

24-25 MARCH 2020, BANGKOK  
16-17 APRIL 2020, JAKARTA



# Driving Organisational and Cultural Transformation



**Book now to save much more off the Regular Price!**

## LEARN HOW TO

1. Increase self-awareness and identify available opportunities to grow and enhance your effectiveness as a strategic partner to the business during the transformation journey.
2. Identify and effectively apply a strategic implementation approach and tactics throughout the key organisational and cultural transformation stages.
3. Set up the most suitable implementation team to effectively drive the culture transformation programme and initiatives.
4. Understand and manage resistance to change.

## ABOUT YOUR COURSE TRAINER

**Claudia Cadena**

**Founder and Principal Consultant, Thread Advisory based in Malaysia**

- Senior practitioner with over 28 years of advisory, operational and strategic human capital management experience
- Provides senior HR support, advisory services and leadership development & coaching to corporate and individual clients in Malaysia, Thailand, Indonesia, India, United Arab Emirates
- Has been a Board Member, acting CEO and Executive Committee member, who was responsible for driving the strategic people and culture agenda for multiple corporations in Malaysia.
- Her areas of expertise include organisational and culture transformation, talent management, leadership coaching, employee engagement and communication, as well as project management.



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## COMPANIES THAT HAVE BENEFITED FROM CLAUDIA'S EXPERTISE

- Maxis Telecommunications
- Malaysia Airlines Academy
- Malaysia Airlines Berhad
- Hewitt Associates
- Sime Darby Berhad
- Sime Darby Tyre Division
- Sime Darby Motors Division
- Sime Darby Plantations Division
- Khazanah Nasional Berhad
- Sapura Energy
- Hello Gold Sdn. Bhd.
- MAKNA
- Cenviro Sdn. Bhd.
- F&N
- Krungsri Group – Thailand
- Musanada Group – Abu Dhabi
- Emmar Group – Dubai
- Ericsson – India and Indonesia

## WHY YOU SHOULD ATTEND

We live in a VUCA (Volatile, Uncertain, Complex, Ambiguous) world which impacts the way we do business and manage our people. This is a constant reality that requires agility and flexibility in order to respond adequately to these pressures.

Now more than ever, human capital management practitioners and professionals are required to not only understand but drive organisational and cultural transformation initiatives in order to support employees and the business towards long term viability and sustainability.

Led by Claudia Cadena, founder and principal consultant of Thread Advisory, this masterclass will provide you with knowledge, understanding, skills and tools that will enable you to effectively contribute towards the organisational and cultural transformation agenda within your organisation.

Claudia brings with her more than 28 years of experience in human capital management and development in corporations across multiple industries such as retail and investment banking, airlines, oil and gas, and telecommunications.

Case studies and simulation methodologies will be used in order to drive learning, understanding and self-realisation.

## WHO SHOULD ATTEND

- Culture and employee engagement professionals
- Senior and middle management HR professionals (generalists)
- HR business partners
- Change management professionals
- Employee / internal communication professionals
- HR consultants / advisors

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# COURSE OUTLINE - DAY 1 ORGANISATIONAL TRANSFORMATION

TIME	AGENDA
8.45 am	<b>Registration</b>
9.00 am	<p><b>1. Introduction</b></p> <p>Rise and shine! We will kick-start the day with a brief introduction outlining the workshop's learning objectives. Participants are encouraged to share their learning expectations in order to secure alignment and set realistic learning goals for themselves.</p>
9.15 am	<p><b>2. Enhancing Self-Awareness and Personal SWOT Analysis</b></p> <p>Being strategic has always been regarded as a critical leadership capability to drive successful business transformations in order to realise business success and long term sustainability.</p> <p>HR practitioners will be introduced to the details of what strategic leaders do, and will be encouraged to evaluate themselves to ascertain what are their strengths and areas for development in order to improve their strategic orientation.</p>
10.30 am	<b>Tea break and networking</b>
10.45 am	<p><b>3. Case Study Discussion</b></p> <p><i>Note: Participants are required to read the case study in advance.</i></p> <p>Using the case study methodology, participants will be able to identify and discuss the critical skills required to effectively drive organisational change, as well as the framework to help guide the workforce through the transformation journey.</p> <p>This workshop will use the case study methodology to drive the point home, and a relevant case study by Harvard Business Review will be provided a week in advance to all participants.</p> <p>Participants are required to read the case study and come to the workshop prepared to engage in a fiery and interactive discussion on the case study.</p>
1.00 pm	<b>Lunch Break</b>
2.00 pm	<p><b>4. Simulation: Leading with Influence</b></p> <p>Through a simulation exercise, participants will have the opportunity to deploy a variety of change levers and understand the importance of considering the organisational context in the process and using their formal/informal power and networks throughout the transformation journey.</p>
3.30 pm	<b>Tea Break and Networking</b>
3.45 pm	<p><b>5. Building the Tower of the Future – Practical Applications of Key Learnings for Organisational Transformation</b></p> <p>To end the workshop with a loud bang, participants will engage with each other in a fun and thought-provoking competitive team activity. Through the team activity, participants will be able to put into application all their learnings in order to understand and internalise the type of challenges that they will need to address in the process of driving organisational transformation.</p>
5.00 pm	<p><b>6. Putting It All Together</b></p> <p>Before the end of the masterclass, participants will go through a brief summary of learnings and realisations to enable participants to reflect and plan how they will apply their learnings at their workplace.</p>
5.30pm	<b>End</b>

