



**HARVARD CLUB
OF MALAYSIA**

STRATEGIC ORGANIZATIONAL TRANSFORMATION AND RENEWAL

Professor D. Quinn Mills
Harvard Business School

March 23 – 24, 2010
Hotel Equatorial, Kuala Lumpur

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STRATEGIC ORGANIZATIONAL TRANSFORMATION AND RENEWAL

Organizations in the private and public sectors are now engaged in a process of strategic transformation to become more performance-oriented, more efficient and more profitable. Companies that are successful in attaining these objectives will create substantial value for their shareholders and public sector organizations will deliver better services to the people.

In order to transform themselves successfully, organizations will depend on their leaders. Effective Leadership is crucial to the success of transformation and renewal of business and government organizations. Leaders must motivate, direct and lead others in transformation. They must take charge quickly and effectively. They must delegate, empower and generate real cooperation by communicating persuasively, leading teams with strategic agendas and sponsoring significant change.

Strategic Organizational Transformation and Renewal is especially designed to help leaders succeed in transforming and renewing their organizations.

MODES OF LEARNING

This program is designed to take participants away from their daily business and office activities and place them in a stimulating learning environment led by a world-renowned educator from the Harvard Business School. The core learning process is based on the case study method supplemented by lectures. The case study approach provides participants the opportunity to explore a wide variety of real-life business situations.

Peer-group interaction is a key element in the learning process. The program is structured to promote dynamic exchange among a diverse group of business leaders. The process produces a rich pool of knowledge and allows participants to share their professional experience, challenge and motivate one another, and provoke new ways of thinking. The ultimate goal is that

participants will be able to directly apply their new found knowledge, skills, and strategies in their own work environment.

To maximize benefits from the program, it is important that participants read the cases, think about the discussion questions and participate in class.

PROGRAM TAKEAWAYS

Participants will take-away the following knowledge and skills from this Program:

- How to initiate organizational transformation in strategic manner
- How to take charge quickly and effectively in a renewal effort
- How to create a positive impact in the organization
- How to develop more performance-oriented management system
- How to create a more efficient organization
- How to earn real cooperation from others in transforming the organization
- How to avoid common errors when leading renewal efforts
- How to deliver a dramatic increase in organizational profitability, efficiency and deliver better and superior services
- How to develop leaders for the strategic transformation

WHO SHOULD ATTEND

This program is suitable for:

- Chairman of Board
- CEO
- Chief Operating Officer
- Managing Director
- Executive Director
- Director
- Executive Vice President
- GM/DGM/AGM
- Senior Vice President
- Vice President

- Head of ministry, department and agency of public sector
- Senior executives

Lecture

- 12.30 – 2.00 pm - Lunch
- 2.00 – 3.30 pm - Topic: Earning cooperation from others in transforming an organization and avoiding common errors when leading renewal efforts

Case Discussion:

CapitaLand Ltd: CEO Selection

- 3.30 – 4.00 pm - Coffee Break
- 4.00 – 5.00pm - Topic: Building Shareholder Value through Greater Profitability

Lecture

DETAILED PROGRAM

Day 1

- 8.30 – 9.00am - Registration
- 9.00 – 10.30am - Topic: Initiating organizational transformation in a strategic manner
- Case Discussion:
Green Rubber: The Revolution of the Rubber Recycling Business
- 10.30 – 11:00 am - Coffee Break
- 11.00 – 12.30 pm - Topic: Taking charge quickly and efficiently in a renewal effort
- Case Discussion:
Air Asia: Flying Low Cost with High Hopes
- 12.30 – 2.00 pm - Lunch
- 2.00 – 3.30 pm - Topic: Creating a positive impact in the organization by leading change effectively
- Case Discussion:
Transforming Singapore's Public Libraries
- 3.30 – 4.00 pm - Coffee Break
- 4.00 – 5.00pm - Topics: Transforming your organization to be more performance-oriented, more efficient and more profitable.
- Lecture

Day 2

- 8.30 – 9.00am - Registration
- 9.00 – 10.30am - Topic: Developing a more performance-oriented management system
- Case Discussion:
Strategic Planning at Apple Inc.
- 10.30 – 11:00 am - Coffee Break
- 11.00 – 12.30 pm - Topic: Creating a more efficient organization

INSTRUCTOR



D. QUINN MILLS is Professor of Business Administration Emeritus at the Harvard Business School. He consults with major corporations and has taught leadership, strategy and financial investments at the Harvard Business School.

Professor Mills arrived at the Harvard Business School in 1976. He taught at MIT's Sloan School of Management between 1968 and 1975. He earned his PhD. from Harvard. He has done consulting with global corporations. He is a member of the Panel of Thought Leaders of the Peter Drucker Foundation.

Throughout his career, Professor Mills has been a prolific author. He has written about leadership including about differences between Asian and Western leaders. Three of his recent books are "Leadership: How To Lead How To Live", "Principles of Management" and "Human Resource Management". He is widely and often quoted as well as seen in the media. He is a Fellow of the National Academy of Human Resources. Professor Mills has conducted many executive educational seminars in US, Asia, the Middle East and Europe.

PROGRAM FEE

RM4,000 per participant

RM3,800 for participants or participating organizations of past HCM/CRC programs

- For Government agencies:
Direct Purchase is available through **eperolehan**

EARLY REGISTRATION REQUESTED

Early registration is requested as CRC needs to prepare the materials in advance so that participants have time to read and prepare before coming to the program. Applicants are admitted on space available basis.

COLLECTION OF PROGRAM MATERIALS

All fees are due prior to collection of program materials. Program materials are available for collection by participants in Kuala Lumpur from CRC's office a week before the commencement of program. Participants who do not collect their program materials will receive them at time of registration.

ADMISSION

You can register for the program via the following, either:

- **By internet:** *www.charlesrivercentre.com*
Register and return the completed registration form;
- **By fax:** 603- 2094 7099; or
- **By post:**
Charles River Centre Sdn Bhd,
21-1 Medan Setia 1,
Plaza Damansara, Bukit Damansara,
50490 Kuala Lumpur, Malaysia.
- **For further information:**
Call: 603-2094 7088 (KC/ Stephanie/ Choi Lin /Chow Hui)

CANCELLATION AND REFUND POLICY

All cancellation must be submitted in writing to CRC prior to commencement of program to receive a full refund and subject to the following:

- 30 days prior to commencement – full refund
- Less than 21 days prior to commencement – 50% refund
- Less than 14 days prior to commencement – no refund, substitution is allowed provided CRC is notified in writing

FILMING AND PHOTOGRAPHY

We wish to remind participants that filming and photographs taking when the program is in session is strictly prohibited without the prior consent of the Instructor and Charles River Centre.