdn Bhd (Malaysia)
- Kaizen Institute of Japan (Japan)
- Motorola Malaysian Sdn Bhd (Malaysia)
- Macau Productivity and Technology Transfer Centre (China)
- Malaysian Institute of Training and Development (MITD)
- National Service Civil Service Institute (Taiwan, China)
- National Institute of Development Administration (NIDA), (Thailand)
- Philippine Society for Training and Development (Philippines)
- Sarawak Shell Berhad (Malaysia)
- Saudi Aramco (Saudi Arabia)
- Singapore Institute of Management (SIM), (Singapore)
- Team International (Cairo, Egypt)
- Tenaga Nasional Berhad (Malaysia)
- University Sains Malaysia (USM), (Malaysia)
- New Zealand Association of Training and Development (New Zealand)

# Certified Talent & Competency Professional Program

## INDIVIDUAL REGISTRATION FORM

Please make copies of this form for registration and retain the original form for future use.



### Personal Details

Name (Dr/Mr/Ms) \_\_\_\_\_

Job Position \_\_\_\_\_ Date of Birth \_\_\_\_\_

Organization \_\_\_\_\_

Total Years of Work Experience \_\_\_\_\_

Address of Organization \_\_\_\_\_

\_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

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

### Acknowledgement

I hereby confirm that I have read and understood the course details, payment information, procedures and policies and have accepted the terms contained therein.

I also confirm that the payment of \_\_\_\_\_ for the above mentioned program will be made no later than 2 weeks before the program commences.

\_\_\_\_\_  
Applicant's Signature Date

Please complete this form and send/fax/e-mail it to your relevant ITD center.

Singapore	Tel: +65 9737 5109	Fax: +65 6223 6521	E-mail: itdsg@itdworld.com
Penang	Tel: +604 228 3869	Fax: +604 228 6869	E-mail: itdpg@itdworld.com
Kuala Lumpur	Tel: +603 6203 3880	Fax: +603 6203 3830	E-mail: itdkl@itdworld.com
Bangkok	Tel: +662 650 9324 to 8	Fax: +662 650 9329	E-mail: itdbkk@itdworld.com
Ho Chi Minh City	Tel: +84 8 3825 8487	Fax: +84 8 3825 8483	E-mail: itdhcmc@itdworld.com
Manila	Tel: +632 887 7428	Fax: +632 844 8874	E-mail: itdmanila@itdworld.com

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

\*\* Kindly indicate (/) if any of the participants are Vegetarians. Yes ( / ) No ( )

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- ABBOTT LABORATORIES
- ACCENTURE
- AGILENT TECHNOLOGIES
- AJINOMOTO
- AL RAJHI BANK
- B. BRAUN
- BAO VIET
- BAYER
- BERLI JUCKER
- BOONRAWD BREWERY
- BRITISH PETROLEUM (BP)
- BUMIARMADA
- CANON ELECTRONICS
- CENTRAL BANK OF MALAYSIA
- CENTRAL BANK OF THE PHILIPPINES
- CHIYODA PHILIPPINES
- CHULALONGKORN UNIVERSITY
- CIMB
- CITIBANK
- CPF
- CP ALL
- DAI ICHI
- DAIMLER CHRYSLER
- DKSH
- DELL COMPUTERS
- DHL
- ERICSSON
- FIRST SOLAR
- FUJITSU
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- MALAYSIA AIRPORTS BERHAD
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- MOTOROLA SOLUTIONS
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- OSRAM OPTO SEMICONDUCTORS
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- PETRO VIETNAM
- PHILIPPINE AIRLINES
- PRUDENTIAL
- PT TELKOM
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- RENESAS
- REUTERS
- ROCHE
- SACOMBANK
- SANOFI AVENTIS
- SCG: THE SIAM CEMENT
- SCHNEIDER ELECTRIC
- SECURITIES INDUSTRY DEVELOPMENT CORPORATION
- SHANGRI-LA HOTELS
- SHELL
- SHERATON HOTELS
- SIEMENS
- SILOAM HOSPITALS
- SIME DARBY
- SM SUPERMALLS
- SPH: SINGAPORE PRESS HOLDINGS
- STANDARD CHARTERED BANK
- STEC TECHNOLOGY
- SUN POWER
- THAI AIRWAYS INTERNATIONAL
- THAI BEVERAGE
- THOMSON REUTERS
- TOYOTA MOTOR
- TRUE CORPORATION
- UNILEVER
- UNITED NATIONS MISSIONS
- WESTERN DIGITAL
- ZHULIAN



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**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. John C. Maxwell, Dr. William Rothwell, Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Robert Tucker, Thomas G. Crane.

**Quality Certification, Awards & Publications:**

ISO 9001:2008 Certification for Global Provision of Training and Development. Winner of the ARTDO International HRD Excellence Award in recognition for outstanding contribution to international Human Resource Development and 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."

**Clients Include:**

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