

# Certificate in Leading Strategic HR Transformation

with

## Pennsylvania State University, USA

A 5-Day Residential Program

10, 12-15 Nov 2007

The Magellan Sutera Hotel, Kota Kinabalu Sabah, Malaysia



# PENNSTATE



- Learn & network with top international HR leaders
- Be mentored by Dr. Rothwell - the world's leading HR Guru
- Gain a Certificate from Penn State - a top ranked University
- Establish a clear implementation plan for HR transformation
- Receive cutting edge materials and toolkit to support practical action
- Reenergize yourself with unforgettable experiences of enchanting Sabah

**By Professor William J. Rothwell**

 **ITD** **ITD GROUP**  
INSTITUTE OF TRAINING  
AND DEVELOPMENT

Lighting the Way as the Leading Multinational HRD Corporation



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

- Author of best selling and award winning books with over 60 internationally published titles;
- President, Rothwell & Associates; World renown consultant; Professor, Pennsylvania State University;
- Heads the #1-ranked graduate program in HRD in the USA

## A PERSONAL MESSAGE FROM WILLIAM J. ROTHWELL, PHD



In today's fast changing and competitive world, HR leaders need to be well-equipped with new paradigms and competencies that enable their people and organizations to stay ahead. HR leaders face many challenges and must see the big picture, understand the global trends and realize its implications. HR leaders 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 a HR Leader to enable your organization to realize its business goals. As a HR 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 in your organization. Towards this end, I will be sharing with you the latest HR 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 leaders.

Sincerely yours,  
*Dr. William J. Rothwell*

## INTRODUCTION

Human resource departments are being pressured as never before to demonstrate their value. One indication of that is the emergence of so-called HR transformation. While that is sometimes a term in search of meaning, it usually means a fundamental rechartering 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 proactive HR departments that operate at the strategic rather than tactical level. And yet they are often disappointed.

This workshop describes how to reinvent HR in an organization, describing various common choices but leaving options open for alternatives. To meet the challenge of the future, HR practitioners must move beyond technical professionals to true HR leaders.



# OBJECTIVES OF THE TRAINING PROGRAM

Upon completing the 5-day workshop, participants will be able to:

- Understand the key global trends in the workplace and workforce that will have the greatest impacting 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 terms human resource transformation
- Describe the unique choices in HR transformation
- Summarize key steps in HR transformation
- Review various strategic choices in HR transformation and what their implications might mean
- List the competencies of a strategic HR leader in a transformed HR function
- Come up with a blueprint of strategic HR transformation plan and implementation

## WHO SHOULD ATTEND

HR Leaders, Vice Presidents, HR Managers, General Managers, Operating Executives and Managers

## CD-ROM FOR THE PROGRAM

Participants who enroll in this program will receive a toolkit of resources from Dr. Rothwell for doing practical work on HR transformation in their organizations.



## TRAINING METHODOLOGY

Lectures, case studies, group discussions, action planning, Theoretical sessions shall be followed by practical and general discussions.



## PROGRAM

### 9 Nov Arrival of participants

Optional tour of enchanting Kota Kinabalu, 'The Land Below the Wind' (may be arranged with hotel as desired).

### 10 Nov 1.30pm

#### Registration

2.30pm – 6.30pm (Tea break at 4.30pm – 4.45pm)

#### Session starts

8.00pm – 9.30pm

#### Welcome Dinner & Networking

### 11 Nov Optional tour – Take advantage of the weekend holiday for a tour of exciting Sabah (may be arranged with hotel as desired).

### 12 - 15 Nov

8.30am – 12.30pm (Tea-break from 10.30am – 10.45am)

#### Morning Session

12.30pm – 1.30pm

#### Networking Lunch

1.30pm – 5.30pm (Tea-break from 3.30pm – 3.45pm)

#### Afternoon Session

Evening – Assignments and free time for interaction and networking among all.

## Day 1 - Afternoon

### I. Introduction, Trends and 21 Century HR Vision

- Program purpose
- Program objectives
- Program organization/structure
- Participant objectives
- Icebreaker: What issues does your organization face with human resource management?

Trends that affect the global workforce and workplace and HR.

Key trends that will affect each functional area of HR, and what you can do to address the effects of those trends.

A summary of a 21st century vision of a new HR function.

