

# Success Strategies for Change Management

## with Relevant & Real Business Case Studies

6-7 September 2005

Crowne Plaza Mutiara Kuala Lumpur,  
Malaysia

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Understand the dynamics of  
change, learn to cope and  
thrive in rapidly evolving and  
uncertain environments,  
lead and manage the  
organisational change  
initiatives towards success

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● Led by Course Director:

Hugh Effinger  
*Managing Partner*  
**Effinger & Associates LLC**

Organised by:



**IBC Asia (S) Pte Ltd**  
Company No: 200108203N  
*Investing Business with Knowledge*

### Highlights of the Workshop

- ▶ Achieving change via influencing styles and persuasion techniques
- ▶ Adaptability as a key to addressing both new challenges and opportunities
- ▶ Clearly defining and effectively communicating a well-defined change agenda and objectives
- ▶ Creating a positive cultural change, while helping to ensure the successful implementation of strategies and values
- ▶ Designing a complete plan of involvement that builds commitment to and support for change
- ▶ Developing a deeper understanding of what drives innovation and the obstacles to change and how to lead change
- ▶ Linking changes to the business strategy and the organizational goals
- ▶ Managing and preparing for change
- ▶ Strategies that devise and implement a winning game plan that survives global scrutiny and achieves buy-in from the boardroom to the break-room
- ▶ Structuring change via planning, monitoring, developing, rating, and rewarding
- ▶ The process of creating and developing comprehensive and successful changes
- ▶ The multi-faceted roles of coaching, leadership training, and teamwork in managing change
- ▶ Utilizing a measurement approach for periodic review and evaluation of change efforts

Change is very much a reality in organisations today. It's not surprising to find that common issues cut across dissimilar industries. The increased volume, rate and complexity of change all pose major challenges.

An appropriate Change Management Strategy is vital to revitalizing the corporation and achieving growth and success. The ability to lead, strategise, plan and manage the change process are but some of the multi-faceted roles that the managers have to perform.

*Success Strategies for Change Management* is focused on assisting managers on how to cope and thrive in rapidly changing and uncertain environments. Managers planning strategic change initiatives can apply a practical framework for accelerating change successfully.

## Who Should Attend

The Workshop is customized specially for HR Directors, VPs, Managing Directors, Senior Managers who play critical roles in managing the most important resource of organizations – the People.

## Award of Certificate

A Certificate of Attendance will be awarded to all participants who have completed the 2-day training. This Certificate will prove valuable in your career development.

## About the Course Director



Hugh Effinger, *Managing Partner of Effinger & Associates LLC* provides the leadership for the management consulting practice. His areas of competence include the management of Business Development, Client Services, Marketing, Operations, and Sales. With over 30 years of in-depth experience, he is recognized for his expertise and insights in leading in strategy, performance, and change management programs.

His diverse background includes engagements with Fortune 500 and Global 2000 aerospace, automotive, consumer products, energy, food and beverage, financial services, government, information technology, insurance, manufacturing, and telecommunications enterprises. His consultative services have benefited both domestic and international firms' entry into and development within 28 countries.

Concurrently, Hugh is a Director and Managing Consultant with Navigate International, a global management firm that offers clients access to "inaccessible" foreign market information and worldwide entrée to decision makers and senior managers. Navigate provides and applies field based, market research, analysis, strategy, and business development solutions that identify both opportunities and risks.

## Workshop Outline

### The Role of Change Management in Organization and Process Reengineering – Reviewing at What Works for Your Organization

- Benefits
- Challenges
- Objectives
- Keys to success
- Responsibilities
- Winning

### Using Influencing Styles and Persuasion Techniques to Empower and Motivate Your Staff

- Achieving improved productivity and increased growth
- Empowering employees
- Key factors in motivating personnel
- Role of marketing and sales

## Registration

- Registration starts at 8.15am on Day One
- Course commences from 9.00am to 5.00pm for both days.
- There will be mid-morning and mid-afternoon refreshments, lunch will be served from 12.30pm to 2.00pm each day.

### **Developing a Positive Cultural Change, while Helping to Ensure the Successful Implementation of Strategies and Values**

- Cultural change defined
- Key beliefs and values
- What are relevant goals?

### **Designing Your “Corporate Blueprint” - A Complete Plan of Involvement that Builds Commitment to and Support for Change**

- What are business needs?
- What are performance needs?
- What are training needs?
- What are environmental needs?

### **Understanding What Drives Innovation and the Obstacles to Change and How You Can Lead Change**

- Leadership in challenging times
- Phases in the diagnostic process
- Reasons for not winning
- The role of adaptability in achieving new challenges and opportunities

### **Linking Changes to the Business Strategy and Organizational Goals**

- Causes of most performance problems
- Checklist for measures and predictors or readiness
- How do we communicate?
- The key to success in most business initiatives
- The performance management process
- Role of clearly defined and effectively communicated Change Agenda and objectives
- Utilizing a measurement approach for periodic review and evaluation

### **Managing and Preparing Your Organization for Change**

- Evolutionary phases of changes
- The power of knowledge
- Strategic sides of change
- Use of Balanced Scorecards
- What is success?

