OVERVIEW

★ For many years now, since David Ulrich’s HR Champions, HR executives have been striving to find ways to become a strategic business partner across the organization. Achieving this broad perspective can sometimes be a daunting task for HR executives.

★ Through addressing the leadership challenges of HR within the organization, the program offers practical insights as to what a strategic business partner really means for HR and how to take a leadership position in developing HR practices that can really make a difference.

★ This development initiative addresses leadership through specifically building capability in the HR environment. Through the use of practical tools, workshops, group activities and experience sharing the program is designed for HR executives to experience leadership challenges in Talent Management, Learning and Development, Recruitment, Performance Management, Coaching and Mentoring, Staff Retention and Motivation together with leadership tools and practical takeaways.

★ The cornerstone of learning is to better understand each of these core HR functions to address the overarching leadership challenge for HR of integrating a framework as a strategic business partner.

“All things can be forgiven if we can progress”

– Cat Stevens

OBJECTIVES

- Understand the leadership role within HR
- Address HR as a strategic business partner: what does this mean in practical terms?
- Build a broader organisational perspective
- Practical application to address the strategic and organizational challenges of: Talent Management, Learning and Development, Recruitment, Performance Management, Coaching and Mentoring, Staff Retention and Motivation
- Build leadership capability to add value and drive organizational initiatives
- Build skills to create a coaching and mentoring culture
- Introduction to designing a Learning Architecture for your organization
- Create the climate for a Learning Organization.

Kent Youil
MSc in Training and HRM, MCIBS, MBA
Head of Learning and Development
Aonia Leadership & Management

PROFILE

Kent is a highly experienced executive development professional with a major focus on strategic organizational development and related leadership capability building. A native of Scotland, being based in Hong Kong and China for 16 years with a role that has involved consulting with the top HR professionals and board level executives in designing talent management and development solutions for fortune 500 companies, local and government enterprises.

Kent is the former Managing Director Asia Pacific, Executive Education, Ross School of Business, University of Michigan (1998 – 2007). The University is a world renowned thought leader in Strategic HR and Leadership and this prestigious role enabled Kent to integrate with a host of multinational and local organizations across the region addressing their key organisational and talent development challenges, sharing best practices and designing and implementing development solutions.

His further corporate experience in banking and finance (Royal Bank of Scotland), Insurance (AIG) and as a training consultant to numerous companies in China has enabled the blend of practical experience and application, world thought leadership and a strong Asian cultural sensitivity to address the business leadership and HR challenges of the region.

Kent’s main areas of expertise cover building capability to address the leadership of strategic business change initiatives, aligning the wider role of the individual team within the organization to create value. His own corporate experience, including regional bottom line responsibility and successfully leading diverse teams, gives him great credibility when working with managers at all corporate levels, and across business sectors.

Kent has worked with senior leaders from many business sectors to build their capability to create solutions that influence the strategic direction of the organization and ensure effective implementation through consulting and executive coaching.

Latest TESTIMONIALS

“An Excellent Programme with plenty of HR tools to take away. The most comprehensive and hands-on workshop I have ever attended.”

– Lynn Ng, Director, Singapore Workforce Development Agency

“Kent opened my mind to a broader HR function and leadership style.”

– Rodel Lelay, HR Administrator, National Cement Co. PSC

“Kent has helped me personally understand how I can become the leader that I want to be. He has also demonstrated a deep knowledge of the issues that HR managers face in working through the leadership and talent management challenges. He has some clever and sensible organisation wide solutions”.

– Mark Powell, Managing Director, Executive Directions Ltd, Asia Pacific
CONTINUING YOUR LEADERSHIP DEVELOPMENT

COURSE CONTENT

DAY1 THE ORGANIZATIONAL CHALLENGE
- HR as a Business Partner: The Implications
- Understanding the direction of your organization: Activity, Assessment and Structural Tool
- HR Interventions and Creating a Competitive Advantage
- The Organisational Challenge for HR Case Scenario and group discussions
- Integrating Competencies across the organisation
- Addressing your own organizational HR challenge: Group Project Workshop

DAY2 LEADING HR CHALLENGES
- The HR Architecture: Integrating the business challenge
- Implications and best practices for Talent Management and Retention, Learning and Development, Recruitment, Performance Management, Coaching and Mentoring, Staff Retention and Motivation.
- Developing High Potential staff
- Creating a Learning Organisation: The Talent Surgeon
- Related case scenarios, activities and group workshops

DAY3 LEADING PERSONAL CHALLENGES
- Creating a Coaching / Mentoring Culture
- Coaching versus Performance Management
- Building confidence and capability as a coach: Activities
- Presenting group Project Workshop findings
- Results Based Action Planning

★ The training delivery is just the start of the development process and focus can be given to small strategic teams to ensure complete alignment with their organizational objectives. Small team coaching can build on any training delivery to evolve with the developing needs of the team overall and any given project.