### II. 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

### III. 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

## Day 2 - Morning

### IV. Choice 1: HR Transformation as Performance Consulting

- What is performance consulting?
- What does this strategic choice mean for HR?
- What models guide performance consulting, and how are they applied to HR functions?
- Activity on analyzing people issues
- Debrief of the activity
- Selecting and implementing performance interventions
- Activity on selecting and implementing performance interventions
- Debrief of the activity

## Afternoon

### V. Choice 2: HR Transformation as Organization Development

- What is organization development?
- What does this strategic choice mean for HR?
- What models guide OD?
- Activity on analyzing change needs
- Debrief of the activity
- Selecting and implementing OD interventions
- Activity on selecting and implementing OD interventions
- Debrief of the activity

## Day 3 – Morning

### VI. Choice 3: HR Transformation as a Focus on Ethics

- What does a focus on ethics mean?
- What does this strategic choice mean for HR?
- What models guide ethics?
- Activity on analyzing ethical issues
- Debrief of the activity
- Selecting and implementing ethics interventions
- Activity on selecting and implementing ethics interventions
- Debrief of the activity



## Afternoon

### VII. Choice 4: HR Transformation as a Focus on Talent

- What does a focus on talent mean?
- What does this strategic choice mean for HR?
- What models guide talent management?
- What is the role of competencies in a focus on talent?
- Activity on analyzing talent issues
- Debrief of the activity
- Selecting and implementing talent interventions
- Activity on selecting and implementing talent interventions
- Debrief of the activity

## Day 4 – Morning

### VIII. Choice 5: HR Outsourcing

- What does HR outsourcing mean?
- What are the options in HR outsourcing, and when should they be used?
- What does this strategic choice mean for HR?
- What models guide outsourcing?
- Case study on HR outsourcing
- Debrief of the case study

## Afternoon

### IX. Reinventing the HR Department to be Consistent with the Strategic Choice

- What does HR transformation mean for the organization chart of HR?
- What range of options exist for structuring HR?
- How is the organizational scheme for HR chosen?
- Activity on HR structuring
- Debrief of the activity

## Day 5 – Morning

### X. Reinventing the HR Practitioner to be Consistent with the Strategic Choice

- What does HR transformation mean for the competencies of the HR practitioner?
- What are competencies of HR?
- How should HR competencies be changed in line with HR transformation?
- Activity on HR competencies
- Debrief of the activity

## Afternoon

### XI. 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?
- Action planning activity
- Debrief of the action plan
- Presentation of action plans

### XII. 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, Ph.D., 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 up the #1-ranked graduate program in HRD in the US. 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 60 books and many best sellers. Among his most recent publications are:

- Strategic Human Resource Leader, 2nd Edition
- Strategic Planning for Human Resources
- Planning and Managing Human Resources, 2nd Edition
- ASTD Models for Human Performance Improvement: Roles, Competencies, and Outputs
- Practicing Organizational Development, 2nd Edition
- Career Planning and Succession Management: Developing Your Organization's Talent-for Today and Tomorrow
- Effective Succession Planning' -3rd Edition
- The Strategic Development of Talent
- Competency-Based Human Resource Management
- What CEOs Expect From Corporate Training
- Beyond Training and Development, 2nd Edition
- Mastering the instructional design process: A systematic approach' -2nd edition

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", 3rd ed. (New York: Amacom, 2005) is regarded by some 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 and 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 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 ten largest public research institutions, directing more than \$650 million dollars 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 U.S. government, business and industry, and foundations. In fiscal 2005, for example, Penn State attracted \$359 million in federal research funds – 9th highest among all U.S. public universities.

Penn State is highly notable for 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.



# GENERAL INFORMATION

## 1. Training Location

*The Magellan Sutera Hotel, Kota Kinabalu, Sabah*  
1 Sutera Harbour Boulevard, 88100 Kota Kinabalu, Sabah, Malaysia.  
Tel: +60 88 318 888, Fax: +60 88 318 888

*Sutera Harbour Resort, located in the heart of the capital of Sabah, Kota Kinabalu on the shore near Manukan Island, comprises the 5-Star luxury accommodation of the city-style The Pacific Sutera and resort-style The Magellan Sutera.*

*A mere 10 minutes from the airport and 5 minutes from the heart of Kota Kinabalu, with Mt. Kinabalu as its backdrop and Manukan Island and the other islands of the Tunku Abdul Rahman Marina Park dotting the ocean, Sutera Harbour Resort is the ideal base from which to explore Sabah.*

## 2. Replacements and representatives are allowed, however the fees paid are strictly non-refundable.

## 3. In the event any of the speaker/s have to cancel their engagement for reasons outside the control of the organizers, the organizers reserve the right to reschedule or make changes as they deem fit.