### **Using Your Strategy to Devise and Implement a Winning Game Plan that Survives Global Scrutiny and Achieves Buy-in from the Boardroom to the Break-room**

- Developing a vision statement
- Steps required in implementing change
- The relationship between strategy and change
- The 7 As of establishing a strategy

### **Structuring Change via Planning, Monitoring, Developing, Rating and Rewarding**

- Considerations
- Defining structure
- Implementing change

### **A Comprehensive and Successful Change Strategy - The Process of Creating, Developing and Planning for Analyzing and Developing Alternative Scenarios**

- Creating a vision and defining overall goals
- Defining success criteria
- Problem and solution analysis
- Stakeholder involvement analysis
- The planning process described
- Using a Project Planning Matrix

### **Your Multi-faceted Roles as a Coach, Leader and Using Teamwork in Managing Change**

- Applications and guidelines
- Are you a caring leader that believes your behavior drives success?
- Benefits
- Creating positive change
- Discover if leaders are born
- Learn the secret in creating leaders
- Organizational assessment tools
- Relationship to sports

### **Supported with Detailed Real-Life Case Studies:**

#### **Chasing Profitable Growth at Chase Manhattan Bank:**

##### *How Chase aligned change with global strategies*

- Applying change leadership and implementing cultural change
- Developing tools to build adaptability and resilience
- Improving communications to build customer loyalty, develop employee commitment, create team building programs and enhance shareholder confidence
- Reorganizing key areas to leverage core products and/or services
- Restructuring compensation programs that increase market share

#### **Performance Strategies Used by Emerson Electric Company:**

##### *Generating and maintaining growth in the face of rapid change*

- Assessing the capacity for organizational change, indicators of success/ signs of needed corrections
- Communications effectiveness across departmental lines
- Developing business plans and strategies
- Increasing profitability by establishing and restructuring management controls
- Increasing profitability through international research

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# SUCCESS STRATEGIES FOR CHANGE MANAGEMENT



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## RESERVE YOUR PLACE TODAY!

Yes! I/We will attend the **SUCCESS STRATEGIES FOR CHANGE MANAGEMENT**  
6-7 September, 2005, Crowne Plaza Mutiara Kuala Lumpur, Malaysia

### 1st Delegate

Name: Dr/Mr/Ms \_\_\_\_\_

Mobile \_\_\_\_\_

E-Mail \_\_\_\_\_

Job Title \_\_\_\_\_

Department \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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46004 B

	FEE Per Delegate
<b>EARLY BIRD FEE</b> <small>(if you register and pay before 5 August 2005)</small>	US\$ 1095 / S\$ 1774
<b>REGULAR FEE</b>	US\$ 1295 / S\$ 2098

Fee includes luncheons, refreshments and complete set of documentation.  
It does not include the cost of accommodation and travel.

### GROUP BONUS:

Sign up 2 Delegates  
and Enjoy 10% Discount Off the  
Registration Fees!

### CANCELLATIONS / SUBSTITUTION

Cancellations received in writing before 5 August, 2005, will be refunded less **US\$200/S\$324** administration fee. Thereafter, cancellations are not refundable. Participants may be substituted at any time.

### HOTEL INFORMATION

**Crowne Plaza Mutiara,  
Kuala Lumpur**  
Jalan Sultan Ismail  
50250 Kuala Lumpur, Malaysia  
Tel: +603 2148 2322  
Fax: +603 2146 3895  
Contact: **Aida Iskandar**

### 5 WAYS TO REGISTER

- Mail** the attached registration form with your cheque to **IBC Asia (S) Pte Ltd**, No. 1 Grange Road, #08-02, Orchard Building, Singapore 239693.
- TEL:** (65) 6732 1970  
(65) 6835 5139
- FAX:** (65) 6733 5087  
(65) 6736 4312

**E-MAIL:**  
julia.ho@ibcasia.com.sg

**WEB:**  
[www.ibc-asia.com/registryform.htm](http://www.ibc-asia.com/registryform.htm)

### PAYMENT

- All payments should be made in US or Singapore dollars
- Payments by US\$ / S\$ bank draft or cheque should be made in favour of "IBC Asia (S) Pte Ltd" payable in Singapore.
- Payment by telegraphic transfer in US\$ or S\$ must be made to:  
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### IMPORTANT NOTE:

Please quote the name of the delegate and event title on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts. Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC Asia will not be responsible for any event re-scheduled or cancelled.

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