

Best Practices to Win the Talent War

# TALENT MANAGEMENT

27 - 28 June 2002, Sheraton Towers Hotel, Singapore

Hear **Case Studies** and Practical Advice From:

- ✓ Temasek Holdings
- ✓ Procter and Gamble Asia
- ✓ Siemens
- ✓ Agilent Technologies (Hong Kong)
- ✓ Saint-Gobain (China)
- ✓ Standard Chartered Bank (Malaysia)
- ✓ Singapore Airlines
- ✓ The People Interface
- ✓ Nortel Networks (Hong Kong)
- ✓ Lucent Technologies (China)

What you will Learn in Just 2 Days:

- ◆ **ADDRESS** the importance of talent management to achieve bottom line results
- ◆ **IMPROVE** the recruitment and retention of talent through 'Employer Branding'
- ◆ **STREAMLINE** your HR function to enable greater effectiveness in managing talent
- ◆ **ADOPT** strategies to foster career advancement and succession planning
- ◆ **IMPLEMENT** performance measurement as an integral process to manage talent
- ◆ **FOSTER** innovation and creativity in talents
- ◆ **MAXIMISE** leadership capabilities and potential contribution of talents

*And more...*

**PLUS**

Separately Bookable Workshop on

26 June 2002

"Strategies, Tools and Techniques to Optimise your Talent Pool"

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## REGISTRATION FORM

### TALENT MANAGEMENT

27 - 28 June 2002, Sheraton Towers Hotel, Singapore

Yes! Please register the following delegate for this Event

- Please tick your choice of session
- Conference Only (27-28 June 2002)
  - Workshop Only (26 June 2002)
  - Conference + Workshop (26 - 28 June 2002)

I claim 10% discount as a member of \_\_\_\_\_  
 \_\_\_\_\_ (please indicate the supporting organisation)

- I am interested in Sponsorship/Exhibition Opportunities
- I am unable to attend but please put me on your mailing list

*The fee includes lunch, refreshments and conference documentation.*

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Nature of Business \_\_\_\_\_

(Please photocopy for more delegates)

#### PLEASE TICK

Your investment for attending this Event is:

Conference Fee Information	Early Bird Fee (If payment & registration are received by 28 May 2002)	Regular Fee (Payment after 28 May 2002)
Conference Only	S\$2,095+3%GST*	S\$2,295+3%GST*
Workshop Only	S\$1,095+3%GST*	S\$1,195+3%GST*
Conference+Workshop	S\$2,995+3%GST*	S\$3,295+3%GST*

*\*Delegates from Singapore must pay 3% GST. GST is not applicable to overseas delegates.*

**Group Discount:** Enjoy a group discount of 10% for 3 or more delegates from the same organisation and of the same billing source.

The organiser reserves the right to make any amendments and/or change the programme if warranted by circumstances beyond its control.

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**3 Raffles Place, #06-01**  
**Singapore 048617**



Fax

**(65) 6536 4356**



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## ALSO, ENQUIRIES

#### METHODS OF PAYMENT:-

Please cross cheque or bank draft made payable to **ASIA BUSINESS FORUM PTE LTD** and mail your payment together with this registration to **3 Raffles Place, #06-01 Singapore 048617**. Enclosed is our cheque/draft for S\$ \_\_\_\_\_

Overseas delegates may pay by telegraphic transfer into the account of Asia Business Forum Pte Ltd to the following account:  
**Account No. 141-630665-001, The Hongkong And Shanghai Banking Corporation Limited, 20 Raffles Place, #02-00, Ocean Towers, Singapore 048620.**  
 Please quote our reference no. **1543S** and your Company's name in your payment instructions.

#### 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 2 days prior to the Conference. A full refund less 10% administrative charge will be made for cancellation received in writing by **6 June 2002**. A complete set of conference documentation and a 50% refund will be given for cancellation received by **17 June 2002**. Regrettably, no refund can be made for cancellation received after **17 June 2002**. A complete set of documentation will however be sent to you.

#### CONFERENCE VENUE & ACCOMMODATION INFORMATION

**Sheraton Towers Hotel, Singapore**  
 39 Scotts Road, Singapore 228230  
 Tel: (65) 6737 6888 Fax: (65) 6735 0352 / 6737 1072  
 Attn: Room Reservation Dept

For reservations, please make your bookings directly with the hotel. To enjoy the special room rates, please quote Asia Business Forum's "**Talent Management**". Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibility of the registrant. Rooms are available on a first-come-first-serve basis.

#### INCORRECT MAILING INFORMATION

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our listing.

#### Important Notice:

Payments are required with registration and must be received prior to the Conference to guarantee your place. Walk-in delegates with payment will only be admitted on the basis of space availability at the Conference and with immediate full payment.

