Strategic HR Leaders Forum

Driving innovation & high performance through thought provoking talent strategies in 2010 and beyond

Singapore
19th & 20th July 2010

“It is **better to invest in an A person with a B product than in an A product with a B person.**”

Georges Doriot

Human capital is a component part of the ‘intellectual capital’ of a company, which is linked to the difference between market value and book value of a company.

Your distinguished chairperson:
Robert Yeo Executive Director & CEO Singapore Training & Development Association (STADA)

Featuring case studies and expert presentations:
Matthias Speth Vice President of Human Resources - Asia Pacific Schaeffler Holdings
Steve Rowe Senior Director of Human Resources - Asia Region Pfizer
William Chin Head of Staffing – Asia Qualcomm
Aquil Busril Executive Director of Human Resource IBM
Lim Chee Gay Vice President of Human Resources National HRD Networks
Joyita Podhar Director of Human Resources - Asia Pacific Sabre Holdings

Featuring an intensive workshop on:
Applying the EI, CBCI, HDMA Emotional profiling tools for "Psycho-Productivity" management
Comprehending the genetic communication processes of an individual and the brain flexibility they have developed through their environment and experience, will set the groundwork for HR professionals to maximize productivity of individuals, departments, and the overall organisation. Using the Emotional Intelligence (EI), Coloured Brain Communication Inventory (CBCI) and Human Drivers Mirrored Assessment (HDMA) Emotional profiling tools will enable individuals themselves to have a greater understanding of what is required to better perform their jobs, and how to enhance the natural talents in themselves and others.

Workshop facilitator:
Arthur Carmazzi Founder Directive Communication Psychology

Clients list:

- Citibank
- Singtel
- Microsoft
- Conoco International
- Maybank
- Ernst & Young
- TT Dot Com
- Bayer
- MTV Asia
- Motorola
- Ritz Carlton
- Colgate-Palmolive
- Nestle
- ExxonMobil
- Arab Malaysian Finance
- John Hancock Life Insurance
- DBS Thai Danu Bank

Attending this informative event and gain practical insights into:

- **Tackling** real issues in the human capital landscape, suggesting the right prognosis and offering a strategic view for decision makers
- **Strategising** your human capital methodologies to create value for your internal and external stakeholders
- **Achieving** breakthroughs in your organisation’s performance by capitalising on people and technology
- **Overcoming** the top talent barriers and hurdles by gaining insights from leading experts of various organisations and industries
- **Correlating** employee engagement and training & development to increase productivity
- **Benchmarking** your organisations’ processes against industry best practices to understand where you fit against industry trends

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Monday 19th July 2010

0830 Registration & coffee

0900 Opening and welcome remarks by Chairperson

0910 Session One
Addressing talent shortages by exploring trends in talent attraction & retention strategies
- Evaluating the concept of Employee Stock Ownership Plan (ESOP) to create the right talent pool
- Utilising Talent Management LifecycleTM for an integrated approach that could help your business become an organisation employees want to work for
- Discovering techniques to condense and improve training times for transfer of knowledge between experienced employees to new ones
- Structuring a proper retiree return programme to form a consulting agreement for continued access to specialised skill talents
Jayesh Menon Senior Director of Human Resources
Flextronics

0955 Session Two
Leading your human resources team to boost its value aligned with your organisation’s priorities
- Evaluating the approaches and practical tools to develop your human resource
- Creating a shared understanding of what needs to be achieved for a constructive performance feedback
- Implementing change initiatives in an uncertain environment to strengthen your personnel
- Putting in place a proper conflict management strategy to resolve conflict objectively and constructively
Mario Ferraro Group General Manager of International Human Resources
International SOS

1040 Morning refreshments and networking

1100 Session Three
Creating a sustainable transition in your organisation through “change management” reality checks: A Pfizer perspective
- Managing the people issues vital to successful M&As and getting ready for the challenge of deal work
- Assessing the key human capital issues and HR’s role in managing them across each deal phase in the context of the organisation’s business strategy
- Realising the value of the deal by developing & implementing an integration strategy that advances the deal objectives
- Take full advantage of HR’s insights & experiences to effectively manage the financial, operational, customer implications of human capital
- Preparing HR for deal success in a changed landscape
Steve Rowe Senior Director of Human Resources - Asia Region
Pfizer

