



A 2-day intensive program on

Measuring & Maximizing Your Human Resource Asset for Profit Improvement & Business Growth

27-28 May 2009 | Sheraton Subang Hotel & Towers

- **Only Human Resource Is The Unique Asset In Business Management - Unique And Non-Duplicable Unlike Other Forms Of Capital**
- **Staff Behaviour & Attitude Is The Link To Exemplary Customer Service**
- **Excellent Customer Service Is The Key To Customer Retention**
- **Customer Retention Translates To Profit And Business Growth**
- **Measuring And Maximising Human Resource Is The Key To That Success**

FOCUSING ON

- Maximizing Returns Of Investment From Human Resource
- Managing Performance By Connecting People Strategy To Business Strategy
- Enhancing Productivity & Competitiveness Through Performance-Linked Wage Systems
- Communication And Leadership In People Management
- Interpersonal Relations, Communication & Conflict
- The Competency Based HRM Approach
- Integrating Management Training Into The Strategic Management & Performance Management Systems
- Effective Strategies For Managing & Retaining Talent
- Importance Of HR Policies & Practices In People Management
- Morale & The Quality Of Work Life
- Building Culture And Branding For Competitive Advantage

SPECIALLY DESIGNED FOR:

- Senior Managers
- HR Managers
- Sales Managers
- Line Managers
- Operations Managers
- Business Owners
- Production Managers
- Executives & Supervisors
- Customer Service Managers

INTRODUCTION

The ability to manage is very important to Managers because their leadership, human relations and communication skills are essential to the success of their role. Further, managers must be able to make good decisions, resolve conflicts, influence and motivate their subordinates to greater success. This course provides a good number of questionnaires, which will bring about their awareness in these areas.

This course introduces participants to the management of innovation, culture, leadership and change. Change is constant. The ability to define problems and turning them into opportunities create a foundation for success.

The ability to manage innovation and change will help participants understand the tension between meeting today's performance demands and preparing their organizations for future innovation.

BENEFITS

Participants will discover for themselves their managerial styles; understand their role as managers and leaders, and the importance of interpersonal skills. The major part of the course is devoted to communication skills such as body language, conflict management, influencing styles, empowering and motivating employees. Participants will also learn about power, group dynamics, and the effects of organisational structure and culture.

Participants learn a systematic approach to the topics of innovation, problem-solving and change, and how to effectively manage this process. The course offers a practical guide to leading organizational change and renewal. The course covers how to diagnose and shape organizational culture.

Case studies on implementing strategic change and winning through innovation offer insights into how companies have successfully transform themselves from such initiatives.

METHODOLOGY

A combination of interactive lectures and visual aids, case studies, practical exercises and group discussion.

Day 1 **Wednesday, 27th May 2009**

- 9.00 **MAXIMIZING RETURNS OF INVESTMENT FROM HUMAN RESOURCE**
- New Roles of HR
 - Measuring the Value of Human Resources
 - Costing Employee Behaviour
 - Estimating the Financial Impact of Attitudes
 - ROI on HR Programmes – WHL, EAP, HRD
 - Costing HR Activities
- 10.30 Morning Coffee
- 10.45 **MANAGING PERFORMANCE BY CONNECTING PEOPLE STRATEGY TO BUSINESS STRATEGY**
- Designing Tools for Performance Management
 - Motivation, Job Design and Performance Management Culture
 - Understanding Why People Work The Way They Do
 - Performance Appraisal Feedback
 - Conducting Reviews, Maintaining and Improving Performance
 - The Connection between “Attention to Employees” and Performance
 - A 7-Step Approach to Higher Productivity
 - Developing a Link Between Junior Staff KPIs to Corporate Goals and Objectives
 - Identifying Key Indicators to Create a System of Accountability
- 1.00 Lunch & Zohor
- 2.00 **ENHANCING PRODUCTIVITY & COMPETITIVENESS THROUGH PERFORMANCE - LINKED WAGE SYSTEMS**
- Linking Flexible Compensation Strategies to Company Goals and Objectives
 - Creating Dynamic Cost Effective Pay-for-Performance Remuneration Packages
 - Alternative Ways of Rewarding and Motivating Staff to Maintain On-Going Commitment and Loyalty

- Transforming Your Benefits Management Plans
- Exercise: Developing S.M.A.R.T. KPIs for Your Company