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# COURSE OUTLINE - DAY 2 CULTURAL TRANSFORMATION

TIME	AGENDA
8.45 am	<b>Registration</b>
9.00 am	<b>7. Introduction</b> Rise and shine! We will kick-start the day with a brief introduction outlining the workshop's learning objectives. Participants are encouraged to share their learning expectations in order to secure alignment and set realistic learning goals for themselves.
9.15 am	<b>8. Who Owns Culture?</b> In the very first segment, a key question is answered to set the right foundation for effective cultural transformation. Participants will have the opportunity to discuss who within the organisation should be accountable for driving cultural transformation. It is this understanding which will enable the formation of the right project management / deployment infrastructure, and is the first critical success factor to transformation.
10.30 am	<b>Tea break and networking</b>
10.45 am	<b>9. Defining Culture</b> What kind of behavioural factors would impact cultural transformation? In this segment, participants will define culture in order to understand the behavioural components that need to be managed in order to successfully deploy a culture transformation programme.
11.30 pm	<b>10. Case Study: A Systemic Approach Towards Culture Transformation</b> <i>Note: Participants are required to read the case study in advance.</i> Participants will be given a case study, and will be required to use the culture transformation framework and levers in order to secure an effective implementation. This workshop will use the case study methodology to drive the point home, and a relevant case study will be provided a week in advance to all participants. Participants are required to read the case study and come to the workshop prepared to engage in a fiery and interactive discussion on the case study.
1.00 pm	<b>Lunch break</b>
2.00 pm	<b>11. Managing Resistance to Change</b> The main obstacle to change is often resistance from the mass. In this segment, the four stages of organisational transformation and change will be discussed in order to understand the reasons why resistance generally surfaces and becomes the most significant contributor towards failure of transformation agendas.
3.30 pm	<b>Tea break</b>
3.45 pm	<b>12. Culture Transformation Sound Bites</b> In this segment, a discussion will be facilitated to help participants internalise the need to drive culture transformation on an on-going basis rather than as a project / initiative which has a start-date and an end-date.
4.45pm	<b>13. Measuring Success</b> Before the end of the masterclass, participants will go through a brief summary of learnings and realisations to enable participants to reflect and plan how they will apply their learnings at their workplace.
5.15pm	<b>14. Putting It All Together</b> Before the end of the masterclass, participants will go through a brief summary of learnings and realisations to enable participants to reflect and plan how they will apply their learnings at their workplace.
5.30pm	<b>End</b>

# REGISTER NOW

Driving Organisational and Cultural Transformation		
Location	Bangkok	Jakarta
Dates	24-25 March 2020	16-17 April 2020
Price Per Person	<p>Early Bird:  <b>USD 900</b>                      (before 03/02/2020)</p> <p>Regular Price:  <b>USD 1100</b>                      (after 03/02/2020)</p>	
Contact Person for Registration and Group Discounts	<p><b>Reggie Ola</b>                      Project Manager                      Tel: +65 6423 0329                      Email: <a href="mailto:reggieo@humanresourcesonline.net">reggieo@humanresourcesonline.net</a></p>	<p><b>Hemalatha Siranjeevi</b>                      Project Manager                      Tel: +65 6423 0329                      Email: <a href="mailto:hemalathas@humanresourcesonline.net">hemalathas@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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- ASTRO Malaysia
- 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
- MasterCard
- Maxis Mobile
- McCann Erickson
- MediaCorp Singapore
- National Australia Bank
- NetApp
- NCS
- PETRONAS
- Prudential
- S P Setia
- Sands China
- Schneider Electric
- Sime Darby
- Singapore National Eye Centre
- 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

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