1145 Session Four
Addressing the burning question: Is boundary spanning leadership the new intelligence?
- Recruiting, rewarding and retaining people who could fit the roles as boundary spanners
- Developing boundary spanning leadership capabilities for chosen leaders to navigate different boundaries
- Bridging organisational and cultural divides; vertical and horizontal gaps to enable groups to work productively
- Motivating cross boundaries thinking in different groups of people for management success
Joyita Podhar Director of Human Resources - Asia Pacific
Sabre Holdings

1230 Session Five
Managing the mobile and virtual teams for a flexible workforce that can augment productivity
- Getting into the selection process to assemble the best mobile and virtual team that suits your organisation requirements
- Mastering techniques for improving communication to keep on and off site team members connected thus relying less on “eyeball” management
- Exploring methods for encouraging teamwork and group interaction between employees overseas, on remote locations and work from home office
- Evaluating the technology to assist teams collaborate across time and distance for project collaborations
Aquil Bursali Executive Director of Human Resource
IBM
National President
National HRD Networks

1315 Networking luncheon

1430 Session Six
Leveraging on human capital technology to ensure your organisation’s effectiveness in the digital economy
- Analysing the key management resources (human capital, innovation and technology) and their impact on your organisation’s effectiveness
- Inculcating a culture of collaboration complemented by technology to solve traditional human capital issues and to inspire multi-generational workforce
- Examining the impact of an integrated HR system on the business, including benefits to talent management, succession planning and leadership development
- Standardising processes to enable HR integration and ensure process consistency and quality
- Delivering the greatest value-add to your customers and the business by capitalising on opportunities during process streamlining
Lim Chee Gay Vice President of Human Resources
Astro

1515 Session Seven
Engaging employees for commercial returns thereby building an award winning organization
- Analysing the process of an employee’s logical connection to your business
- Driving employee engagement for the upturn with five-step emotional connection checklist
- Calculating employee’s power brand connection for genuine authenticity of your business
- Benchmarking with award winning organisations and best practice on employee engagement
Adzhar Ibrahim Regional Head of People
AirAsia

1600 Afternoon refreshments and networking

1615 Session Eight
Designing your social media recruitment strategy to ensure recruitment success
- Determining how online communities can play a part in your attraction strategies
- Delving into the key themes your strategy should cover to create a rich user experience
- Devising social media strategies to attract today’s “Generation Y” job seekers
- Maximising the use of social media as part of your recruitment mix
- Getting around the legal issues surrounding social media employment
William Chin Head of Staffing – Asia
Qualcomm

1700 Closing remarks from the Chair and end of Day One

Why you cannot miss this event
Post GFC, it has become a main priority to retain your top talents. As opportunities for market capitalisation comes knocking at every corner, organisations must move forward beyond 2010 to address critical decisions involving the human capital needs. Facing the changing demographics and increasing globalisation, human capital leaders must meet new challenges in employee engagement, human capital technology and knowledge management among others. They also must be able to explore the latest human capital mechanism to adapt to the fast changing environment and play a strategic role in organisational development, capabilities and effectiveness for a greater productivity and enhanced ROI.

This conference is focused on tackling the issues surrounding your human capital development by providing out of the box solutions in the drive to compete for talent and to support your renewed organisational goal. We will look at issues and strategies related to increasing human capital productivity and enhancing ROI that could assist decision makers. Also, there will be case studies and best practices which highlight practical examples on successful implementation and operation processes.

Who should attend
CPDs, CEOs, VPs, Directors, GMs, Senior Managers, Managers, Heads of Department and Executives of:
- Human Resources
- Training & Development
- Employee Relations
- Organisational & Strategic Planning
- Executive and Career Development
- Knowledge Management
- Talent Management
- Recruitment & Staffing
- Succession Planning
- HR Policy Development
- Human Capital
- Personnel
- FMCG / F&B
- Pharmaceuticals
- Government
- Tourism & Hospitality
- Logistics & Transportation
- and others

From all across industries, particularly from:
- Banking & Finance
- Manufacturing
- Oil & Gas
- Information Technology
- Entertainment & Media
- Energy & Utilities

