

Improving Processes and the Employee Experience



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Virtual Training

29 September 2020

LEARN HOW TO

- Use process design as a key enabler for business success and competitive advantage
- Use a business process design methodology to ensure business and HR processes are optimised to meet business needs as well as employee expectations
- Apply organisation and process design tools to help your organisation prepare for the future rather than simply meet business objectives today
- Understand how process design involves a lot more than just process mapping
- Understand the differences in process design, improvement and re-engineering
- Gain experience in the different stages of process design eg setting objectives, to be / from analysis, process mapping, RACI, competency requirements, measures and targets, links to organisation design

ABOUT YOUR COURSE TRAINER

Jon Ingham

Executive Consultant, Strategic Dynamics Consultancy Services based in the UK



- Assumed the roles of Head of HR, HR Director and Consultant in large organisations such as Ernst & Young and Accenture
- Served as Professor in Strategic Management, HR and Change Management at the American Institute of Business and Economics (Moscow, Russia) and Cotrugli Business School (Zagreb, Croatia)
- Recognised as the #1 Top Global Online Influencer in Talent Management, 2010, the 7th Most Influential HR Thinker in the UK, 2013 and a top global HR tech influencer, 2019
- Led major organizational restructuring and HR transformation programmes eg at Diageo
- Helped develop client's organization development methodologies and trained HR business partners in their use eg at Lloyds Banking Group
- Author of the books 'Strategic Human Capital Management: Creating Value through People' (2006) and 'The Social Organization' (2017), contributor to the book 'The Talent Management' Handbook' (2015), and writer of over 20 articles published in various well-respected HR journals

PAST TESTIMONIALS OF THE COURSE TRAINER

"Jon is a very experienced trainer who gave us lots of insights and real-life practical examples. What we are doing now made complete sense to me."

– HR Business Partner, Discovery Networks Asia Pacific

"This course offered excellent content with an extremely knowledgeable and experienced trainer."

– Head of Reward, IKEA

COMPANIES THAT HAVE BENEFITED FROM JON'S EXPERTISE

- Astro Group
- AXA
- BASF
- Celcom Axiata
- CIMB Bank
- Coca Cola
- Discovery Networks Asia Pacific
- DHL
- GlaxoSmithKline
- IKEA
- Khazanah Nasional Berhad
- Malaysia Airports Holdings Berhad
- MasterCard
- Maxis
- Maybank
- National Heritage Board Singapore
- PETRONAS
- S P Setia
- Samsung Asia
- SingHealth Polyclinics Singapore
- Standard & Poor's
- The Walt Disney Company

WHY YOU SHOULD ATTEND

Business processes are the fundamental building blocks of an organisation. Although we tend to think of these as hierarchical structure charts, the process view of an organisation provides a much more useful perspective. Too many organisation restructures just move jobs and reporting lines around the organisation but fail to change anything fundamental about the business (a bit like moving the deckchairs on the Titanic).

It is a bit like losing weight. If all we do is reduce our eating then our size tends to yoyo and we end up back where we were before a few months later. Reducing headcount acts the same way. We lose people and just put the extra capacity back on through the use of contractors and consultants. The only real way of losing weight is to change our lifestyle. The only real way of reducing heads is to change our processes. Then the pounds / heads come off more naturally.

Businesses do not do process design enough. Partly, this is a consequence of the 'business process re-engineering' fad twenty years ago. Most re-engineering projects failed to achieve the anticipated results, largely because the methodologies used back then failed to incorporate the people factors which makes process changes succeed. But actually many organisations are more complicated today than they were back then – the potential benefits of re-engineering still exist and are now possibly even more sizeable now.

In addition, there are increasing opportunities to undertake processes differently, particularly with new opportunities provided by automation, robotic process automation (RPA), AI, etc.

It is therefore a shame that process design is a skill which is rarely taught to HR or many other professionals. Understanding how effective processes can be created, developed and implemented allows HR to facilitate the development of better processes with their business teams, and also enables HR to improve its own processes.

This course provides a methodology for business process design and considers how they can be used to develop the employee experience as well as meeting business needs. We will also consider changes in the organisational environment, such as lean and agile, and how process design itself needs to be adapted within this new context.

The course now also contains specific focus on process design during and beyond the coronavirus pandemic crisis, for example, keeping processes simple and enabling them through digital technology, together with giving staff more freedom in how work is undertaken.