# APPLICATION FOR ADMISSION

## Penn State Certificate in Leading Strategic HR Transformation

10, 12-15 November 2007, The Magellan Sutera Hotel, Kota Kinabalu, Sabah

## Fees and General information

\* Event fees quoted exclude accommodation

Event Fees	International
Super Early Bird Fee - Registrations with Payment before 15 October 2007:	<b>USD 2,700</b>
Normal Fee - After 15 October 2007:	<b>USD 2,900</b>

## Payment details

Payments may be made by telegraphic transfer, bank deposit, local cheque

Account name (Pay to) : MITD Sdn.Bhd  
Account Number : 730-110861-4  
SWIFT Code : OCBCMYKL  
Name of Bank : OCBC Bank (M) Berhad  
Bank's Address : 36 Lebuhr Pantai, 10300 Penang, Malaysia

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

Please tick :  Early Bird Fee  Regular Fee

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

Phone no. \_\_\_\_\_ Fax no. \_\_\_\_\_ Email \_\_\_\_\_

Mobile no. \_\_\_\_\_ Position \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

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

Mode of registration: ITD Penang (HQ)	Tel: +604-262 6720	Fax: +604-263 2905	Email: itdpg@itd.com.my
ITD KL	Tel: +603-6203 3880	Fax: +603-6203 3830	Email: itdki@itd.com.my
ITD JB	Tel: +607-222 5811	Fax: +607-222 5911	Email: itdjb@itd.com.my
ITD Thailand	Tel: +662-650 9324 to 8	Fax: +662-650 9329	Email: itdbkk@itd.com.my
ITD Vietnam	Tel: +84-8 932 0600	Fax: +84-8 932 0681	Email: itdhcmc@itd.com.my
ITD Philippines	Tel: +632-887 7428	Fax: +632-844 8874	Email: itdmanila@itd.com.my

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

*\* Submit Application for Admission Form together with CV for processing.*

# INSTITUTE OF TRAINING AND DEVELOPMENT

Lighting the Way as the Leading Multinational HRD Corporation



## ITD INTERNATIONAL NETWORK:

### **MALAYSIA**

#### **ITD Penang (HQ) Heritage Campus**

No. 4, Weld Quay, 10300 Penang  
Tel : +604-262 6720  
Fax: +604-263 2905  
Email: itdpg@itd.com.my

### **ITD KL**

#### **Resort Centre**

Level 3, Block D, Plaza Mont' Kiara  
2, Jalan Kiara, Mont' Kiara  
50480 Kuala Lumpur  
Tel : +603-6203 3880  
Fax: +603-6203 3830  
Email: itdki@itd.com.my

### **ITD JB**

#### **Straits Vista Centre**

P-03 Level Penthouse, Menara TJB  
9, Jalan Syed Mohd. Mufti  
80000 Johor Bahru  
Tel : +607-222 5811  
Fax: +607-222 5911  
Email: itdjb@itd.com.my

### **THAILAND**

#### **International ITD Ltd.**

City Centre  
Mahatun Plaza Building  
888/199 Ploenchit Road, Pathumwan, Bangkok  
10330, Thailand  
Tel : +662-650 9324 to 8  
Fax: +662-650 9329  
Email: itdbkk@itd.com.my

### **VIETNAM**

#### **ITD Vietnam**

City Centre  
7 Tu Xuong St., Ward 7, District 3,  
Ho Chi Minh City, Vietnam  
Tel : +84-8 932 0600  
Fax: +84-8 932 0681  
Email: itdhcmc@itd.com.my

### **PHILIPPINES**

#### **ITD Consulting Group, INC.**

City Center  
11/F Unit 1108, 88 Corporate Center,  
141 Valero Street, Salcedo Village,  
1227 Makati City, Manila, Philippines  
Tel : +632 887 7428  
Fax: +632 844 8874  
Email: itdmanila@itd.com.my



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

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 services and programs throughout the Asia Pacific Region. ITD Group's headquarters is based in Penang, Malaysia and it has centers spanning Malaysia, Thailand, Vietnam and Philippines.

ITD Group's six core activities include Business Education and Research; Corporate Training; Professional Competency Development; Business Coaching and Consulting; Mega Events and Conferences and Community Service and Networks. It offers programs ranging from short training to Certificate, Diploma, Bachelor, Masters and Doctoral courses.

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 and corporations and the community.

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

The Group's outstanding track record includes establishing itself as the most successful provider of Masters and Doctoral business education programs in the region.

ITD is an International HRD Award Winning Organisation. and 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.

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.

ITD's leaders have served as leaders of ARTDO International and have been actively involved in social HRD work. Established in 1974, ARTDO International is a non-profit professional umbrella body that brings together leading national HRD bodies, companies and individuals active in HRD work from over 30 countries around the world.

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.

[www.itd.com.my](http://www.itd.com.my)