#### ABOUT THE ORGANISER

The Asia Business Forum is founded solely to focus on facilitating access to the direct experience and advice of leading executives in the private and public sectors in Asia. The Asia Business Forum strives to be a positive, significant influence in the region, contributing to a free enterprise society and to the advancement of individual responsibility and success.

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HRD

# MANAGING TALENT - YOUR KEY TO SUCCESS

## Why You Should Attend

Changes in organisations are inevitable.

By maximising and nurturing the capabilities and competencies of your talent pool, you will not risk being left behind, in the light of the rapid changes. Major trends, such as, **globalisation, consolidation, deregulation, mergers and acquisitions** are forcing organisations to search relentlessly for talents. Talent Management must be your critical focus to achieve business success.

To address today's challenges on Talent Management, the Asia Business Forum has created this opportunity for you to learn about successful experiences and detailed case studies in retaining key talents in your organisation.

### What You Will Gain From Attending This Conference

- ✓ You will **HEAR** best practices from a wide diversity of industry
- ✓ You will **LEARN** how to implement HR strategies and programmes to meet your company's objectives
- ✓ You will **FIND OUT** how top multinational and local organisations manage talent
- ✓ You will **NETWORK** with your experts and your peers, **SHARE** experience and **TACKLE** common challenges

### IMPRESSIVE LINE UP OF TOP-NOTCH SPEAKERS

Unlike other Talent Management events, this Conference provides you with high level sessions of cutting edge information and practical strategies, allowing you to adopt and migrate them to your organisation.

*A panel of distinguished corporate speakers* from leading organisations and HR consultants will share their knowledge and success strategies with you.

- ▶ A joint presentation by **Raymond Tan**, Senior Manager Flight Operations, *Organisational Effectiveness*, **Singapore Airlines** and **Derek Estrop**, Asia Pacific Learning and Development manager, **Agilent Technologies**, discussing the impact of globalisation on talent management
- ▶ **Terence Lim**, Managing Director, Human Resource, **Temasek Holdings**, will provide a case study on performance measurement being an integral process in talent management
- ▶ **Mariam Lim**, AP Staffing Manager, **Agilent Technologies**, will share with you their achievements and global awards for being "The Employer of Choice"
- ▶ **Anand Shankar**, Asia Business Development Manager, **Hewitt Associates**, will highlight the importance of talent management for 21st century corporations
- ▶ **David Lim**, Vice President and Chartered Psychologist, **Sterling Executive Search**, will explore the strategies adopted by high performing firms in recruiting talents
- ▶ **Michael Doran**, Leader, HR Services Asia, **Nortel Networks**, will illustrate the effective management of talent in this stiff labour market

**If you want to reach your pinnacle of effectiveness in managing your talents, this event is specially catered for YOU!!!**

You will gain all the answers and insights on how to manage talents by just investing 2 days in this interactive conference!

## Gain Hands On Experience

**Transform theory into practical and creative application.**

We also bring you an interactive workshop on "**Preparing and developing talents to the next level: Leaders of tomorrow**", led by **David Arkless**, President and CEO, **The Empower Group**. The 1-day workshop is designed to help you to better understand the importance and implications of succession planning and how it will help you to manage your talents efficiently.

At this unique event, you will gain invaluable advice, exclusive information on what practical and creative HR strategies may be adopted, as well as excellent networking opportunity.

Don't miss out this vital Conference, register TODAY!!!  
Tel (65) 6536 8676 or Fax (65) 6536 4356 to Reserve Your Place Now!!!

# ADDRESSING THE PRESSING NEED FOR TALENT MANAGEMENT IN ORGANISATIONS

Day 1 Thursday - 27 June 2002

8.00 Registration and Morning Coffee

9.00 Chairperson's Opening Remarks

**David Arkless**

*President and CEO*

**The Empower Group (United Kingdom)**

*Senior Vice-President,*

**Manpower Inc (United Kingdom)**

9.10 Impact of globalisation and organisational change on talent management:

- ♦ Critical competencies for succeeding in the global economy
- ♦ Managing and developing talent: Development vs deployment of talent
- ♦ Trends and best practices in the systematic development of talent

**Raymond Tan**

*Senior Manager Flight Operations,*

*Organisational Effectiveness*

**Singapore Airlines**

AND

**Derek Estrop**

*Asia Pacific Learning and Development Manager*

**Agilent Technologies**

Joint Presentation

10.40 Morning Refreshment

11.00 Effective management of talent in the tight labour market

- ♦ Building leadership: The key to talent management
- ♦ Focusing talents to deliver business goals by "Integrated Talent Management"
- ♦ Aligning the HR organisation to enable effective management of talent

**Michael Doran**

*Leader: HR Services Asia*

**Nortel Networks (Hong Kong)**

11.45 Strategies adopted by high performing firms in recruiting talents

- ♦ Talent scouting: Optimising the search
- ♦ Selection and assessment of talents
- ♦ The talent pool: Who is responsible?
- ♦ How to avoid wrong management of talent?

