

2ND RUN MASTERCLASS ON **IMPLEMENTING STRATEGIC WORKFORCE PLANNING IN COMPETITIVE BUSINESS WORLD**

“Learn to translate business strategy into workforce strategy, identify business risks caused by workforce issues and transition the organization with integrated talent management.”

**18th – 19th July 2011 (Monday – Tuesday)
Grand Millennium, Kuala Lumpur, Malaysia**

“Bringing you world-renowned leaders in human resources and talent management”

Dr. John Sullivan

**Professor of Management, San Francisco State University
CEO, Dr. John Sullivan and Associates**



Master Burnett

Managing Director, Dr. John Sullivan & Associates



Cutting- Edge Course Benefits:

- **Understand** the urgency and need for conducting workforce planning in your organizations.
- **Discover** the modern models of workforce planning and understand how they are evolving to support growing workforce complexity.
- **Identify** business risks caused by workforce issues.
- **Learn** how to align Business, HR and Talent strategies necessary for organization to meet its business objectives and/or mission.
- **Develop** actionable workforce planning strategies and learn how to make the planning process simple and efficient.
- **Learn** how to transition the organization with integrated talent management.
- **Measure** workforce planning results and understand its feasibility and practicality in modern organizations.

About Your Course Leaders:

Dr. John Sullivan is renowned the world over as a provocateur and strategist in the field of human resources and talent management. With more than 35 years of experience, John is an author, corporate advisor, public speaker, and educator and has established a body of work including numerous and more than 900 articles.

Master Burnett currently serves as the Managing Director of Dr. John Sullivan & Associates, where he advises global 2000 companies on the implementation of world-class programs. He has more than 18 years of progressive experience advising both leading and emerging organizations in more than 42 countries to deliver unparalleled guidance on emerging global trends and best practices.

Dr. Sullivan and Burnett have together consulted multinational corporations such as:

- Google
- HP
- Microsoft
- Facebook
- Oracle
- BMW

And many more...

Official Accrediation:



This program has been approved for 13.5 (General) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute.

“The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute’s criteria to be pre-approved for recertification credit.”

*** This workshop is also eligible for HRDF claim under the Skim Bantuan Latihan (SBL) Scheme, subject to prior application to HRDF by the employers/companies.**

A REAL WORLD APPROACH FOR PLANNING TOMORROW'S WORKFORCE TODAY!

In today's hyper-competitive business climate few business decisions are more critical than those related to how an organization acquires, develops, allocates and deploys their workforce to capitalize on business opportunities that may only exist for a short time or mitigate risks that may exist long term. Done well, strategic workforce planning can help organization's leverage creativity to drive innovation, ensure workforce agility/flexibility and more importantly amass a workforce that provides a true competitive advantage hard to duplicate. When done poorly or not at all as is more often the case, businesses fail to identify workforce issues that can result in significant operating inefficiencies and outright failure.

The workforce of today is significantly more complex than that of yesterday, but few workforce planning models take that into consideration. Most fail to acknowledge the increasing global reliance on contingent workers, the existence of alternative labor resources i.e. outsourced service providers and non-employee labor, or the growing role of technology in accomplishing work. The end result is that companies executing archaic workforce planning approaches fail to deliver any practical/actionable guidance to the business. Modern world-class workforce planning recognizes that true planning requires a partnership between the human resource function and both the finance and operations functions. Doing it well requires an understanding of how workforce issues impact the business, what labor options are available to accomplish work, and a methodology to ensure that the right labor resource gets called to play at the right time for the right price.

SALVO Global's 2nd run masterclass on " **Implementing Strategic Workforce Planning in Competitive Business World** " is intended to provide business professionals from all functions insight into the real costs of not doing workforce planning well and the best practices that are enabling the few standout firms that do it exceptionally to smash record beating performance records year after year. The focus will be on practical application, not theory and cover everything from defining workforce planning to measuring the effectiveness of workforce plans.

Pedagogy

The course will be based on lectures, interactive discussions and case study exercises.

Who Should Attend?