2.45 **COMMUNICATION AND LEADERSHIP IN PEOPLE MANAGEMENT**

- Cultivating Tomorrow's Leaders
- The Human Side of Enterprise
- The "Power of Participation"
- The Art of Empowering Others
- Building Trust, Esteem & Confidence in People
- Practising Effective Leadership

3.30 Afternoon Tea

3.45 **INTERPERSONAL RELATIONS, COMMUNICATION & CONFLICT**

- The Power of Praise
- Verbal and Non-Verbal Communication
- Active Listening Techniques
- Managing Conflicts in Today's Organisations
- Managing Your Boss
- Resolving Personal and Professional Conflicts

5.00 End of Day 1

Day 2 Thursday, 28th May 2009

9.00 **THE COMPETENCY BASED HRM APPROACH**

- Developing a Competency Framework for Business Competitiveness
- Measuring Employee Performance Through Effective Competency Framework
- Nurturing a Performance Driven Culture in Your Organization

10.30 Morning Coffee

10.45 **INTEGRATING MANAGEMENT TRAINING into the STRATEGIC MANAGEMENT & PERFORMANCE MANAGEMENT SYSTEMS**

- Developing Competency Models and Identifying Competency Gaps

- Linking Management Training to Strategic Planning & the Strategic Management Cycle
- Linking Succession Planning, Career Planning and Talent Management to Training

12.00 **EFFECTIVE STRATEGIES FOR MANAGING & RETAINING TALENT**

- Recognizing the Various Needs of Talented Subordinates
- Recruiting, Motivating and Retaining Key Talents
- Sustaining a Credible Talent Management and Employee Retention Systems

1.00 Lunch & Zohor

2.00 **IMPORTANCE OF HR POLICIES & PRACTICES IN PEOPLE MANAGEMENT**

- Positive Discipline
- Counselling
- Understand the Industrial Relations Act

2.45 **MORALE & THE QUALITY OF WORK LIFE**

- The Principal Factors that Influence Morale
- Measuring & Evaluating Morale
- Improving Quality of Work Life (QWL)
- Work-Life Balance
- Employee Assistance Programmes
- Ouchi's Theory Z – Japanese Management & Culture

3.30 Afternoon Tea

3.45 **BUILDING CULTURE AND BRANDING FOR COMPETITIVE ADVANTAGE**

- Building Inspiring Corporate Culture
- Some Principal Principles of Organisation
- Increasing Brand Equity for the Organization

5.00 End of Program

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at www.cmtevents.com for the most up-to-date information.

REGISTRATION

MEASURING & MAXIMIZING YOUR HUMAN RESOURCE ASSET FOR PROFIT IMPROVEMENT & BUSINESS GROWTH

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 218 Jalan Ampang, 50450 Kuala Lumpur

CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each program. This serves as evidence of your personal and professional commitment to you career.

PROGRAM TIMING

*Registration: 8.30 am, Program Begins: 9.00 am,
 Morning Coffee: 10.30 am, Lunch: 1.00 pm to 2.00 pm,
 Tea Break: 3:30 pm, Program Ends: 5.00 pm*

Fees: The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

	1 Person	Group fee for 3 or more* (from the same company)
Regular Fee	RM1795	RM1595 (MIN SAVINGS OF RM600)

** Terms and conditions apply.*

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

Cheques : Crossed & payable to
“Centre for Management Technology Sdn Bhd”

Photocopy Registration Form to Preserve Brochure Copy. May 2009

TELEGRAPHIC TRANSFER

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Register online ~ www.cmtevents.com

PROGRAM LEADER

MR. LOO CHU HUAT, received his academic training from the University of Wales, and the well-known Manchester Business School, UK. He also possesses a Diploma in Management and a Diploma in Banking & Finance.

Mr. Loo has had a long career in Human Resource Management. He was the Human Resources Manager of two Multinational Companies where he was involved in the whole spectrum of HR, including Policy Design and Implementation, Recruitment and Selection, Performance Management, Training and Development, Compensation and Benefits Management and Employee/Industrial Relations.

He is a Certified Assessment Assessor, Accredited Trainer from the USA & Competent Toastmaster.

At present, he is the Principal Consultant of a Human Resource Consulting Company. His clients range from Representative Offices, Small and Medium Industries to Multinational Companies.

He is actively involved in conducting training courses such as Recruitment and Selection Interviewing, Developing HR Policies, Train the Trainer Certification Course, Supervisory Development, Developing Compensation and Benefits Policy, Performance Management for various companies.

Mr. Loo combines a wide range of practical and hands-on training experience in lively and challenging interactive training sessions.