

# DIGITAL HR TRANSFORMATION

Unlocking the business power of human capital digitalisation



**HONG KONG**

**20-21 March 2019**

## LEARN HOW TO

1. Understand the need to digitalise and the outcomes desired for a digital transformation
2. Be prepared and digital-ready to take the lead in HR transformation
3. Overcome potential challenges in implementing digitalisation
4. Adopt a digital human capital framework and a digital-people strategy to create value
5. Utilise digital capabilities to develop and enhance innovative thinking among employees
6. Apply digital technologies across different areas of HR to better manage talent
7. Manage change to your organisational structure to support innovation and digital transformation
8. Connect digital capabilities to develop an overall human capital framework for your organisation

## ABOUT YOUR COURSE TRAINER



### Francis Goh, PhD

#### CEO, HehSed Consulting based in Singapore

- Former CEO of Mercer Singapore and Fujitsu Singapore
- Specialist in Digital Human Capital Development, Corporate Strategy and Innovation, and currently Mentor and Senior Career Fellow at the Nanyang Business School MBA programme, Nanyang Technological University (NTU), Singapore
- Drove numerous key HR initiatives and strategies during this time as CEO of Mercer as part of the organisation's Digital Transformation journey
- Developed a new people strategy advisory and implemented new programmes in areas such as employee engagement, breakthrough people models and innovation as CEO of Mercer and Fujitsu
- Over 20 years of experience in the technology and energy industries, as well as working knowledge in Oil & Gas, Financial Services, Telecommunications, Manufacturing, and Government

## PAST TESTIMONIALS OF THE COURSE TRAINER

"Francis brings inspiring insights about the future impact of the digital enterprise with practical advice and development programs to enable that future state. It has been a pleasure working with him on different engagements."

- **CEO Southeast Asia, Aon Hewitt**

"I liked the way Francis delivered the course at a comfortable pace. Overall a very knowledgeable and highly effective trainer."

- **Head of Digital Employee Experience & Analytics, Cathay Pacific Airways**

"Francis brought together a wide range of expertise with his insights of the future digital transformation. I benefited greatly from his informative presentation highlighting new demands for the digital technology age."

- **Managing Director, Technology Consulting Group (Hong Kong)**

## COMPANIES THAT HAVE BENEFITED FROM FRANCIS' EXPERTISE

- Allianz Life Insurance
- Avery Dennison
- Canon
- Cathay Pacific Airways
- CLP Holdings
- DBS Bank
- Elizabeth Arden
- General Electric (GE) Healthcare
- Hasbro Far East
- Hong Kong Telecom (HKT)
- Jones Lang LaSalle
- Li & Fung Group
- Maxim's Caterers
- Orient Overseas Container Line
- Samsung
- Savills Hong Kong
- Shell
- Shiseido Hong Kong
- Sony Electronics Asia Pacific
- Swire Properties

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Contact: Adrian Ray | +65 6423 0329 | [adrianr@humanresourcesonline.net](mailto:adrianr@humanresourcesonline.net)

## WHY YOU SHOULD ATTEND

*"Digital HR was rated as 'important' or 'very important' by 79% of business and HR leaders in Asia, emerging as one of the top 10 human capital trends worldwide."*

- *Deloitte Global Human Capital Trends, 2017*

*"An overwhelming 92% of business leaders surveyed in Singapore say their customers expect them to be more digital, with 68% of these leaders admitting that there is a clear lack of digital skills within their organisation."*

- *Fujitsu's "The Digital Transformation PACT" report, 2018*

As the world around us becomes increasingly focused on digital technologies, HR departments must also keep pace by leveraging digitalisation to help transform the HR function as well as the organisation as a whole, improve work processes and raise efficiency. The end result could benefit millions around the world who go through the entire employee experience from recruitment and onboarding, learning and development, to career progression and retention.

HR transformation has to involve end-to-end digitalisation instead of just providing automated systems for employees to use. A concerted effort at redefining and integrating how people go about their daily tasks is necessary to reap the benefits of digitalisation, together with the application of new tools, frameworks and strategies in order to make things work. This complex task goes way beyond the scope of a software vendor, and requires tapping on a high level of expertise from an experienced professional well versed in the business application of such technologies.

Led by an HR digitalisation expert from Singapore, Francis Goh, this two-day workshop involves highly interactive discussions and activity among delegates. Francis will also share real-world case studies and strategies to maximise the benefit of his knowledge and experience.

