

HRD MASTERS SERIES



Presents.....

Mastering Business Process Reengineering

A Robust Roadmap for Maximizing Organization Effectiveness

Workshop Leader: Thomas Wong, USA

Assisted by: Raghav Rao, India

**at the
JW Marriott, Kuala Lumpur
16 and 17 March 2004
(Tuesday and Wednesday)**

Sponsoring organization



HRD Gateway

Co-Sponsored by

malaysiaHRonline

supported by



MALAYSIAN INSTITUTE OF HUMAN RESOURCE MANAGEMENT

managed by



HUMAN RESOURCES SERVICES
(1419991-U)

HRD MASTERS SERIES

The HRD Masters Series is a program sponsored by HRD Gateway, an international organization of HRD/HRM professionals with 15,000 members and affiliates in all ASEAN countries, the Americas, Europe, and Australia/NZ. It aims to present the best of management experts who have spent years studying, testing, applying, and refining Western management principles in the Asian environment.

Workshops under the Series bring to participants tested and proven management principles, strategies, and tactics that participants can apply immediately at the workplace.

The Series, to be held in Singapore, Bangkok, Kuala Lumpur, Jakarta, Bangkok, Brunei, and other major Asia cities, also present the best opportunity for managers and professionals to network and exchange ideas.

The HRD Masters Series Board of Advisors include...



Dr. Kim Phaik Lah, Executive Advisor of HRD Gateway



Major (Rtd) Teoh Teng Hai, President of malaysiaHRonline and Vice President of HRD Gateway



Dr. Mohd Kamal Khir, Deputy President of MIHRM and Vice President of HRD Gateway



G K Lim, Vice President and Secretariat Director of HRD Gateway

HURRY, REGISTER TODAY!

Call

6-03-238 11 060 / 6-019-226 8987

or Fax

6-03-238 11 018 / 6-019-232 8312

or Email

hrs@cscms.com / hrdmasters@gklim.com

ABOUT THE WORKSHOP

Business Process Reengineering is a popular term for re-optimization of organizational processes and structures to achieve dramatic improvements in critical and contemporary measures of performance, such as cost, quality, efficiency, and market share. It is usually done by introducing new information or engineering technologies into an organization. Studies show that even small changes demand a careful restructuring of the organization to bring about the results promised by new technologies.

Most organizations are already doing some kind of process reengineering in their efforts to implement such systems as ISO 9000/2000, quality improvement, enterprise resource planning, e-procurement, e-HR, etc. Some are able to make the change easily while others suffer a series of problems and setback. What is causing the difference?

This workshop will provide an understanding of what is involved and ways to succeed in any business process reengineering effort. Our Workshop Leader Thomas Wong is an active practitioner with 14 years of experience in process implementation, management, and training support. He will share with you strategies that have worked well for multinational companies as well as small businesses. He can help you handle your process reengineering assignment with greater ease!

OBJECTIVES

This workshop is designed to enable companies become more effective in their efforts to re-engineering their business processes. Using an internal consulting approach, you will get the essentials of change management and enhanced ability to resolve issues related to new process implementation. Whether it's a new HR system or Six Sigma implementation, you will be able to do it more successfully.

WHO SHOULD ATTEND

Executives and managers in operations, IT, engineering, quality, finance, human resources, and all those who are planning to implement new processes or actively supporting such initiatives.

KEY BENEFITS TO PARTICIPANTS

Using a hands-on approach, you will learn how to:

1. Benchmark popular techniques and processes used by companies to improve productivity and bottom line.
2. Assess the needs of your organization to see if business process reengineering is an appropriate action, and if so, gain top management support to make it happen.
3. Select the best vendors to work with, ones that can result in cost saving and smooth change transition.
4. Educate employees on how to use new business processes. Help them address their work requirements and job satisfaction.
5. Show ROI and market the results to customers for new market share.

**SBL
CLAIMABLE**

METHODOLOGY

A mix of lecture, group discussion, short video clip, case study, Q&A, and individual problem solving. Participants are asked to bring a small- to medium-size process reengineering initiative to the workshop for active discussion and hands-on work.

