

HR TECHNOLOGY & AI 2-DAYS MASTERCLASS

14 - 15 MAY 2015 | Kuala Lumpur, MALAYSIA






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Inspire, Enliven & Amplify your HR Brigade!



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*Subject to PSMB approval

Bringing To You

-  **Renowned Trainer**
-  **Case Study Presentations**
-  **Engaging Presentations**
-  **Exclusive Panel Discussion**
-  **Highly Interactive Workshops**

Highlights

- Amplifying HR Executives with firm grasp of their roles and functions in energizing the organizations' growth as a strategic and change agent
- Justifying the competencies of HR Executives and the comprehensions that are expected out of them
- Enlightening HR Executives with the contemporary landscape of Human Resource, its trends and challenges as well as the effective techniques in countering such impediments
- Embracing HR Executives with the insight on communicating and working with Gen X & Millennials workforce through an interactive sharing moment from the perspective of HR Practitioners via a panel discussion

Who Should Attend

Executives, Senior Executives & Managers of:

- Human Capital Development
- Human Capital Management
- Human Resources
- Learning & Development
- People Development
- Talent Management
- Training & Professional Development

From across various industries, for instance:

- Airline & Aviation
- Banking, Finance & Insurance
- Conglomerate
- Energy & Utilities
- Government Administration
- Healthcare
- Insurance & Investment
- IT & Communications
- Logistics & Transportation
- Manufacturing
- Oil & Gas
- Real Estate & Property
- Retail
- Telecommunication

TRAINER



Dr Frank is a subject matter expert in various fields of digital marketing, including online advertising, social media marketing, digital data driven decision making, as well as digital transformation (with a focus on HR & small to medium sized companies). He has helped many companies of all sizes to get a better understanding of what 'digital' means for their organization, and how it can benefit the client's overall business processes. His style has been described as 'in-depth, yet very entertaining'. Dr. Frank is the author of 'Digital Marketing Tactics for Decision Makers' (available at Amazon), and he is currently working on his new book on 'Digital Transformation for HR Leaders'.

Dr Frank has been conducting corporate training and spoken extensively at international conferences & corporate events for over 15 years. His client list boasts many well known companies across Asia Pacific and the Middle East, including Alliance Bank, APU/APIIT, ASTRO, Axiata, Bank Rakyat, Celcom, CDB, Domino's, Genting Resort World, GNC, Intercontinental Hotel Group, JTH Group, Khazanah Nasional, KHIND, Leo Burnett, MARCO Group, Media Prima, Monash University, Oman Air, Perdana, Petronas, Sin Chew Media, Sunway Group, UCSI University, Warner Music, YTL Group and many, many more. Dr Frank has received a multitude of recommendations from his clients as evident from his public LinkedIn profile.

He is a registered Google Educator and is certified in Google Ads, Google Analytics, Microsoft Bing and others. He is also a certified trainer under the Malaysian Ministry of Human Resources (PSMB/HRDF) and the Singapore Institute of Management. Dr Frank is an Associate Faculty with University Utara Malaysia's OYA Graduate Business School and sits on the advisory board for the International University of Malaya Wales.

Organizer



Exhibitors

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In the midst of brisk advancement of business and further market expansions by organization, the employee factor has emerged as a salient feature concerning all organizations in terms of being the driving force in proceeding with the objectives of the organizations. In fulfilling the various essentials of the employees, the middle-man who connects the organization and its employees serves a primary role that encompasses the needs, growth and well-being of the employees as well as aligning the organizations' mission and vision with the capacity offered by these employees.

The Human Resource has proven itself as the backbone of every organization as it manages and implements strategies and policies in relation to the management of employees. Being solely in-charge of the management of employees, the Human Resource role cannot be underestimated as it is multi-layered and covers the different bands of matters pertaining to the workforce. Young HR Professionals Week returns with conference and workshops that are specifically tailored to address the cardinal needs of contemporary HR Practitioners.

Workshop Agenda

Day One (14 May 2019, Tuesday)

0800 Registration & Welcome Coffee

0830 Opening Address by Chairperson

0845 Ice-breaker 1

0900 **Session 1**
What is HR digital transformation?

Digital Transformation is not about buying new gadgets or new software, or only about implementing digital operations and automation. It is about changing operational processes for the whole organization, including increased employee engagement, closing of knowledge gaps, and finding better ways of working. HR teams can lead this change by not only transforming HR operations, but also by actively guiding the change in workforce and how their work is done.