WHO SHOULD ATTEND

- Chief human resource officer
- President or vice-president of HR
- HR director, manager or executive
- Head of employer branding, employee experience, employee engagement, etc
- Marketing professional concerned with in employee performance
- Head of talent acquisition or talent management, etc
- Communication manager, brand manager, recruitment marketing manager, etc
- HR business partner, or HR professional, wanting to contribute more broadly to employer branding and its delivery
- Business leader, with responsibility for attracting and engaging people in your own business.

All other professionals / business stakeholders involved in innovating HR and management approaches, processes and systems.

TIME	AGENDA
10.00am	<p>Process as the Basis for Organisation Design</p> <p>Welcome and introductions</p> <p>Processes are the fundamental building block of any organisation and their construction one of the most important aspects of organisation design. They also lie at the heart of total quality management and other approaches. However, they should always be developed to meet particular objectives and where possible, as part of a broader review of other elements of any organisation (structure, staff, skills, etc). Understanding how effective processes can be created allows HR to facilitate the development of better processes with their business teams, and also enables HR to improve its own processes.</p> <ul style="list-style-type: none"> • Developing processes as the fundamental building blocks of an organisation and as part of a broader organisational transformation as well as for other purposes • Approaches to process re-engineering, simplification, and cost cutting • Linking process objectives to organisation capabilities and principles • A cascaded approach to process design including human elements which make process changes successful <p>15 minutes break included</p>
11.15am	<p>A Best Practice Approach to Process Design</p> <p>This session provides a methodology for process design and gives participants the tools and skills needed to apply the methodology in their organisations. Instruction in the methodology will be supported by provision of a toolkit which participants can use to help apply the methodology in their own organisations. (There are no other requirements for participants to use the methodology as their own.)</p> <ul style="list-style-type: none"> • A walk-through of a methodology, plus toolkit, for effective process design • Ensuring processes needs are clearly articulated – objectives and SIPOC requirements etc • Process design at high and more detailed levels • Building in the people factors through skills and competencies; and accountabilities and responsibilities (RACI / RAPID); etc • The importance of best fit / signature processes
12.15am	<p>Lunch break</p>
1.00pm	<p>Developing the Employee Experience</p> <p>Processes have traditionally been developed to meet business needs. However, in today's world, where people are at the heart of business success, and digital technologies mean that experiences are increasingly integrated across physical, technological and cultural environments, we also increasingly need to meet employee expectations. This is most commonly achieved by thinking about the journeys taken by employees or particular personas, and the experiences at key touchpoints within these journeys. Journeys are different to processes, but do need to be linked to these if journeys are going to be supported effectively and efficiently.</p> <ul style="list-style-type: none"> • The contribution of the work that people do towards their experience of the organisation, and the role of culture and technology etc in supporting this • Linking process design to employee experience journey mapping • A walk through of an approach to develop an employee journey • Designing processes and the whole organisation to meet employee expectations as a more radical and fundamental approach to developing the employee experience • Using processes to underpin employee journeys, and using journey mapping to inform process redesign <p>15 minutes break included</p>

2.15pm

Redesigning Processes for Different Scenarios

In order for participants to be confident as well as competent in the use of the process design methodology, this session will provide participants with an opportunity to try out the initial stages in the methodology on different HR processes within participant's organisations

- Opportunities for developing process architectures for recruitment, learning, performance management, etc

15 minutes break included

3.30pm

New Trends, Opportunities and Challenges

The world is changing quickly (and has been, even before the coronavirus pandemic). There are a range of opportunities to change the way processes operate and the way they are developed. This session will review these opportunities and they way they impact process design.

- Lean and agile processes and process design and their use in hacking people management
- Use of digital and other technologies within processes and process design
- Maintaining or shifting the balance between processes being helpful and avoiding unnecessary bureaucracy
- Opportunities for getting work done through networks vs processes
- Redesigning processes in HR and the opportunity for HR to facilitate the redesign of business processes working in partnership with client groups

Conclusions and action planning

4.30pm

End of training

REGISTER NOW

Improving Processes and the Employee Experience	
Format	Virtual training
Dates	29 September 2020
Price Per Person	<p>Early Bird: USD 399 (on or before 28 August)</p> <p>Regular Price: USD 499 (from 29 September onwards)</p>
Contact Person for Registration and Group Discounts	<p>Hemalatha Siranjeevi Project Manager Tel: +65 6423 0329 Email: hemalathas@humanresourcesonline.net</p> <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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- 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