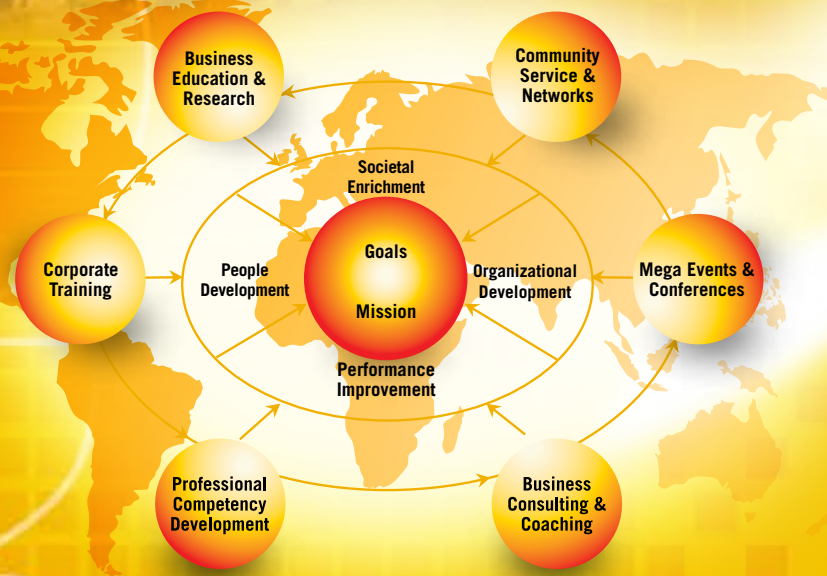


VISION - Enabling Organizational & HR Development Goals
that Enrich Lives & Create a Better Society

INSTITUTE OF TRAINING & DEVELOPMENT

ITD MARKETING CENTER



ITD

ITD GROUP

INSTITUTE OF TRAINING
AND DEVELOPMENT

Lighting the Way as the Leading Multinational HRD Corporation

Message from the President and CEO

Welcome to the exciting world of ITD, a world characterized by immense dedication to improving the lives of people, organisations and society.

As the leader of the ITD group, my own purpose-driven life is to inspire and develop leaders to be the best they can be.

In many ways people can experience this same burning passion in our highly talented team of multinational directors, centre heads, faculty members, trainers, coaches, consultants, administrators and staff. And this without a doubt is the hallmark of the ITD Group's success.

This prospectus will enlighten you on how we translate the ITD Group's vision and mission into realisation by providing superior quality and comprehensive organisational and HR development solutions that enrich lives and create a better society.



Dr. Peter Chee
President and CEO



President and CEO of the ITD Group, Dr Peter Chee receiving the notification letter for the ARTDO International HRD Excellence Award from ARTDO International Secretary General, Bernardo Ople. Witnessed by Chief Minister of Penang, Tan Sri Dr. Koh Tsu Koon, President Emeritus of ARTDO International, Dato Dr. Thomas Chee and President and ARTDO International & Bahrain Society of Training and Development, Ahmed Albanna.



“The ITD Group is a highly professional international HRD organisation with a strong and talented multinational team. They have never failed to exceed my high expectations”

William J. Rothwell, PhD- Mega Guru

Best Selling and award winning author of over 60 internationally published titles.

President, Rothwell and Associates, world renowned HR consultant.

Professor, Pennsylvania State University-Head of the #1 ranked graduate HRD program in the US.

ITD's Origin, Mission and Vision

ITD was founded on a simple yet powerful vision of enabling organisational & 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 organisational & HR development solutions in the Asia Pacific for national and regional building.

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 organisations 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.

Vision

Enabling organisational & HR development goals that enrich lives & create a better society.

