

Registration Form
STRATEGY-MATTERS™

Register Online
at www.urban-forum.com

ABCDEFGHIJK

Contact Person's Details:

Name (Dr/Mr/Mrs/Ms) _____

Designation _____
Address _____

Postcode _____ Country _____
Telephone _____ Mobile _____
Facsimile _____ Email _____

Company Information

Company Name _____
Company Industry _____
Company Size 1 - 19 20 - 49 50 - 99 100 - 499 500 - 999 1000 above
Please register the following for "Strategy-Matters™ Generating Powerful KPIs" 3 - 4 October 2011, Hotel Istana, Kuala Lumpur, Malaysia

Participant's Information

Name (Dr/Mr/Mrs/Ms) _____
NRIC/Passport No. _____ Designation _____
Address _____
Postcode _____ Country _____ Telephone _____
Facsimile _____ Mobile _____ Email _____

Name (Dr/Mr/Mrs/Ms) _____
NRIC/Passport No. _____ Designation _____
Address _____
Postcode _____ Country _____ Telephone _____
Facsimile _____ Mobile _____ Email _____

Name (Dr/Mr/Mrs/Ms) _____
NRIC/Passport No. _____ Designation _____
Address _____
Postcode _____ Country _____ Telephone _____
Facsimile _____ Mobile _____ Email _____

1. I Will Attend (Please tick (v))

Registration includes refreshments, lunch and documentation for each seminar. Admittance will only be permitted upon receipt of full payment.

| Generating Powerful KPIs (3 & 4 October 2011) | Early Bird Payment received by 9 September 2011 | Normal Fee Payment after 9 September 2011 |
|---|---|---|
| <input type="checkbox"/> Individual fee | RM3800 per person | RM4300 per person |
| <input type="checkbox"/> Group of 3 paxs | RM3800 per person for every three seats & receive 4th seat free | RM4300 per person for every three seats & receive 4th seat free |

Please note only one discount/special offer is applicable | **UF Alumni Members** - Receive a further RM100 discount per person

Total Amount _____ (no. of pax) x _____ (unit fee)=RM _____

Status of Sponsorship

Self Company (please indicate if company sponsored)

Payment Options (Please tick (v) as applicable)

* Please write your name and event name "Strategy-Matters™ Generating Powerful KPIs" on back of cheque. Cross cheque shall be made payable to "Urban Forum (Malaysia) Sdn. Bhd."

Cheque Cheque _____
 Credit Card Card Type Visa Mastercard
Card Number ---
Expiry Date /
Month Year

Transfer account Cardholder's Name _____

Signature _____ Date _____

Upon signing this form, you are deemed to have read and understood the Registration Guidelines, Procedures and Policies and have accepted the terms contained therein. Please return this registration form together with the payment to reach us before the commencement of the event. Please address it to Urban Forum (Malaysia) Sdn. Bhd., 45-2, Block C2, Dataran Prima, Jalan PJU 1/39, 47301 Petaling Jaya, Selangor or Fax: +6.03.78803067

Date and Venue

Date 3 - 4 October 2011
Venue Istana Hotel
Kuala Lumpur
Malaysia

Administrative Details

Tel +603-7880 6839
Fax +603-7880 3067
Mail to Urban Forum (Malaysia) Sdn. Bhd.
45-2, Block C2, Dataran Prima
Jalan PJU 1/39, 47301 Petaling Jaya
Selangor, Malaysia
Website www.urban-forum.com

Online Registration and Enquiries

Email malaysia@urban-forum.com
Website www.urban-forum.com

UF Alumni

Criteria to join

- Individual members wishing to join the 2011 Urban Forum Alumni need to have participated in at least one public workshop in 2010 and confirmed in writing their acceptance into the Alumni. Membership is free for the first year however, to maintain membership a subscription will be required in the second year.
- Corporate members wishing to join the 2011 Urban Forum Alumni need to have participated in at least 5pax in 2010 and confirmed in writing their acceptance into the Alumni. Membership is free for the first year however, to maintain membership a subscription will be required in the second year.

