



Formulating and Implementing a Business-Centric HR Strategy

06 February 2020, KL Malaysia

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LEARN HOW TO

1. Develop the foresight and ability to scan the macro business environment to identify business-critical trends that need to be addressed strategically from a people perspective.
2. Identify people aspects that should be addressed in relation to contextual business realities, and plan for changes to be implemented to ensure an effective and efficient execution.
3. Uncover the hindrances to effective decision making and strategy execution.

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.



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

The people management (HR) function remains under pressure to be more strategic and act as a business partner rather than just a simple administrator. Even though tremendous progress has been made in this aspect, some human capital management professionals are still unsure of how to play a more strategic role, or even what it really means to be strategic.

Led by Claudia Cadena, founder and principal consultant, this masterclass will provide you with knowledge, understanding, skills and tools to formulate and implement a business-centric human capital management strategy. Claudia brings with her more than 28 years of experience in human capital management and development in corporations across multiple industries such as Malaysia Airlines, Sapura Energy, Khazanah Nasional, Sime Darby and Hewitt Associates.

Case studies and simulation methodologies will be used to drive learning, understanding and self-realisation. Participants are required to read case studies provided in advance, prior to attending the masterclass.

WHO SHOULD ATTEND

1. Senior and middle management HR professionals (generalists and specialists)
2. HR business partners
3. HR consultants/advisors

COURSE OUTLINE

TIME	AGENDA
8.45 am	Registration
9.00 am	1. Introduction 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	2. The Tower of the Future – The Art of Deploying Winning Strategies To start off the workshop with a loud bang, participants will engage with each other in a fun and thought-provoking competitive team activity. Through the competitive team activity, participants are encouraged to use their strategic skills to ensure they are the winning team. <ul style="list-style-type: none">• What does it mean to be strategic?• What strategic skills do you possess?• How adept are you in scanning the environment and identifying business-critical trends that need to be addressed?
10.30 am	Tea break and networking
10.45 am	3. Journey of a Strategic HR Leader: Self-evaluation and Personal SWOT Analysis In this segment, the skills to being a strategic leader will be discussed and participants will be asked to do a self-evaluation to enhance their self-awareness and allow them to identify their strengths and areas for improvement. <ul style="list-style-type: none">• What do you need to be an effective strategic leader in HR who is able to contribute substantially to business and organisational objectives?• What are the foundation stones of strategic leadership?• What are your strengths and areas of improvement?
11.30 pm	4. Case Study Discussion <i>Note: Participants are required to read the case study in advance.</i> A discussion around an organisation's business reality will enable participants to understand the importance of focusing on contextual matters before determining how to develop an effective HR strategy. 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. 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.

COURSE OUTLINE

1.00 pm	Lunch break
2.00 pm	5. Effective Decision-making In this segment, the RAPID model of decision-making (not related to speed but to accountabilities) will be discussed in order to enable participants to understand the importance of having clear role definition in order to facilitate efficient strategy execution. <ul style="list-style-type: none">• In each instance whereby a complex decision needs to be made, are you clear on who should do what?• Do you have a clear-cut way of making decisions whenever:<ul style="list-style-type: none">○ Two or more functional units or teams are involved;○ Both global and local teams are involved; or○ One or more suppliers are involved?• How can you ensure that a complex decision-making process whereby multiple stakeholders are involved will still result in high quality decisions being made?
3.30 pm	Tea break
3.45 pm	6. The Strategy Loop In this segment, a framework to close the gap between strategy definition and execution will be discussed so that participants are able to understand how to deal with roadblocks that may hinder their ability to successfully execute their HR strategy. <ul style="list-style-type: none">• How do you ensure that your strategy execution turns out the way you planned it?• What are common challenges and impediments faced when during strategy execution?• How do you overcome these challenges and impediments effectively?
5.00pm	7. Putting It All Together 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	End

REGISTER NOW

Formulating and Implementing a Business-Centric HR Strategy	
Location	Kuala Lumpur, Malaysia
Dates	06 February 2020
Price Per Person	<p>Early Bird: USD 699 (on or before 10 December)</p> <p>Regular Price: USD 899 (after 10 December)</p>
Rebates under Government Schemes	<p>Malaysia – Under the Human Resources Development Fund (HRDF), registered employers can claim rebates for trainings conducted by an overseas trainer/ training provider. For more information, please visit http://www.lighthousemedia.com.sg/HRMY_HRDF.pdf</p>
Contact Person for Registration and Group Discounts	<p>Adrian Ray Project Manager Tel: +65 6423 0329 Email: adrianr@humanresourcesonline.net</p>
Amendment / Cancellation Policy	<ol style="list-style-type: none">1. All bookings are final.2. Should you be unable to attend, a substitute delegate is welcome at no extra charge.3. HR Masterclass Series cannot provide any refunds for cancellations.4. HR Masterclass Series reserves the rights to alter the programme without notice, including the substitution, amendment or cancellation of trainers and/or topics.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.

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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.

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