Mission

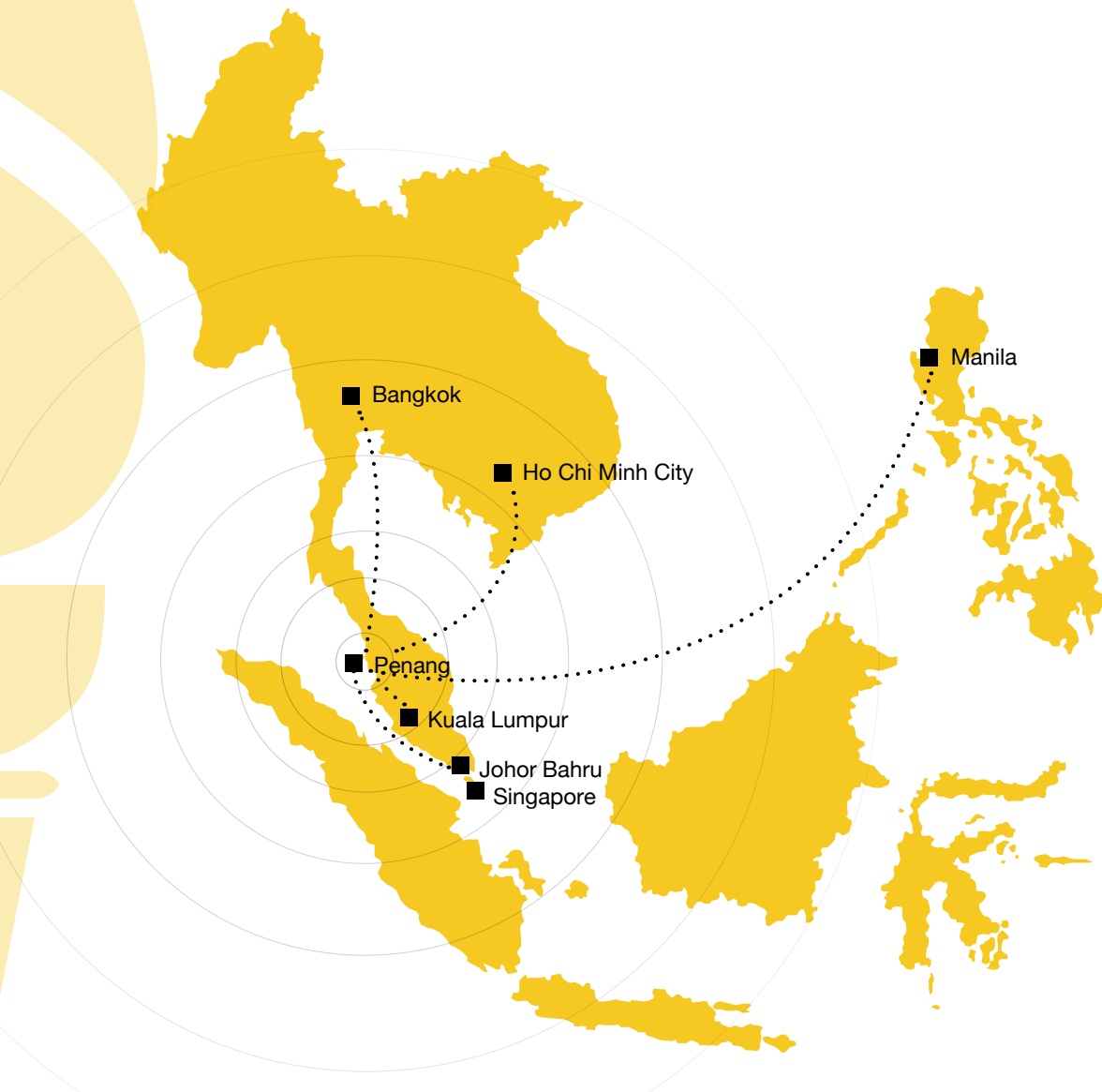
To continuously excel as the leading multinational provider of superior quality & comprehensive organisational & HR development solutions in the Asia Pacific for national and regional building.



ITD's International Network

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 headquarters is established in Penang, Malaysia. ITD has centers spanning **Malaysia, Thailand, Vietnam, Philippines and Singapore**



ITD - The International 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 organisation each year in recognition of excellence and outstanding contribution to international HRD.