0945 **Session 2: The 'Why' of HR transformation**

The aim of digital transformation is for HR to create and establish a working environment that not only increases productivity and efficiency, but also improves employee engagement and wellness. Digital transformation of HR can provide new and innovative ways to make HR tasks more efficient. Improvements in the processes of hiring, training and performance management will be mirrored by improvements in employee engagement, motivation and innovation.

1020 Networking Break

Session 3

1100 **Digitalization and HR challenges**

Adjustment to and adoption of the changes that digitalization of company processes require are not easy. HR teams must be prepared to not only face the lack of management buy-in, but also a backlash from employees who struggle to operationalize digital technologies. The challenge is not so much to bridge generation gaps between Gen X, Gen Y & millennials, but between digital natives and digital immigrants. Adjusting HR practices to a new world requires a lot of restructuring and groundwork.

1145 **Session 4**
Which factors are necessary for a successful digital transformation?

Buy-in: Change has to be embraced by the whole organization, including the top. Every stakeholder has to also be aware that there is no 'silver bullet' out there that you can buy of the shelf to make it work perfectly from the beginning. Each company is different, each employee is different. The organization has to be able to accept setbacks during the transformation, learn from them and move on.

1230 Networking Luncheon



1400 **Session 4(cont)**

investment: HR transformation is only a part of the overall digital transformation of a business. Business leaders and management will need to embrace the changes from the beginning. The strategy needs to be able to show from the beginning the benefits that digital transformation can bring to the business, like increased productivity, lower costs, better employees etc.

1500 Afternoon Refreshments

1530 **Case Study (3) HR digital transformation**

Unilever: how it uses social media, online games, and AI to further digitalize how they are recruiting.

Cisco: apps to help new hires and their managers during their onboarding period, or to gives quick answers to various HR questions about holiday policy, expenses etc.

IBM: digital learning platform that gives its employees a fully customized experience.

1630 **End of Day 1**

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Workshop Agenda

Day Two (15 May 2019, Wednesday)

0830 Registration & Welcome Coffee

0845 Ice-breaker 2

0900 **Session 5**

Better Business Performance Through HR Analytics

Creating a strategy that integrates HR analytic tools

- Driving qualitative Decision making with data
- Leveraging on the use of technology whilst managing the human aspect

0945 **Session 6**

Mindset Over Technology for Success in the New Worlds

- Driving leadership with an employee-centric mentality
- Aligning leaders, line managers and employees with the strategic vision
- Defining a practical strategy for change to be at an adaptable pace

1020 Networking Break



1100 **Session 7: Panel Discussion**

Managing the Tech Race: Striking a Balance Between People and Technology

- Highlighting the challenges and opportunities in digitalisation
- Explore strategies to keep the human touch alive in this world of tech
- How to co-exist with technology

1230 Networking Luncheon

1400 **Workshop 1**

Evolving With The Times: Successfully Initiating Change In Your Organisation

- Proven change management strategies to help your organisation transform
- Applying analysis on qualitative data for the change process
- Fostering a culture of innovation and change
- Navigating your change initiatives towards success
- Discovering strategies to prepare your organisation for the shift

1430 **Session 8**

The Age of Intelligent Tools: How AI is Reshaping HR

HR is evolving to be a key driver in the productivity and profitability of organisations. The family of intelligent tools known as AI (machine learning, natural language processing, data modelling, systems thinking, process automation) are changing HR from an administrative function into a motivating force for progress and innovation.

- How emerging technology changes the work of HR
- The new kinds of management required for 21st Century productivity
- Effective tools that connect HR to business outcomes

1500 **Session 9**

Your Key to Change and Productivity: A Human-Centric Approach

- Back to Basic works (Human2Human)
- Balancing Tech and Human Care leading to HumanTech
- Developing your leadership capabilities for Human-Centricity
- Drive change management through knowledge of Neuro Science

1530 Afternoon Refreshments

1345 **Session 10**

How to Prepare Your Organisation for the AI Revolution

The way companies adapt to the use of intelligent tools (AI) could essentially make or break a business in the near future. Uncovering the five critical elements for AI-adaptation

Through this session, you will discover:

- The real value of AI: Adaptability
- What to expect from initial experiments: Dealing with learning in technology
- The critical nature of data governance

1630 End of Day 2

The new source of power is not money in the hands of a few, but information in the hands of many
~ John Naisbitt