**David Lim**

*Vice President and Chartered Psychologist*

**Sterling Executive Search**

12.30 Lunch

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1.30 Investing in a training and development programme to recognise talents

- ♦ Importance of a training and development programme to recognise talents
- ♦ Creating programmes to maximise both the individual performance and organisational goals
- ♦ Fostering an environment that encourages continuous learning
- ♦ Overcoming the obstacles to adoption of training programmes

**Leslie Swanson**

*Executive Director*

**Leading Strategies Asia**

2.15 Performance measurement: An integral process in talent management

- ♦ Understanding business objectives and working with leaders
- ♦ Practical approach in developing staff through performance measurement
- ♦ Nurturing top talents in any business
- ♦ Aligning employees' capability with demands of the job requirements
- ♦ Identifying and differentiating the outstanding employees to ensure the advancement of individuals
- ♦ Creating a balance between staff welfare and promoting efficiency of the worker

**Terence Lim**

*Managing Director, Human Resource*

**Temasek Holdings**

3.00 Afternoon Refreshment

3.30 Talent Management: Adding value to both business and talent

- ♦ Need for *live* process
- ♦ An integrated framework that value-adds to business effectiveness and talents
- ♦ Managing talents' expectations for business impact
- ♦ Lessons learnt and pitfalls to avoid

**Nora Manaf**

*Head of Human Resource, Wholesale Bank*

**Standard Chartered Bank (Malaysia)**

4.15 Leaders of the future - Designing organisation and behavioural infrastructures to produce efficient leadership talent

- ♦ Grooming and enhancing potential employees to the next level
- ♦ Designing appropriate organisational culture
- ♦ Management programmes to train potential candidates

**David Arkless, President and CEO**

**The Empower Group (United Kingdom)**

*Senior Vice-President*

**Manpower Inc (United Kingdom)**

5.00 End of Day One

Case Study

# ADDRESSING THE PRESSING NEED FOR TALENT MANAGEMENT IN ORGANISATIONS

Day 2 Friday - 28 June 2002

9.00 Chairperson's Opening Remarks

**Colin Ong TS**  
*Managing Director*  
**MR =MC Consulting**

9.10 Effective management of talent when firms are coping with downsizing

- ♦ Achieving positive results for firms when they downsize
- ♦ Coping with a restructuring and hiring freeze
- ♦ The changing workplace
- ♦ Identifying a bright talent
- ♦ How does a bright talent view the workplace and organisation?
- ♦ Grooming a bright talent to meet the organisation's objectives
- ♦ How firms cope when some of the key employees are made redundant: Creating new strategic alliances

**Colin Ong TS**  
*Managing Director*  
**MR = MC Consulting**

9.55 Aligning rewards and compensation with business strategies to retain talents in the current economic climate

- ♦ Designing remuneration packages to retain talents and meeting the organisation's goals
- ♦ Tailoring incentive packages to the next level in order to acquire effective recruitment and retention of talents

**Regine Graml**  
*Director of HR, Regional Competence Center Human Resources, Singapore*  
**Siemens**

10.40 Morning Refreshment

11.00 The key to being "The Employer of Choice"

- ♦ Achieve by employer branding
- ♦ Fostering professional growth, continuous learning and career advancements for employees
- ♦ Boosting the morale and motivation of employees
- ♦ Creating an environment that encourages interaction and effective communication between employer and employees

**K Anand Prasad**  
*Director, Human Resources, ASEAN, Australia, Asia and India*  
**Procter and Gamble, Asia**

11.45 Talent Management for 21st century corporations: Achieving results that maximise business strategies

- ♦ Delivering efficient results through ordinary people
- ♦ Closing the 'knowing-doing' gap and developing professional growth and career advancements for individuals
- ♦ Fostering innovation and creativity
- ♦ Challenges and opportunities relating to talent management

**Anand Shankar**  
*Asia Pacific Business Development Manager*  
**Hewitt Associates**

12.30 Lunch

1.30 Enhancing recruitment and retention of talent through "Employer Branding":

- ♦ Definition of "Employer Branding"
- ♦ Importance of "Employer Branding" in today's talent market
- ♦ Benefits and challenges involved
- ♦ "Employer of Choice" positioning as a key "Employer Branding" strategy: Agilent's experience
  - a. Getting started:
    - Company's VISION, MISSION, VALUES and "PEOPLE STRATEGIES"
    - HR strategic vision: "Value Proposition" to employees (current & prospective)
  - b. Winning "Employer Branding" strategies and plans:
    - Target audiences: Internal and external
    - Creating the "Common Look and Feel" through mass media
    - Designing the "Best Place To Work" (BPTW) environment: "Walking Our Talk"
      - (i) Leadership development
      - (ii) New hire: "Quick-Start"
      - (iii) Employee Referral: "It's About You"
      - (iv) Diversity/inclusion: "Made Real"
      - (v) "Employer of choice" (EOC) Surveys