Former recipients of this award in the past years include the following organisations - Asian Development Bank, Motorola Malaysia, United Nations Industrial Development Organization, Singapore Institute of Management, Japan Productivity Centre, Asian Institute of Management, Intel Penang, National Productivity Board of Singapore, Power Grid Corporation of India, International Labour Organisation, Saudi Aramco Oil Company and Asian Institute of Technology.

ARTDO International, established in 1974, is a non-profit professional umbrella body that brings together

leading national HRD bodies, local and multinational companies active in HRD work and HRD professionals from over 38 countries around the world particularly the Asian region.



ITD Group won the ARTDO International HRD Award for Outstanding Contribution and Excellence in HRD.”

ITD's Commitment to Quality

The overall management of activities undertaken to realise the ITD Group's objective is implemented within a framework of an internationally recognised Quality Management System.

In view of our relentless pursuit towards excellence, ITD has been certified under ISO 9001:2000 for Global Provision of Corporate Training and Development by one of the premier Accreditation Bodies in the world, the United Kingdom Accreditation Service, UKAS. This distinctive and highly regarded certification confirms that ITD's quality management system and design of training and development programmes are of a high standard and are globally applicable.



Quality Culture and System

A culture of quality, excellence and continuous improvement permeates the entire organization.

ITD is certified under ISO 9001:2000 for Global Provision of Corporate Training and Development.

ISO Audit Results found ITD's system to be "completely in conformance" with internationally recognized standards without any corrective action required – an achievement rarely met by other organizations.

ITD's Portfolio of Synergies

Providing Global Competitive Advantage by Synergizing Cutting-Edge Expertise in 6 Core Areas to Produce 6 Key Results That Really Matter

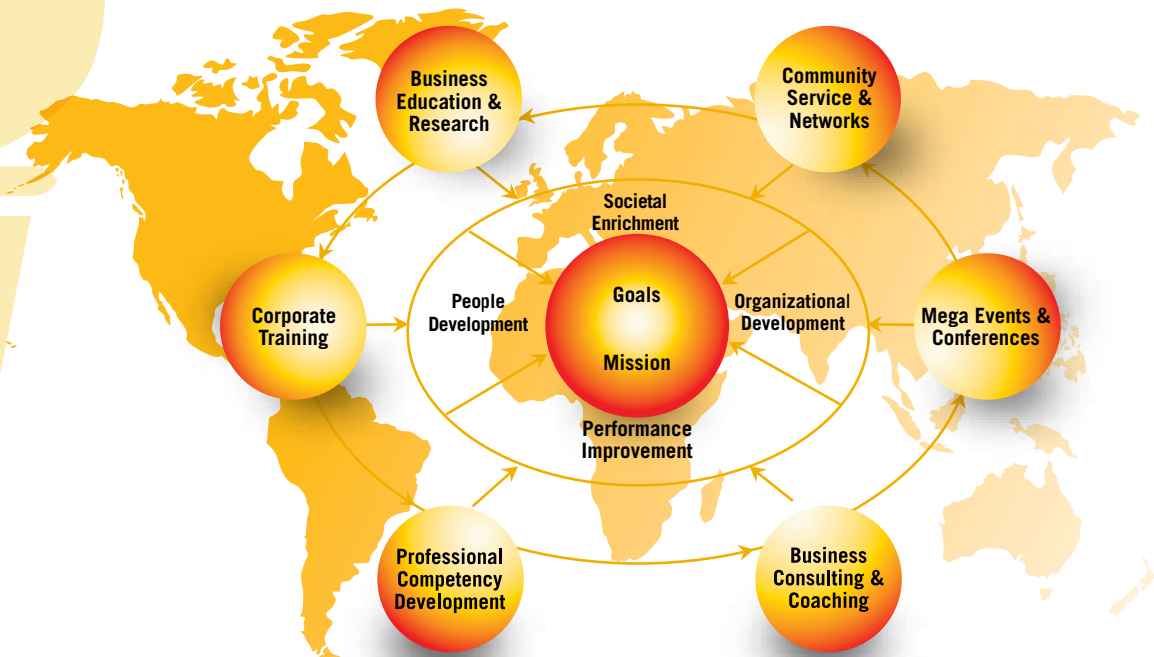
The 6 core areas of expertise:

- Business Education & Research (BER)
- Corporate Training (CT)
- Professional Competency Development (PCD)
- Business Coaching & Consulting (BCC)
- Mega Events & Conferences (MEC)
- Community Service & Networks (CSN)



The 6 key result areas:

- People Development
- Performance Improvement
- Organisational Development
- Societal Enrichment
- Achievement of Key Goals
- Realisation of Missions



Comprehensive Solutions to really support our client's objectives

In an increasingly globalised economy driven by knowledge, competency and innovation, the ITD Group 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 of synergies allows the ITD Group to better meet the unique needs of individuals, corporations and the community.

The ITD Group has earned a sound reputation as a leading institution, having successfully produced thousands of graduates and provided organisational and HR development solutions to a large number of clients throughout the Asian region.



"I am proud to be connected with the ITD Group. Their strategy and positioning in the Asian region is one that has the required winning edge in this highly competitive environment."

Jack Trout – Mega Guru

The World's # 1 Marketing Strategist.

Legendary Mega Guru, best selling international author of over 20 books.

Top global marketing consultant.

Core Area 1: Business Education and Research (BER)

Over the years, ITD has provided opportunities to many thousands of students to continue their education, with an affordable and flexible approach to studying, outside of the formal public education system. ITD has been able to bring forth the opportunity for continuing adult education by providing flexible world class programmes and a complete development path that starts from certificate right up to the highest doctoral level.

The ITD Group's educational courses encompass a variety of Business and Management programmes delivered via strategic partnerships with leading world class universities and professional bodies. Students and faculty members engage in extensive research activities and publication that compliments and enhances the educational experience.

- Doctor Of Business Administration (DBA)
(University of South Australia)
- Master of Business Administration (MBA)
(University of South Australia)
- Master of Engineering (Manufacturing Management)
(University of South Australia)
- Master of ICT Management *
*(University of South Australia)
- Bachelor of Business Administration (BBA) With specialised options in Management, Financial Management and Accounting
(Heriot-Watt University, Edinburgh, UK)
- Certificate, Diploma & Advanced Diploma in Business Administration
(Association of Business Executives,UK)

* Upcoming Programme

Key Educational Achievements

A leading provider of business education and HRD programmes in Asia Pacific.

A proven track record in bettering the lives of many thousands, with graduates occupying senior and top leadership positions.

ITD is one of the most successful providers of Masters and Doctoral business education programmes in the region.



Core Area 2: Corporate Training (CT)

Being an ISO 9001:2000 certified organisation for global provision of corporate training and development and an international HRD award winning organisation, the ITD Group's training programmes are of outstanding quality and truly deliver results.

Depending on client's needs and objectives, programmes can be standard world class in-house or public programmes, fully customised training developed from scratch for each organisation or hybrid programmes which are world class standard programmes enhanced to suit specific organisations' needs.

Programmes are masterfully delivered by top performing local and international trainers and mega gurus depending on clients' requirements.

The ITD Group has hundreds of different types of cutting edge training programmes available, and also works in collaboration with other leading world class training and development organisations such as Rothwell and Associates Inc. (USA), American Society of Training and Development (ASTD) and Jack Canfield Training Group.

Over the years, the ITD Group has trained tens of thousands of people through its in-house and public programmes. ITD's programmes are actively sought after and conducted in many different countries around the world, for individuals and leading local and multinational corporations.

Public or In-House Corporate Training Programmes General Classification of Focus Areas

- General & Strategic Management
- Performance Management & Improvement
- Organizational Development & Change Management
- Leadership & Team Building
- Creativity & Innovation
- Training, Coaching, Mentoring & Action Learning
- Talent, HR Management & Succession Planning
- Competency Management & Values Modelling

- Emotional Quotient (EQ) & Personal Excellence
- Interpersonal & Communication Skills & Negotiation
- Lean, Kaizen, Production & Operations Management
- Quality Management
- Purchasing & Supply Chain Management
- Marketing, Sales & Customer Service
- Accounting & Finance
- ICT & Knowledge Management



Core Area 3: Professional Competency Development (PCD)

In today's highly competitive environment, it is no longer sufficient for organisations to have knowledgeable and skilful employees. Competencies are required more than ever before for individuals and organisations to gain a competitive edge. Competent employees possess the necessary, underlying characteristics comprising technical (knowledge and skills) and personal functioning (values, self concept, traits and motives) competencies required to successfully achieve a desired superior performance level.