Chief Executives, Directors, Managers, Senior Managers, General Managers, Chief Department Heads and Consultants of:

- Human Resources
- Workforce Planning
- Human Resource Development
- Human Capital
- Learning and Development
- Talent Management
- Succession Planning
- Talent Acquisition and Leadership
- Strategic Planners
- HR Metrics
- HR Analysts
- Organizational Design
- Line Management
- Organizational Development
- Finance (Budgeting and Forecasting)
- Operations

Outcome of the Master Class:

By the end of this intensive two day master class, you will take back to your organization the emerging models and best practices that are really driving the future of workforce planning. Participants will discover a new era of forecasting and workforce planning, ensuring that "the right people with the right skills are in the right place at the right time." Participants will also learn how to retain top talent in today's highly competitive world by tying talent management actions to workforce plans, ultimately outlining strategies and actions necessary for the organization to meet its business objectives.

About Your Trainers

Dr. John Sullivan is renowned the world over as a provocateur and strategist in the field of human resources and talent management. For more than 35 years he has offered his critique and insight to professionals seeking to develop a true competitive advantage for their organization through strategic talent management planning and practices. As an author, corporate advisor, public speaker, and educator, Dr. Sullivan has established a body of work including numerous books and more than 900 articles that serve as a key resource for functional leaders and line managers when developing and implementing best practices. His thought leadership has been featured in The Wall Street Journal, Fortune Magazine, Fast Company Magazine, The Economist, and nearly every leading HR functional publication in the world.

Dr. Sullivan's work is driven by a relentless dedication to do away with the status quo and drive the development of world-class practices that demonstrate the impact of talent management on an organizations financial performance. His approach, while thought-provoking and somewhat controversial, has been engineered to force practitioners to think about why they do things the way they do, and how their work could be elevated to that of world-class.

John, who started his role as an educator more than 25 years ago, continues to advise future generations of leaders as a Professor of Management in the College of Business at San Francisco State University. While not in front of the classroom, Dr. Sullivan travels throughout the world speaking to and working with the leadership of some of the world's most respected and admired organizations.

Master Burnett currently serves as the Managing Director of Dr. John Sullivan & Associates, a globally recognized talent management advisory services firm. In his current capacity he has responsibility for working with client organizations to develop, implement and benchmark best practices, oversee all benchmark research, and evangelize best practices through industry publications and events. In addition to his role as Managing Director, Master Burnett serves as a Discovery Team Member on the SHRM/ANSI/ISO Taskforce to develop International Human Resource Standards in the area of Staffing and Workforce Planning.

Prior to joining Dr. John Sullivan & Associates, Mr. Burnett served as the Director of Client Services with the Silicon Talent Corporation, a boutique silicon valley based recruiting agency focused on early stage high-technology venture development. In this role he worked with fast growth ventures to translate business strategy into actionable workforce plans and align talent acquisition, talent development, and talent deployment programs to deliver top talent for mission critical roles as planned.

Mr. Burnett has also served as an adjunct instructor in the College of Business at San Francisco State and a technology industry analyst for several private equity management firms. He pulls upon more than 18 years of progressive experience advising both leading and emerging organizations in more than 42 countries to deliver unparalleled guidance on emerging global trends and best practices.

Dr. Sullivan and Burnett past advisory relationships include:

- BMW
- Boston Scientific
- ChevronTexaco
- Citigroup
- Deloitte
- Dow Chemical
- Facebook
- Google
- Hewlett Packard
- IBM
- Intel
- Life Technologies
- Marriott International
- Microsoft
- Monsanto
- Oracle
- Pfizer
- Phillips
- Raytheon
- Starbucks
- Valero Energy

Official Media Partners:



Day One – 18 July 2011 (Monday)

Module 1 – Modern Workforce Planning Defined

This module will look at the common models of workforce planning and will highlight the reasons why key business executives are calling for greater rigor in workforce planning and discuss how leading organizations are responding.

- Overview of Emerging Workforce Planning Models
- Introduction of a Maturity Framework for Practical Workforce Planning Efforts
- Review of Critical Success and Failure Factors
- Technological Trends Impacting Workforce Planning

Activity: Current Workforce Risk Evaluation. Using the information in module one delegates will have the opportunity to look at their current workforce and identify how existing risks could impact the operations of their organization if not addressed.

Module 2 – Defining and Measuring Workforce Risk

This module will focus on helping delegates better understand how workforce issues impact business operations and how to reposition workforce issues as key business issues.

- An Overview of the Major Workforce Risks That Can Be Easily Identified
- Methodology for Determining Possible Business Impact of Workforce Issues
- Communicating Risks to Multiple Stakeholders – How to Make Your Message Relevant
- Aggregating Departmental Issues to Develop a Holistic Workforce Plan

Exercise: Putting a dollar value on workforce risk. Using the approach detailed in this module delegates will determine the possible dollar impact of workforce issues in sample case.

