



# DIGITAL TRANSFORMATION FOR HR PEOPLE

Emphasize | Re-inforce | Align

September 18, 2019 | Pearl Continental Hotel - Lahore | 9:30 am – 5:00 pm

## PROGRAM OVERVIEW

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 middleman 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. Digital transformation is the integration and acceptance of new technology in all areas of a business, enabling a more innovative and productive workforce. **In this program participants will explore the role of HR in successful digital transformation.**

## FACILITATOR'S PROFILE:

**Dr. Frank Peter** 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, Axiata, Bank Rakyat, Celcom, CIDB, Domino's, GNC, Intercontinental Hotel Group, JTH Group, MARCO Group, Media Prima, Monash University, Oman Air, , UCSI University, Warner Music, YTL Group and many more.

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.



## WHO SHOULD ATTEND?

**Executives, Senior Executives & Managers of:**

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

Workshop Investment

PKR **45,000** +PST per participant  
(Group Discount is Available)

**Fee Includes:**

Course material, certificate of attendance, lunch, refreshments & business networking

Send your cheque in favor of Octara Private Limited

To: **Umair Tariq, Admin & Accounts Executive**  
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Tel: 021-34520708, Cell: 0343 5940485

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## PROGRAM AGENDA

### 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.

### 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.

### Session 3: 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.

### 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 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.
- 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.

## 3 Case Studies of HR digital transformation

- Unilever:** how it uses social media, online games, and AI to further digitalize how they are recruiting.
- Cisco:** Develops the 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.

## WHAT NEXT: The Age of Intelligent Tools: How AI is reshaping HR

HR is evolving to be a key driver in the productivity and profitability of organizations. The family of intelligent tools known as AI (machine learning, natural language processing, data modeling, 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

## Digital Transformation for HR People successfully held in July 2019- Karachi



### Clients who benefited from Dr. Frank's Workshop



### Here's what participants have said about Dr. Frank

"I enjoyed being a part of this training. It was very relevant to what I do at work. Also, learnt from the group of people. It was a good learning opportunity"

- Michelle Fernandes, Enro Foods (FRIESLAND)

"A very good session to have an idea where we are standing as compared to other and what we need for digital transformation"

- Hafiz Hamid Mehboob, SNGPL

"I had a wonderful experience, learned a lot and interacted with different people"

- Parkha Khattak, Jazz Pakistan

"The training content encouraged participants to interact and share their experience which was the value addition",

- Faiza Iqbal, EFU Life

"Overall it was really good and very informative"

- Fida Mahmood, U Microfinance Bank

For more video feedback visit our YouTube Channel.



## Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings. Please contact Naveed Rahim at naveed.rahim@octara.com or call at 0334-3082767



### For Registration & Details:

Karachi: 021-34547141, 34520093, 34536306, M: 0345 8949470

✉ info@octara.com 🌐 www.octara.com 📱 teamoctara 📞 octaratrainings

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