The ITD Group's professional Competency Development Programmes are those that combine the best of education and skills training with development personal functioning competencies and continuous learning.

These specially developed programmes enable participants, certified professionals and resource persons to benefit from a network of ongoing learning that continuously upgrades professional competencies.

It requires individuals to complete a specified number of hours of formal training, learning and assessment, thereafter followed by a 360 degree assessed work-based projects which are assessed for achieving specific competencies. Upon fulfilling all requirements plus an undertaking to conform to a code of professional ethics and continuous learning, individuals are then certified as competent professionals in specific fields.

The ITD Group has successfully developed an innovative new model for developing professional competencies that has proven to be an effective model to meet the growing demand for competent professionals in their respective fields. The ITD Group is the forerunner in developing such programmes to bridge the gap between the increasing expectations of organisations and the number of competent professionals available.

Public or In-House Professional Competency Development Programmes

- Human Performance Improvement (HPI) Certificate (American Society for Training and Development -ASTD)
- Certified Training Professional (CTP) (ITD, ARTDO International and Dr. Mario del Castillo)

- Certified Talent and Competency Professional (CTCP) (ITD, ARTDO International and Dr. William J. Rothwell)
- Certified HR Professional (CHRP) (ITD, ARTDO International and Dr. Donald J. Ford)
- Certified OD & Performance Consultant (COPC) * (ITD, ARTDO International and Dr. William J. Rothwell)
- Certified Professional Coach (CPC)*

* Upcoming programmes



Core Area 4: Business Consulting and Coaching (BCC)

The ITD Group is well positioned to meet the demand for comprehensive solutions that lead to breakthrough results. Coaching and consultancy services are applied effectively to create synergy and enhance the other solutions delivered.

The ITD Group engages in process coaching aimed primarily at evoking personal excellence that directly impacts performance and organisational success. Content coaching and personal consulting within certain specialised areas as listed below is also delivered by the ITD Group.

Coaching services are delivered for individual employees whilst “coaching the coach” services enable the creation and development of successful coaches within organisations.

When correctly applied, coaching solutions have proven to be highly effective in establishing personal excellence as well as performance improvement in specialised areas of work.

When challenges within organisations involve specific or wide scale organisational improvement usually involving strategy, structure, culture, systems and processes, then formal consulting solutions are usually called for and they are evaluated based on actual tangible results produced for each project.

The ITD Group also draws its coaching and consulting strength from its own internal talents as well as from its international pool of top notch resource persons to deliver breakthrough results based solutions to clients.

To effectively synergize the global coaching and consulting talents, the ITD Group engages in strategic collaboration with leading world class consultants, coaches, consulting organisations and mega gurus such as Rothwell and Associates Inc. (with Dr. William J. Rothwell), Trout & Partners Ltd. (with Jack Trout), Kaizen Institute – Global & Asia Pacific (with Masaaki Imai) and Jack Canfield Companies (with Jack Canfield).

General Classification of Focus Areas

- Personal Excellence and Success Principles
- Performance Management & Improvement
- Strategic Management
- Organizational Development & Change Management
- Talent & HR Management & Succession Planning
- Competency Management & Values Modelling
- HR Development, Training & Needs Analysis
- Action Learning & Action Research
- Education Management & Instructional Design
- Marketing, Sales & Customer Service Management
- Lean, Kaizen and Quality Management



Core Area 5: Mega Events and Conferences (MEC)

The ITD Group is the first to popularize the concept of the mega guru - learning from the best to be the best.