SPECIAL FEATURES
- The Group Project Workshop offers the opportunity to work with the facilitator and your peers on your own real organisational HR challenges and create actions to implement upon return to your workplace.
- Throughout the program, leadership development tools and activities shall be introduced that HR professionals may consider to help in the design of their own internal leadership training initiatives.

Mini case studies and practical activities shall be used throughout to establish key HR leadership concepts and introduce exciting thought leadership and best practices.

CONINUING YOUR LEADERSHIP DEVELOPMENT

Comprehensive HR Professional Development over 6 months with Certificate
Core learning builds your strategic HR capability with your peers and then personalise your learning experience to develop a knowledge in your chosen specialised fields of interest. Overall the certificate program offers an all inclusive 6 month learning and development experience! This is an excellent developmental opportunity for HR professionals to focus on core organizational challenges and build additional knowledge to address effective HR solutions for their organization.

In-house program: the enclosed information is a general overview of the course we offer. Each in-house course can be tailored to suit individual clients.

Email: events@360bsi.com for more information.

WHY YOU CANNOT MISS THIS EVENT
360 BSI recognizes that there is a significant gap that occurs between training delivery and successful implementation. Training should also bridge the gap to build capability to achieve and successfully implement strategic goals.

EXCLUSIVE ...
In addition to the classroom activities, a certificate shall be issued after completion of at least 3 elective HR Professional E-Learning modules from Harvard Business Publishing and Swiss Virtual Business School. You can add a core knowledge base to your own personalised development from any of the following functional areas:

- Coaching
- Career Management
- Hiring
- Development of Employees
- Dismissing an Employee
- Laying Off Employees
- Performance Appraisal
- Performance Measurement
- Team Leadership

(total of 41 modules available for your further learning & career development)

WHO SHOULD ATTEND
- HR Professionals, General HR practitioners
- HR practitioners in a specific field: with a view to building HR capability and leadership to broaden their organizational perspective
- HR professionals growing from an administrative role to a strategic organizational role
- Non HR middle managers with a responsibility for personnel and/or organizational development

COURSE SCHEDULE

8.30
9.00
10.40 - 11.00
12.30 - 13.30
15.00 - 15.20
17.00
Registration & Coffee/Tea
Workshop commences
Morning coffee/tea
Lunch
Afternoon coffee/tea
End of day
Brief Survey on Your Leadership Development Needs

To be completed and submitted by each participant, together with the registration form.

We are committed to offering you a quality program experience. As we prepare for the program delivery, we would like you to help us understand your current leadership context better by responding to the following questions. The information you share will be used strictly for program customization purposes by the facilitators only. Individual participant’s identity and data will not be revealed to anyone without the person’s approval. Thank you.

Participant Name: ________________________________  Job Title: ________________________________

1. Please provide details of your managerial/leader experience:
   - Years in Manager/Leader Position:
     - ☐ < 5 years
     - ☐ 6 to 10 years
     - ☐ 11 to 15 years
     - ☐ > 16 years

   Industry Sector(s) You Have Been / Are in & Number of Years in Sector:
   
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<th>Information Technology</th>
<th>Manufacturing</th>
<th>Public Service</th>
<th>Non-Profit</th>
<th>Banking &amp; Finance</th>
<th>Hospitality</th>
<th>Education</th>
<th>Retail</th>
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   Other Professionals* [ ] ____________________________  * E.g. lawyers, accountants, medical doctors, etc.