A comprehensive approach encompassing preparation for digitalisation, a human capital framework and digital-people strategy, business application across HR areas and change management will be employed during the course. Delegates will gain a holistic understanding and appreciation of the positive contribution they could deliver to the overall business.

## WHO SHOULD ATTEND

- Directors, Vice Presidents, Department Heads and Managers in charge of:
  - HR Business Partnering
  - Compensation & Benefits
  - Metrics and Analytics
  - Recruitment
  - Change Management
  - Talent Management
  - Performance Management
  - Other departments in the HR function
- Business Owners and Executives
- C-Suite Executives, in particular CEOs, COOs and CHROs

All other professionals/business stakeholders involved in digital HR transformation strategies

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# COURSE OUTLINE - DAY 1

| TIME    | AGENDA  |
|---------|---|
| 8.45am  | <b>Registration</b>   |
| 9.00am  | <b>1. The World of Digitalisation and Disruptive Technology</b> <ul style="list-style-type: none"><li>• Current trends in the Digital Era and how they are reshaping industries</li><li>• How has the world of HR been transformed with the digitalisation and disruption by new technologies such as automation, AI, robotics, big data, AR/VR, systems, tools etc.</li><li>• Has HR been redefined in the new Digital Economy?</li></ul>  |
| 10.30am | <b>Break</b>  |
| 11.00am | <b>2. What a Digital-Ready Organisation Looks Like</b> <ul style="list-style-type: none"><li>• In a digital-ready organisation, the employee experience strongly influences design thinking in terms of the application/design of processes. In the past, it went the other way round – the top-down approach where processes were first implemented then filtered down to employees was prioritised.</li><li>• Communication strategy</li><li>• Culture development and its impact</li><li>• Case studies to demonstrate successful digital transformation strategies and their impact on culture and people</li></ul> <b>3. Preparedness</b> <ul style="list-style-type: none"><li>• What's next for companies which are jumping onto the Digital Transformation bandwagon?</li><li>• How do you get prepared for it?</li></ul> <p>Case Studies: "Of successes and failures" - GE and Airbus<br/>Case Studies: "What are companies which are prepared doing now?" – DHL and Alibaba</p>   |
| 12.30pm | <b>Lunch</b>  |
| 1.30pm  | <b>4. Challenges to Digital HR Transformation</b> <ul style="list-style-type: none"><li>• Open discussion on current challenges: What are the C-suite leaders talking about? What are some of the current and expected challenges to HR digitalisation and transformation?</li><li>• Introduction to the PEOPLE challenge and linking it to the people strategy</li><li>• Introduction to HehSed's Framework, Methodology and Program (FMP) solutions</li></ul> <b>5. Introduction to the Digital Human Capital (DHC) Framework</b> <ul style="list-style-type: none"><li>• Definition of the DHC Framework</li><li>• Creating a Digital Culture: Shared values and culture, transparent goals, free flow of information and feedback, rewarding people for their skills and abilities and not position</li><li>• Importance of aligning this framework with overall strategy – How embracing and implementation benefits the whole organisation, not just HR</li><li>• Key benefits of framework adoption: Cost reduction in operations, training and onboarding, lower rate of attrition, higher employer engagement, a strong innovative culture</li><li>•</li></ul> |
| 3.00pm  | <b>Break</b>  |

3.15pm

## 6. Introduction to a Digital-People Strategy

- The importance of having a digital human capital solution: To tap on the capability of individuals to create value for customers. As human capital forms inter-networks and extends beyond the boundaries of the firm, it comprises capabilities of individuals in the organisation and includes the skills, knowledge, intellect, creativity and know-how that each of them possesses. Organisations need to see how critical this form of capital is to them and how then to tap on it to create huge customer value.
- Cases of companies that are already on that path and experiencing benefits: A global logistics company, specifically the way it executes its people strategies, including people engagement programs