A mega guru has been defined by the ITD Group as an individual who fulfils the following 3 key criteria:

1. An author of many books, including international award-winning titles or best selling books.
2. A world-renowned authority and expert consultant in a specific field.
3. Has held top leadership positions in organizations.

The ITD Group's Mega Guru Events are a revolutionary program that features prominently on its list of quarterly international activities. It presents a unique opportunity for face to face contact, transformational and inspirational learning from the world's best in their respective field.

Through various international events, conferences and forums, organised with global collaborators and the industry's top leaders and mega gurus, the ITD Group provides an international platform that brings together practitioners, specialists and academics to share ideas, learn the latest, network and contribute to the improvement of HRD and management practices in various parts of the world.

Category of Mega Events and Conferences

- ITD-Mega Guru Events: Kuala Lumpur, Bangkok, Ho Chi Minh City & Manila - every quarter each year.
- ITD & ARTDO International: Management, HR and Performance Improvement Conferences - 1990, 1994, 2000, 2004, 2005, 2007





“The ITD Group is a highly impressive multinational organization. The realization of its vision - enabling organizational and HR development goals that enrich lives and create a better society is highly admired.”

Jack Canfield – Mega Guru

The world’s leading success coach & authority on peak performance.

With 110 books with over 100 million copies in print in 46 languages.

Holds the Guinness Book of World Records for the most books on the New York Times best seller list with 60 best sellers and 11 that went to #1.

Core Area 6: Community Service and Networks (CSN)

The ITD Group is a multinational corporation with a societal oriented philosophy. It is actively involved in social and charitable work. The Institute's 'Love Thy Nation' Campaign has allocated sizeable funds to support the needy sections of respective national societies. Large amounts have been allocated, and towards this end, ITD has provided scholarships for the needy, sponsorship and support to charitable organizations, school building funds, cultural and sporting events.

The ITD Group's leaders have served as leaders of ARTDO International (Asian Regional Training and Development Organization) and have been actively involved in societal networks and HRD work. The leaders of the ITD Group have served as chairperson of community service and as active committee members of the Human Resource Development Council at State level. ITD is actively involved in organizing the Productivity Lectures for Industry leaders, which are provided free of charge to the community, as part of its contribution to society.

The ITD Group's 'Love Thy Nation' Campaign:

- Higher education and learning scholarships for the needy.
- Charity for the underprivileged and social organisations.
- ITD-LEAD network and sponsored leadership programs that promotes national development, peace, ethical leadership, community service, and learning exchange.

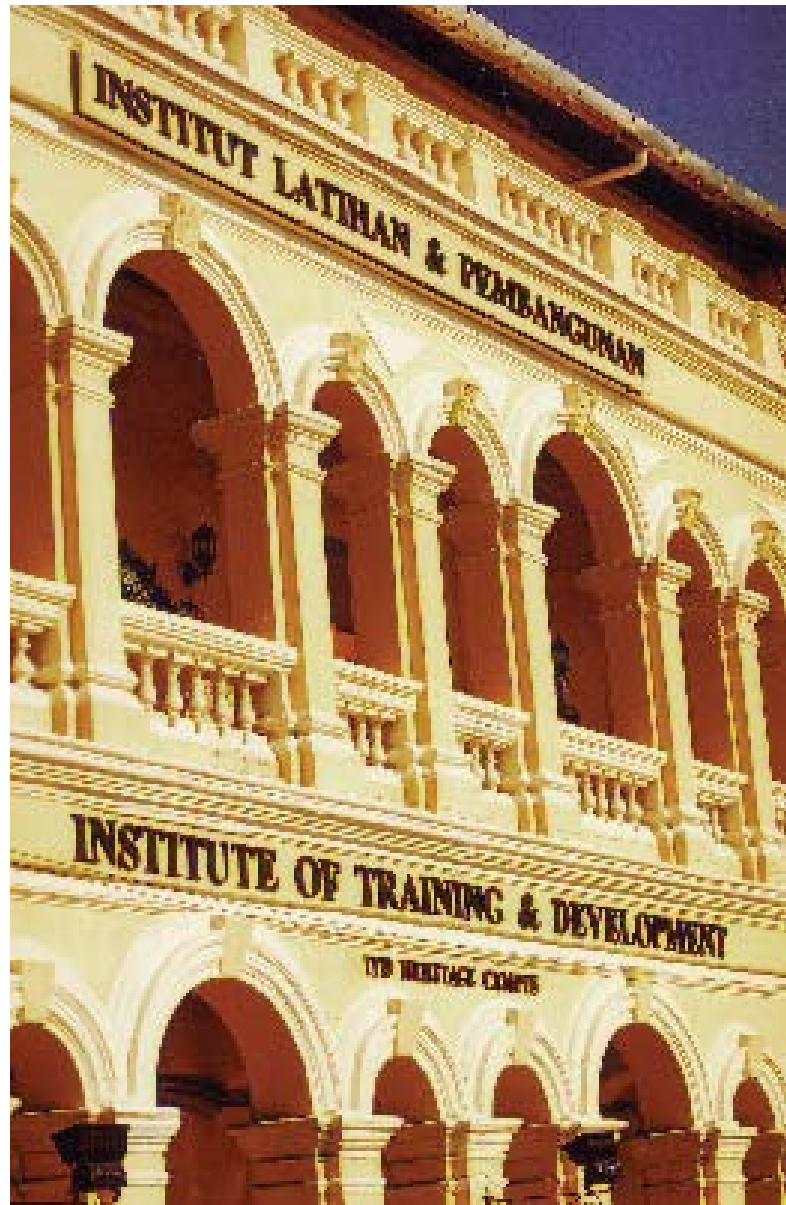
Some of the ITD Group's Strategic Partners