Module 3 – Establishing a Formal Workforce Planning Initiative

This module will walk delegates through all of the planning actions required to establish or revisit the design of an existing workforce planning initiative.

- Where the Workforce Planning Effort Should Reside and Why
- An Overview of What Business Processes Should Integrate/Interface with Workforce Planning

- What Skills and Knowledge Will Be Required by Initiative Participants
- How to Position the Initiative with Key Stakeholders
- How to Craft Initiative Goals and Objectives
- How to Report Back on Initiative Performance

Tool: Workforce Planning Strategy Template. This template can be used by any organization to assemble information required to launch a new workforce planning effort.

Module 4 – Emerging Best Practices

Exceptional workforce planning is rare but not impossible. Module four will wrap up day one with an inspirational look at the best practices that are really driving the future of workforce planning and helping their organizations deliver standout performance. Specific topics will include dozens of mini case studies highlighting:

- Best Practices in Positioning Workforce Planning as a Key Business Process
- Best Practices in Getting Managers to Own and Execute Workforce Planning
- Best Practices in Translating Business Strategy into Workforce Needs
- Best Practices in Accounting for Holistic Labor Utilization
- Best Practices in Aggregating Workforce Needs into Holistic Talent Transition Plans
- Best Practices in Marketing the Success of Workforce Planning

Course Structure(Day 1 and 2)

0800 Registration and coffee
0830 Course commences
1030 Morning refreshments
1045 Course re-commences
1230 Luncheon
1330 Course commences
1500 Afternoon refreshments
1515 Course re-commences
1700 Course concludes

Day Two – 19 July 2011 (Tuesday)

Module 5 – Acting on Workforce Plans, a Primer on Integrated Talent Management

For decades workforce planning efforts have produced statistics laden reports that accomplished little. Module five closes the planning loop by tying talent management actions back to identified workforce issues.

- Defining Integrated Talent Management
- Key Differentiators Between Integrated Talent Management and Traditional HR
- Common Barriers to Successful Integrated Talent Management Efforts and How to Work Around Them

Tool: Decision Tree to Determine Optimal Talent Management Action per Workforce Risk

Module Six – Holistic Talent Acquisition

When most organizations think of their workforce, they think solely of employees, but today's workforce is more often comprised of numerous different types of labor, each of which is acquired through disconnected processes.

- An Overview of The Most Common Labor Types in the Modern Organization
- Analyzing the Cost/Benefit of Labor Solution Options
- Making the Business Case for Holistic Talent Acquisition
- Emerging Best Practices in Holistic Talent Acquisition

Exercise: Yield Modeling the Talent Acquisition Function. In this activity delegates will learn to identify the maximum yield their talent acquisition function can produce given its current organizational design, processes and tools.

Module Seven – Talent Development

No HR function has felt the impact of rapid change and increasing complexity more than the talent development function. Skills and knowledge today grow obsolete at an ever quickening pace, making it difficult for formal learning initiatives to keep up. This module will introduce topics related to typing talent development actions to the workforce plan including:

- Determining When to Use Formal and Informal Learning Initiatives to Transition the Workforce
- Methods to Hold Managers/Employees Accountable for Self-Development

- Emerging Best Practices in Talent Development

Exercise: Yield Modeling the Talent Development Function. In this activity delegates will learn to identify the maximum yield their talent development function can produce given its current organizational design, processes and tools.

Module Eight – Talent Allocation/Deployment

This module will wrap up tying talent management actions to workforce plans by discussing topics related to talent allocation and deployment including:

- Changing Perspectives and Career Growth
- A Review of Common Internal Staffing Approaches Including an Overview of their Strengths and Weaknesses
- Key Tools to Support Rapid Redeployment
- Emerging Best Practices in Talent Deployment

Discussion: How failures to manage deployment have resulted in turnover of top talent.

Module Nine – Wrap Up and Action Planning

This final module introduces an action planning worksheet to help delegates organize their learning and identify ways to put the materials introduced to immediate use. In small teams delegates will discuss the key issues their organization faces, what practical solutions discussed are relevant, and how they might act moving forward. In addition, delegates are pointed to further learning opportunities related to their specific needs.

Course Customisation To Your Priorities

Pre-Course Questionnaires will be issued to delegates immediately upon registration for them to address their specific needs and concerns. The trainer will discuss these needs at the workshop.