5.00pm

End

## COURSE OUTLINE - DAY 2

| TIME    | AGENDA   |
|---------|--|
| 8.45am  | Registration   |
| 9.00am  | <b>7. Digital Leadership and the Future of HR</b> <ul style="list-style-type: none"><li>• Trends in people innovation</li><li>• Innovation – How to develop innovative thinking among employees</li><li>• Using the 5 Digital Capabilities to enhance an innovative culture through: Lean Framework, Agile Methodology, Design Thinking, Customer Experience, Learning Organisation</li></ul>  |
| 10.15am | Break  |
| 10.30am | <b>8. Expanding the People Strategy</b> <ul style="list-style-type: none"><li>• Organisation of the Future – Culture, Employer Branding, Organisation Restructure</li><li>• Careers and Learning – Mentoring/Coaching/Training</li><li>• Talent Acquisition/Management – Talent Attraction, Retention, Career Progression: Gamification – Learning through play, New Selection and Assessment tools/techniques, New tools for Learning &amp; Development</li></ul>     |
| 12.30pm | Lunch  |
| 1.30pm  | <b>9. Effective People Strategy</b> <ul style="list-style-type: none"><li>• Discussion on how the company's current organisational structure needs to be changed based on the content in the previous section</li><li>• Re-organisation vs. People Transformation: What is and why the need to understand and develop people transformation towards the innovation agenda</li><li>• Effective Change Management to support Digital Transformation strategies</li></ul> |
| 3.00pm  | Break  |
| 3.15pm  | <b>10. Pulling it all together</b> <ul style="list-style-type: none"><li>• Connecting the 5 Digital Capabilities to the overall Digital Human Capital (DHC) Framework</li></ul>  |
| 5.00pm  | End  |

# REGISTER NOW

| DIGITAL HR TRANSFORMATION                           |   |
|---|---|
| Location  | Hong Kong   |
| Dates   | 20-21 March 2019  |
| Price Per Person                                    | <p>Pre-Early Bird:<br/> <b>HKD 10,888</b><br/>                     (on or before 4 February)</p> <p>Early Bird:<br/> <b>HKD 12,000</b><br/>                     (on or before 18 February)</p> <p>Regular Price:<br/> <b>HKD 15,000</b><br/>                     (after 18 February)</p>  |
| Group Discount                                      | 10% off for Group Registrations of 3 delegates or more  |
| Contact Person for Registration and Group Discounts | <p><b>Adrian Ray</b><br/>                     Project Manager<br/>                     Tel: +65 6423 0329<br/>                     Email: <a href="mailto:adrianr@humanresourcesonline.net">adrianr@humanresourcesonline.net</a></p>  |
| Amendment/ Cancellation Policy                      | <ol style="list-style-type: none"> <li>1. All bookings are final.</li> <li>2. Should you be unable to attend, a substitute delegate is welcome at no extra charge.</li> <li>3. HR Masterclass Series cannot provide any refunds for cancellations.</li> <li>4. HR Masterclass Series reserves the rights to alter the programme without notice, including the substitution, amendment or cancellation of trainers and/or topics.</li> <li>5. HR Masterclass Series is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of the event.</li> </ol> |

## ABOUT HR MASTERCLASS SERIES

As the training division of Human Resources, HR Masterclass Series takes a proactive role in organising a regional series of public and in-house training courses across Asia. Together with our conferences and awards shows, these courses form part of a complete suite of events specifically tailored for senior HR professionals.

Courses are conducted in a personalised and interactive workshop setting with practical case studies and exercises from our expert trainer. Delegates will take away global best practices, fresh ideas and customised solutions for implementation back in their organisations.

**HR Masterclass Series is committed to being a trusted learning partner of HR practitioners throughout Asia.**

### Past HR Masterclass Series Delegates were from:

- ABB
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- Bank Negara Malaysia
- Bumi Armada
- Canon
- CapitalLand
- Carrier International
- DHL
- DSO National Laboratories Singapore
- Ericsson
- FMC
- Fuji Xerox
- Fujitsu Asia
- Gamuda
- Gucci
- Hilton Hotels & Resorts
- Hong Kong Jockey Club
- International SOS
- Kantar Health
- Malaysia Airlines
- Malaysia Airports Holdings
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- McCann Erickson
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- NCS
- PETRONAS
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- S P Setia
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- Singapore Press Holdings
- SMCP Hong Kong
- SME Bank Malaysia
- StarHub
- Suntec Singapore
- Telekom Malaysia
- Tenaga Nasional Berhad
- The Walt Disney Company
- Tune Hotels
- United Overseas Bank (UOB)
- VADS Berhad
- Volvo
- WorleyParsons
- Yale-NUS College
- Yokogawa Engineering
- Zurich Insurance