2. Here, we ask you to provide some personal details.
   Please tick the highest academic qualification you have attained.
   - ☐ Diploma/ Polytechnic
   - ☐ Bachelor’s Degree
   - ☐ Master’s Degree / MBA
   - ☐ Doctoral Degree / PhD
   - ☐ Professional
   - ☐ Others ________________

   Please let us know your age group:
   - ☐ 30 and below
   - ☐ 31-39
   - ☐ 40 - 49
   - ☐ 50 and above

3. Please identify your level of experience (with a “X”) in respect of the following HR practices:

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<th>HR Practice</th>
<th>Low</th>
<th>Mid</th>
<th>High</th>
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<tr>
<td></td>
<td>Not much practical experience</td>
<td>Some practical experience</td>
<td>Experienced practitioner</td>
</tr>
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   Leadership Development
   Succession Planning
   Workforce Planning
   Talent Management
   HR Strategy
   HR Change Initiatives
   Talent Retention
   Compensation and Benefits
   Training
   HR Architecture
   HR as a business partner
   Development of High Potentials
   Organisational Culture and Values
   Action Learning Projects

4. Please describe the biggest HR challenge you or your organization is facing at present?
   _______________________________________________________________
   _______________________________________________________________
   _______________________________________________________________

5. What is the key learning objective you seek to address from attending this training event?
   _______________________________________________________________
   _______________________________________________________________
   _______________________________________________________________

Thank you very much for your time and cooperation.
We look forward to seeing you in the program.
LEADERSHIP CHALLENGES FOR HR PROFESSIONALS

18 - 20 OCTOBER 2009
RADISSON BLU DUBAI DEIRA CREEK UAE

DELEGATES

1 Name : ____________________________
   Name on tag: ____________________________
   Job Title : ____________________________
   Email : ____________________________
   Mobile : ____________________________

2 Name : ____________________________
   Name on tag: ____________________________
   Job Title : ____________________________
   Email : ____________________________
   Mobile : ____________________________

3 Name : ____________________________
   Name on tag: ____________________________
   Job Title : ____________________________
   Email : ____________________________
   Mobile : ____________________________

AUTHORIZATION
(This form is invalid without a signature)

Name : ____________________________
Job Title : ____________________________
Email : ____________________________
Tel : ____________________________
Organization : ____________________________
Address : ____________________________
Signature : ____________________________ Date: / /

FEES

☐ USD 2,795 per delegate
☐ 10% savings - register before 15-SEP-09
☐ USD 7,000 - Special for Group of 3

The fee does not include any taxes (withholding or otherwise). In case of any taxes applicable
the client has to ensure that the taxes are paid on top of the investment fee paid for the course.
Compliance with the local tax laws is the responsibility of the client.

* Save over 50% for In-house Training programs
For Enquiries: +60-16-3327 360 or events@360bsi.com

PAYMENT DETAILS

Payment is required within 5 days upon receipt of
the invoice.

Bank transfer:
360 BSI (M) Sdn Bhd
HSBC Bank Malaysia Berhad
Bukit Bintang Branch, Kuala Lumpur, Malaysia
Account No: 203-371059-725
Swift No: HBMBMYKL

All payments must be received prior to the event date.

IN-HOUSE TRAINING
360 BSI is passionate about providing strategic leadership and
high potential training solutions across the region to build
personal competencies and organizational capability.

You will receive practical training from a professionally
qualified educator with over twenty years of teaching and
training experience.

Please feel free to mix-and-match topics from the areas listed
below to get the right training content for your staff. Other
topics may be available upon request.

OTHER RELATED COURSES

- Facilitative Leadership Program
- Executive Management Leadership Development
- Strategic Leadership & Executive Coaching
- Emerging Women Leaders Program for Junior Level
- Instructional Design & Train the Trainer Development
- Organizational Development

Hotel Contact Details:
For Room Reservation, please contact Gayathri Yedukumar.
Telephone: 00971 4 2057105 Fax: 00971 4 2234698
E-mail: reservations.dxbza@radissonblu.com
Radisson BLU Hotel, Dubai Deira Creek
Baniyas Road, P.O. Box 476, Dubai, UAE

General Information:
1. Closing date for registration is 12th October 2009.
2. The fees cover lunch, tea breaks, materials and certificate.
3. Official confirmation will be sent, once registration has
   been received.
4. Participants will need to arrange their own accommodation.
5. Attire: Smart Casual

Cancellations/Substitutions
Substitutions are welcome at any time. Please notify us at
least 2 working days prior to the event. All cancellations will
carry a 10% cancellation fee, once a registration form is
received. All cancellations must be in writing by fax or email
at least 2 weeks before the event date. Cancellations with
less than 2 weeks prior to the event date carry 100% liability.
However, course materials will still be couriered to you.

Thank you for your registration!