Benefits of joining the Urban Forum Alumni

- Additional financial discounts over and above existing discounts
- Free networking access to colleagues and other participants in Urban Forum Alumni
- Opportunity to up-load your own documents to share with other Alumni members
- Receive articles, latest information and video clips of new updates from Urban Forum & its experts
- Invitation to participate in the annual social gatherings with the experts and colleagues

Substitution of Delegate(s)

This is allowed, provided the organiser is notified in writing of the name and the designation of the new delegate(s) at any time prior to the commencement of the event. Transfer of registration to other programmes is not allowed.

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.

Refund of Fees

All cancellations of registrations must be in writing. If cancellations are received

- more than 14 days before the event a full refund of the fee less 10% administrative charges will be given
- 7-14 days before the event a 50% refund of the fee will be given
- Less than 7 days before the event, no refund will be given but a substitute delegate is welcome to take your place or a set of documentation will be given.

Cancellation and / or Postponements

We reserve the right to cancel and/ or postpone the programme due to unforeseen circumstances.

STRATEGY-MATTERS™

GENERATING POWERFUL KPIs

3 • 4 OCTOBER 2011

ISTANA HOTEL • KUALA LUMPUR • MALAYSIA



▶ Take Advantage of Our Individual and Group Early Bird Discounts!

BROUGHT TO YOU BY:



IN PARTNERSHIP WITH:



STRATEGY-MATTERS™

Generating Powerful KPIs

3 & 4 OCTOBER 2011 • ISTANA HOTEL • KUALA LUMPUR

Generating powerful KPIs, that can simultaneously motivate employees and drive true organizational change in both performance and behaviour, is one of the key differentiators between 'good' and 'great' companies. Most organisations, regardless of size or levels of sophistication, are struggling to make this key part of their strategy work and therefore are missing one of the critical elements needed to transform themselves so that they can meet the demands of the 21st Century – *especially in times of economic uncertainty.*

This programme will explore the concepts of 'cascading KPIs' at both the departmental and personal levels and then how to apply 'best practice' methods to generating powerful KPIs and, importantly, how to apply these best practices to any business or government organisation.

Participants will be lead step-by-step on how to cascade KPIs down through various types of organisations (e.g. diversified conglomerates, multinationals, large and SME organisations plus different types of government organisations) and how to identify job families and then how to generate KPIs at both a department, executive, team and individual level - an indispensable skill set for any business or government organisation!

THIS PROGRAMME WILL TRANSFER FOUR KEY SKILLS TO SENIOR EXECUTIVES ON HOW TO:

- Cascade KPIs in various types of organisations and avoid the 'one size fits all' approach
- Review their organisation's current performance management system
- Generate strategic KPIs at all levels of the organization
- Drive through organizational change

The structure of the programme will be built around the delivery of compelling course material and using a case study example to embed this knowledge with participants. Over the course of the two days, participants will have had exposure on how to put the 'theory into practice'.

Take Away

On completion of the programme, participants will have developed:

- Know-how to cascade KPIs in various types of organisations
- The art of identifying strategic job families
- Skills in generating departmental, executive, team and individual KPIs