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- FMCG / F&B
- Pharmaceuticals
- Government
- Tourism & Hospitality
- Logistics & Transportation
- and others

From all across industries, particularly from:
Day 2
Tuesday 20th July 2010

0830 Morning coffee

0900 Opening and welcome remarks by Chairperson
   Robert Yeo Executive Director & CEO
   Singapore Training & Development Association (STADA)

0910 Session One
   Analysing the changing recruitment landscape in talent management
   with strategic workforce planning
   • Bridging the current and future talent gaps and aligning it with your organisation’s short and long term business strategies
   • Harnessing the 3B model (buy, borrow and build) to integrate processes that forecast supply and effectively mobilise talent against demand
   • Redesigning your current operational workforce planning to fit into your business strategy and HR capabilities
   • Ensuring that your organisation has suitable access to talent for future business success
   Matthias Speth
   Vice President Human Resources - Asia Pacific
   Schaeffler Holdings

0955 Session Two
   Equipping your talent through knowledge management to augment productivity
   • Discovering techniques for building a knowledge sharing culture to encourage participation from your employees
   • Tapping into the global talent base to find new ways of working and collaboration
   • Identifying tools to help managers be at their best in moments of pressure
   • Creating a communication centre model to facilitate knowledge management in your organisation
   Aaron Yong
   Head of Learning & Talent Development
   Standard Chartered

1040 Morning refreshments and networking

1100 Session Three
   Designing a comprehensive performance measurement system to link pay to performance
   • Integrating and developing a performance management strategy to link to the corporate strategy of the organisation
   • Using the Balance Scorecard to integrate performance targets into corporate goals, objectives and KPIs
   • Cascading the performance targets from corporate to business unit levels and employees
   • Developing the remuneration strategies and pay structure to integrate with the performance
   • Defining the appraisal system to peg performance to reward
   Jaclyn Lee
   Director of Human Resources
   Singapore University of Technology & Design

1145 Session Four
   Crafting an ‘Agile’ talent management strategy in this era of talent
   • Augmenting the overall productivity and capabilities of the corporate workforce through an advanced talent management strategy
   • Emphasising rapid shifts in resources between talent management processes that includes recruitment & retention, redeployment and releasing “surplus” talent based on fluctuating business needs
   • Increasing workforce productivity and capabilities to gain a corporate competitive advantage
   • Establishing a contingency process for identifying alternative types of labour to meet the highest standards in the development of competitions and to assess their benefits and weaknesses
   • Alerting managers about upcoming problems and opportunities so that they have time to act
   Manish Verma
   Global Lead – Talent Management
   Nokia Siemens Networks

1230 Session Five
   Focusing on candidate experience from recruitment to onboarding: Executive engagement through effective onboarding
   • Engaging your talent before day one through carefully designed onboarding processes
   • Creating an online and practical onboarding process to make candidates feel connected and engaged to your organisation
   • Ensuring candidates are engaged during the entire recruitment process with multiple touch points
   • Improving productivity and retention of critical talent by embracing onboarding processes
   Speaker to be confirmed

1315 Networking luncheon

In-House Training Solutions
If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.
For further details, please use the contact information given on the last page of this brochure.

1430 Session Six – Workshop
   Applying the EL, CBCI, HDMA Emotional profiling tools for “Psycho-Productivity” management
   Comprehending the genetic communication processes of an individual and the brain flexibility they have developed through their environment and experience, will set the groundwork for HR professionals to maximize productivity of individuals, departments, and the overall organisation. Using the Emotional Intelligence (EI), Coloured Brain Communication Inventory (CBCI) and Human Drives Mirrored Assessment (HDMA) Emotional profiling tools will enable individuals themselves to have a greater understanding of what is required to better perform their jobs, and how to enhance the natural talents in themselves and others.
   • Ascertaining why traditional training strategies are costing you money
   • Realising the 5 new training trends that are bringing High ROI to progressive organisations
   • Determining the organisational communication and training strategies that can get everyone on the same page and in line with the organisational vision
   • Discovering how to use training to affect corporate culture
   • Recognising how to make recruitment a cost effective human capital development initiative
   • Measuring a self contained system that provides platform for competency tracking