PROGRAM DETAILS

Day 1

(9:00 am to 5:00 pm)

Opening Address by Dr. Mohd Kamal Khir, Deputy President of MIHRM and Vice President of HRD Gateway

Session 1: Thinking About Business Process Reengineering?

- 1.1 Facing the Challenges of Global Competition
- 1.2 Popular Productivity Improvement Tools
- 1.3 Organization Needs Analysis
- 1.4 Business Case: Cost/Benefit Analysis and Justification
- 1.5 Project Development

Lunch Break

Session 2: Partnering with Vendors and Employees

- 2.1 Vendor Evaluation and Selection
- 2.2 Should You Outsource and How Much?
- 2.3 Securing the Budget
- 2.4 Leveraging Internal Resources with External Expertise
- 2.5 Planning, Controlling, Scheduling, and Management Tools
- 2.6 Contingency Plans

Day 2

(9:00 am to 5:00 pm)

Session 3: Implementation Guidelines

- 3.1 Doing It Right the First Time
- 3.2 Resolving Problems and Providing Technical Support
- 3.3 New Job Skills Development
- 3.4 Organization Change Management
- 3.5 Coaching and Recognition by Managers

Lunch Break

Session 4: Ongoing Support and Transformation

- 4.1 Project Evaluation
- 4.2 Showing ROI to Management
- 4.3 Integrating with Core Values
- 4.4 Sharing the Success with Customers

ABOUT THE WORKSHOP LEADER



Thomas Wong, M.S., is a leading technology analyst and consultant based in Silicon Valley of California. He assists multinational companies with acquisition of new technologies and human resources. He is currently employed by Kaiser Permanente, US's largest medical group of 70,000 employees, to support the implementation of automated medical systems throughout Northern California.

He earned his expertise by managing technology curriculum development at Solectron Corporation (a two-time winner of the prestigious Malcolm Baldrige National Quality Award) and quality engineering at two other high-tech companies. Thomas' book entitled, "101 Ways to Boost Your Web Traffic" has been the best-selling Web development and marketing book at Amazon.com since 2000. His work is endorsed by Internet World, ASTD International, PBS/National Technological University, and a number of organizations in the US and Asia-Pacific countries.

Thomas is also the Immediate Past President of HRD Gateway. He led this organization for three years and helped it grow from 11 members to 8,000+ members in Asia and 7,000 affiliates in Silicon Valley of California.

ABOUT THE ASSISTANT WORKSHOP LEADER



Raghav Rao is the Head of Human Resources for Raffles Software, a leading multinational software development company in Bangalore, India. He has more than 15 years of functional experience in human resources. As the founder and moderator of HRinIndia, he has established the largest network of HR practitioners and the most widely read HRudaya ezine in India. He is also serving as the new President of HRD Gateway in 2004.

ABOUT THE SPONSORING ORGANIZATION

HRD Gateway (www.hrdgateway.org) is a nonprofit organization dedicated to enhancing the productivity and human resource development of ASEAN and the global communities. We are committed to closing the digital divide and the economic gaps between the information rich and the information poor.

The HRD Gateway Malaysian affiliate is malaysiaHRonline (www.malaysiaHRonline.com), which provides similar HRD/HRM services to members.

ABOUT THE EVENT MANAGER

HUMAN RESOURCES SERVICES is your one-stop center for all your corporate training needs. We have over 40 carefully selected training consultants and resource specialists in our roster, each a specialist in her/his area of expertise, ready to help you manage and carry out your training functions.

The driving force behind HRS is our Principal Consultant, G K Lim, FInstSMM, CMS, CEI, a veteran training consultant with over 25 years experience in Malaysia, Singapore, Thailand, Indonesia, and China, in the area of persuasion psychology training, which includes professional selling skills, key account management, effective negotiation, customer service excellence, sales management leadership, effective communication, personal development, and motivation.

G K Lim and his team are ready to support you, and to help you take the load off your shoulders, and make your job as a training manager or executive as effective, as productive, as stress-free, and as enjoyable as possible.