| 3 & 4 OCTOBER 2011 • ISTANA HOTEL • KUALA LUMPUR | |
|--|--|
| PROGRAMME - DAY 1 | |
| 8.00am | Registration |
| 9.00am | Introductions & Course Expectations |
| 9.30am | Principals of Cascading KPIs ▶ Why Do We Need to Cascade KPIs? ▶ What Are the Benefits of Getting it Right? ▶ From Creating Business Plans to Annual Performance Reviews - What to Expect |
| 10.45am | MORNING BREAK |
| 11.00pm | Different Cascading Approaches CASCADING IN DIFFERENT TYPES OF ORGANISATIONS ▶ Private Sector - Diversified conglomerates, Multinationals, Large Companies and SMEs ▶ Public Sector - Utilities, GLCs, Large Government Departments, Local Government |
| 12.30pm | LUNCH |
| 1.45pm | EXERCISE ▶ Participants Develop Cascaded KPIs Using a Case Study |
| 3.15pm | AFTERNOON BREAK |
| 3.30pm | 'Best Practice' Management Reporting Systems ▶ Developing a Powerful Management Reporting System ▶ Overview of Tools and Templates |
| 5.00pm | END OF DAY 1 |
| PROGRAMME - DAY 2 | |
| 9.00am | RECAP OF DAY 1 |
| 9.30am | Performance Management ▶ Why Do We Need Performance Management? ▶ Group Discussion on Performance Management Systems ▶ From Personal Development Performances (PDP) to Remuneration – A Complete View of the Performance Management Cycle |
| 10.45am | MORNING BREAK |
| 11.00pm | Job Families ▶ 'Best Practice' Job Descriptions ▶ 'Best Practice' Capability Assessments ▶ Overview of Typical Job Families by Sector ▶ Identifying Strategic Job Families |
| | EXERCISE ▶ Participants Identify an Organization's Strategic Job Families Using a Case Study |
| 12.30pm | LUNCH |
| 1.45pm | Generating Powerful KPIs ▶ How to Generate Strategic Executive KPIs ▶ How to Generate Strategic Team KPIs ▶ How to Generate Strategic Personal KPIs ▶ Auditing KPIs to Determine Impact |
| | EXERCISE ▶ Participants Generate a Set of Executive KPIs, Team KPIs & Personal KPIs Using a Case Study |
| 3.15pm | AFTERNOON BREAK |
| 3.30pm | 'Best Practice' Performance Management Systems ▶ Developing a Powerful Performance Management System ▶ Overview of Tools and Templates |
| 5.00pm | CLOSING |

Central to the effectiveness of the programme will be the use of both business and government based case studies. Participants will be able to choose one or the other type of case study to use over the duration of the course, making the course as relevant as possible to each delegate.



Margaret Bridges

Managing Principal
STRATEGY MATTERS™

Margaret Bridges is the Managing Principal for Strategy-Matters in Asia Pacific. Based in Sydney, Australia her role encompasses delivering Strategy and Balanced Scorecard training and consulting services across the region. With twenty years of high level business knowledge and experience, Ms. Bridges brings a wealth of diversified talents to all of her clients.

Prior to founding Strategy-Matters, Ms. Bridges worked for Kaplan & Norton's own private international training and consulting firm, Balanced Scorecard Collaborative (BSCoI) as Regional Manager, Africa and Asia Pacific - this role involved managing Affiliates and partners in South Africa, India, China, Korea, Malaysia, Australia and New Zealand as well as being one of the elite trainers and consultants for BSCoI in the region specializing in transformational strategy formulation, 'whole of government' strategy as well as being the regional expert for Human Capital and Organisational Development.

During her four years of strategy formulation and strategy execution work at BSCoI, Ms. Bridges has assisted organisations across all of Asia, as well as in Africa and Asia Pacific, to strive for and achieve their strategic destinations using Kaplan & Norton's best practice Balanced Scorecard methodology. This involved working with clients on all aspects of their strategy such as finance, sales and marketing, manufacturing, distribution, quality, IT etc. In particular, Ms. Bridges has expert knowledge and experience in the area of HR strategy – traditionally one of the most complex areas to develop strategy for.

Prior to joining BSCoI, Ms. Bridges worked for three years as a strategy consultant for Gartner Australasia, the world's leading research and advisory firm in the information technology and telecommunications area where again, invaluable knowledge and experience was gained working with a wide variety of clients.

WHO SHOULD ATTEND?

Both programmes are highly recommended for:

- CEOs, Managing Directors, Presidents and Senior Executives who have implemented or are considering implementing the Balanced Scorecard.
- CFOs and Senior Financial Executives should attend especially if they want to develop a holistic view of organisational performance.
- Head of Departments, CIOs, Business Strategic Planners, HR Executives and Training Directors instrumental in aligning strategy to business processes.
- Government Linked Company Executives, especially those responsible for implementing strategy
- Academics

IN-HOUSE TRAINING AVAILABLE ON REQUEST

Certified Train-the-Trainer programme on Kaplan & Norton Balanced Scorecard design and implementation.

For more information:
Please call us at +603 7880 6839 or email to info@urban-forum.com