   Speaker to be confirmed

By attending this workshop you will gain insights into:
• Augmenting an existing training platform to achieve a higher organisational competency
• Building skills on EI that is common to the entire group
• Creating a platform for organisational development through personal excellence
• Developing greater understanding of other functions thus yielding higher productivity
• Generating a more fulfilling and less stressful work environment which affects the corporate culture

Workshop facilitator:
Arthur Carmazzi
Founder
Directive Communication Psychology

Arthur Carmazzi is one of the world’s top ten leadership gurus according to global guru international and is the founder of a successful psychometric tool and methodology. He has 19 years experience in Asian and US markets specialising in psychological approaches to workforce enhancement and corporate culture transformation. He is a renowned motivational keynote speaker in the Asian Region and has advanced the Corporate Training industry with innovative experiential techniques and tools that have been acknowledged by some of the world’s greatest organisations. He is the best selling co-author of “The 6 Dimensions of Top Achievers”, and author of “Identity Intelligence” and “Lessons from the Monkey King”. He is the developer of the CBCI (Coloured Brain Communication Inventory) and HDMA Emotional profiling tools used for “Psycho-Productivity” management. These tools have been implemented across a variety of HR and Leadership disciplines by numerous multinationals to generate greater efficiency of human capital.

Arthur was the former Regional Director for the Grail Corporation (Asia), a US based consulting firm. Using his background in Psychology, he designed strategies that created lightning fast attitude changes within his own staff and those of its clients. Grail made a difference in the profitability of organisations like Samsung Electronics, Samsung Engineering, Kodak (Korea), Hansol Jei, ShinYang group, and the Paradise group.

Workshop schedule:
1515 Afternoon refreshments and networking
1545 Workshop continues

1700 Closing remarks from the Chair and end of conference

About the Endorser
The Singapore Training and Development Association (STADA) is a not-for-profit professional association committed to the development of Human Capital Development (HCD) practitioners in Singapore. Since our inception in 1972, we have been providing our individual and corporate members with learning opportunities, best practices, knowledge and development in this field. We create alliances beyond our shores to achieve the highest standards in the development of HCD professionals.

About the Media Partner
MS Asia is a bi-monthly magazine that is designed especially for today’s active leaders. With its regional coverage, reaching markets such as ASEAN, South Asia, East Asia and the Middle East, MS Asia is your single point of access to regional and individual countries’ insights as well as the prevailing views on new management initiatives. This publication discusses topics on Quality & Productivity; Environment, Health & Safety; Corporate Social Responsibility & Sustainability Management; Leadership & Strategy; Learning & Development; Strategic Competency Management; Standards & Compliance; Product Safety; IT Process Excellence & IT Governance; Information Security & Business Continuity; Enterprise Risk Management; Business Process Management; Benchmarking & Best Practice; Food Safety; Personnel Certification; Management Tools and Techniques; and Project Management.

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the trainer, who has kindly committed and supported the event.

marcus evans reserves the right to change the venue of, or speakers at the training course should circumstances require. © marcus evans
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Date: Singapore
Venue: 19th & 20th July 2010

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1. Fees are inclusive of program materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by marcus evans (as defined above).
4. Cancellations must be received in writing by mail or fax 6 weeks before the conference is to be held in order to obtain a full refund for any future marcus evans conference. thereafter, the full conference fee is payable and is nonrefundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that marcus evans will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, marcus evans decides to cancel or postpone this conference, marcus evans is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
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6. Data Protection: Client confirms that it has requested and consented to marcus evans retaining client information on marcus evans group companies database to be used by marcus evans groups and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform marcus evans local office or email clientservices@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of Singapore and in the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities
A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details, please use the contact information given above.

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Fees
■ Conference fee @ USD2,295 + GST / VAT (if applicable) per delegate
■ Premier Plus - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price
■ Online Documentation - USD385 + GST / VAT (if applicable). You will be provided a username and password to access the documentation online

All options include lunch, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia’s foremost business intelligence providers, marcus evans will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

Indemnity: Should for any reason outside the control of marcus evans conferences, the venue overcharges, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, marcus evans conferences shall endeavour to reschedule but the client hereby indemnifies and holds marcus evans conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Singapore to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.