**Mariam Lim**  
*AP Regional Staffing and Workforce Programmes Director*  
**Agilent Technologies (Hong Kong)**

2.30 Experiences of MNCs in talent management

- ♦ Knowledge and practical approach of MNCs
- ♦ Definition: Identifying talent and need for performance measurement process
- ♦ Implementation: Talent reviews and use of rating systems
- ♦ Motivation: 'Talented' vs 'Non-Talented'

**Roger Byrne**  
*Managing Consultant*  
**The People Interface**

3.10 Afternoon Refreshment

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3.30 Saint-Gobain's approach in retaining key talent - Saint-Gobain, an industrial network, with more than 22 units in China coupled with a diversification of investments in WOFE, JV and Holding companies will share their experience in retaining key talents.



- ♦ Saint-Gobain's internal strategy: People review, succession planning, performance-based measurement, individual appraisal and follow up
- ♦ Saint-Gobain's external strategy: Preventing talent turnover, corporate branding and level of HR managers' awareness
- ♦ Formulating strategies to avoid tomorrow's personnel problems

**Alain Chen**  
*HR Director*  
*Saint-Gobain (China)*

4.15 Leadership development for success in China



- ♦ Importance of leadership development for Lucent's success in China
- ♦ Lucent's systematic approach in recruiting, development and selection, reward, recognition and succession
- ♦ Lucent's reflections on development of China's local leadership

**June Pu**  
*HR Director*  
*Lucent Technologies (China)*

5.00 End of Conference

**10** compelling reasons why you should attend

- ✓ **Optimise** your most important resource: **HUMAN CAPITAL**
- ✓ **Integrate** career advancement with business strategies and employee needs
- ✓ **Create** an optimum environment after a major restructuring and downsizing exercise
- ✓ **Upgrade** your own knowledge and learn new skills related to managing talents in order to remain competitive
- ✓ **Adopt** best practices in recruiting, training and development, retention of talents
- ✓ **Transform** performance measurement results to real and effective bottom-line results
- ✓ **Hear** for yourself success stories on managing talent from Temasek Holdings, Singapore Airlines, Standard Chartered Bank, Agilent Technologies, Procter and Gamble, Asia and Nortel Networks
- ✓ **Learn** about practical case studies from organisations in China including Lucent Technologies and Saint-Gobain on how to succeed in China market
- ✓ **Master** the key steps in managing talent
- ✓ **Network** with your peers and counterparts from various industries and broaden your views

**PLUS** 1-Day Separately Bookable  
 Interactive Workshop  
 26 June 2002

" Preparing and developing talents  
 to the next level:  
 LEADERS OF TOMORROW "

**Workshop objectives:**

**As we move into the knowledge economy:**

- (1) The increasing need to secure and optimise talent becomes extremely crucial
- (2) Managing talent through identifying and developing competencies is a survival strategy
- (3) Succession planning is important to generate efficient business results

Delegates attending this workshop **WILL KNOW HOW** to implement leadership programmes to recognise and retain talent. The methodology used will assist you, by comparing and contrasting your present HR style with an efficient leadership programme. You will be convinced by the results that this workshop can deliver.

**Workshop Outline**

- ♦ Creating a competency framework
- ♦ Key elements of succession planning
- ♦ How to balance external leadership talent acquisition with internal development and succession planning
- ♦ Best practices of succession management

**About The Workshop Leader:**

**David Arkless**  
*President and CEO, The Empower Group*  
*Senior Vice-President, Manpower Inc*

David is the President and CEO of The Empower Group, a global operating division of Manpower Inc.

The Empower Group delivers organisation and performance consulting solutions for global corporations. David established the Empower Group during 1999-2000 through a series of acquisitions and organic start-ups. The company now has operations in more than 15 countries, continues to grow and is headquartered in London.

David joined Manpower Inc in 1992 as company Vice-President and served in the Global Marketing and Strategic Services divisions before establishing Empower.

Before joining Manpower, David worked in various international assignments for Hewlett-Packard and ran his own consulting company, which provided services for power generation companies.

David continues to serve as a Senior Vice-President of Manpower Inc with responsibility for various strategic alliances.

**Timetable For Workshop:**

- \* Registration 8.30am; Workshop commences 9.00am and ends 5.00pm
- \* Workshop materials, refreshments and lunch will be provided