DESIGN & LAYOUT

DANNIEL LIM +6 012 455 0869 daniel_lim@time.net.my

INDEPENDANT GRAPHIQUE CREATIVE HOUSE

REGISTRATION FORM

Yes! Please register the following delegate(s) for this workshop

Mastering Business Process Reengineering The JW Marriott, Kuala Lumpur 16 and 17 March 2004 (Tuesday and Wednesday)

Fee inclusive of lunch, refreshments, workshop documentation

Name:(Dr/Mr/Mrs/Ms): _____

Title: _____

Name (Dr/Mr/Mrs/Ms): _____

Title: _____

Name:(Dr/Mr/Mrs/Ms): _____

Title: _____

Name (Dr/Mr/Mrs/Ms): _____

Title: _____

Approving Manager: _____

Title: _____

Company/Organization: _____

Address: _____

Email: _____

Tel: _____ Fax: _____

(Please photocopy for more delegates)

PAYMENT DETAILS:

1. We have transferred the sum of RM..... to Account No: **514 299 22 5882** MAYBANK Wisma Sime Darby in favor of **HUMAN RESOURCES SERVICES**. A copy of the transfer slip is enclosed;
OR
2. Enclosed herewith is a cheque No:..... for RM..... made in favor of **HUMAN RESOURCES SERVICES**.

Please mail this form together with your payment to: **HUMAN RESOURCES SERVICES, P.O. Box 12205, 50770 Kuala Lumpur, Malaysia**. OR fax this form together with your bank transfer slip to fax No: **6-019 - 232 8312** (yes, this is a fax number)

YOUR INVESTMENT FOR ATTENDING THE WORKSHOP IS:

EARLY BIRD FEE: Payment & Registration received before 20 February 2004	EARLY BIRD FEE: Payment & Registration received before 10 March 2004	STANDARD FEE: Payment & Registration received after 10 March 2004
RM 1,950	RM 2,100	RM 2,250

GROUP DISCOUNT: Enjoy a further group discount of **10% for 3 or more delegates** from the same organization and of the same billing source.

MEMBERS of **HRD Gateway**, **malaysiaHRonline** and **Malaysian Institute of Human Resource Management (MIHRM)** enjoy further discounts. Please contact your respective organizations.

FIVE EASY WAYS TO REGISTER



By mail: Human Resources Services,
P.O Box 12205, 50770 Kuala Lumpur, Malaysia.



In person: No. B-23-2, Sri Intan One, 5th Mile,
Jalan Ipoh, 51200 Kuala Lumpur,
Malaysia

By fax:
6 - 019 - 232 8312
(yes, that's a fax number)



By email:
hrs@cscms.com
hrdmasters@gklim.com

By phone:
6 - 03 - 238 11 060
6 - 019 - 226 8987

CANCELLATIONS & TRANSFERS

If you are unable to attend, a substitute delegate is welcome at no extra charge. Please provide the name and the title of the substitute delegate at least two days prior to the workshop. A full refund less 10% administrative charge will be made for cancellation received in writing by **01 March 2004**. A complete set of workshop documentation and a 50% refund will be given for cancellation received by **10 March 2004**. Regrettably, no refund can be made for cancellation received after **10 March 2004**. However, a complete set of documentation will be sent to you. The organizer reserves the right to make any amendments and/or changes to the program if warranted by circumstances beyond its control.

The organizers reserve the right to postpone or cancel the program due to unforeseen circumstances.

OTHER PUBLIC PROGRAMS BY HUMAN RESOURCES SERVICES

29 and 30 March -- "Results Oriented Corporate Selling Processes and Models" -- professional selling skills for sales people who sell to corporate clients. Conducted by G K Lim. At the JW Marriott, KL.

12 and 13 April: "Managing Sales People -- Leadership Aspects of Sales Management" -- participants receive a free copy of "Now, Discover Your Sales Strengths" and take an online talents inclination test before commencement of workshop. Conducted by G K Lim. At the JW Marriott, KL.

11 and 12 May: "Unzipping Corporate Creativity For Business Survival and Success" -- how senior managers can think outside the box and tap their natural creative juices for higher productivity and enhanced market share. Conducted by Dr YKK. At the JW Marriott, KL.

For details of the programs above, please contact Danniell Lim, tel.: 6 - 03 - 238 11 060, 6 - 019 - 226 8987 ; fax: 6 - 019 - 232 8312; email: hrs@cscms.com or hrdmasters@gklim.com