- Rothwell & Associates Inc. with Dr. William J. Rothwell (USA)
- The Jack Canfield Companies (USA)
- Zig Ziglar Worldwide (USA)
- Maximum Impact - Founded by Dr. John C. Maxwell (USA)
- Crane Consulting - Founded by Thomas G. Crane (USA)
- Heriot-Watt University, Edinburgh (UK)
- Association Of Business Executives (UK)
- University of South Australia - UniSA (Australia)
- ARTDO International (HQ - Philippines)
- Thai Airways International (Thailand)
- University Of Economics HCM City (Vietnam)

Examples of the ITD Group's Corporate Clients

- AMERICAN EMBASSY
- ACER TECHNOLOGIES
- AIROD
- ABB TOTEM SERVICES
- ASTRO-MEASAT BROADCASTING
- BINTULU PORT AUTHORITY
- BRITISH PETROLEUM (BP)
- BANK NEGARA
(NATIONAL BANK OF MALAYSIA)
- CANON ELECTRONICS
- CATERPILLAR
- CATHAY PACIFIC
- CHULALONGKORN UNIVERSITY
- CITIBANK
- DAIMLER CHRYSLER
- DUMEX
- DELL COMPUTERS
- DHL
- EAST ASIATIC
- GENERAL ELECTRIC
- GILLETTE
- HITACHI CHEMICAL
- RENESAS
- HR JOHNSON
- INFINEON TECHNOLOGIES
- INDUSTRIAL & VOCATIONAL
BOARD OF MAURITIUS
- LIKOM
- JOHNSON AND JOHNSON
- JABIL CIRCUIT
- KOMAG USA
- MALAYSIA AIRPORTS BERHAD
- MATTEL
- MAYBANK
- MEAD JOHNSON
- MICHELLIN
- MICROSOFT
- MMI INDUSTRIES
- MOTOROLA
- MUTIARA BEACH RESORT, PENANG
- NESTLÉ
- ORIENTAL HOTELS
- PELANGI BEACH RESORT, LANGKAWI
- PHILIPPINE AIRLINES

- READER'S DIGEST
- REUTERS
- SEAGRAM
- SHELL
- SECURITIES AND EXCHANGE
COMMISSION OF THAILAND
- SHANGRI-LA HOTELS
- SHERATON HOTELS
- THAI AIRWAYS INTERNATIONAL
- UNILEVER
- UNOCAL
- VIETNAM BEVERAGE
- ZHULIAN



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