

For the first time in Bangladesh



present



## 2 Brand New HR Courses



Course Director:  
**Paul Walsh, UK**

Former Senior Manager, Royal Mail, UK, responsible for 1,100 employees and a budget in excess of £28 Million

Paul has delivered HR and Leadership related courses for Shell, Pepsi and Petroleum Development Oman (PDO)

Attained a Postgraduate Diploma in Business Administration from Lancaster University, UK & a Postgraduate Certificate in Education and Training from the University of Huddersfield, UK

### Course I

## The HR Balanced Scorecard

Connecting Human Resource to the Strategy of your Organization

28 November 2011, Radisson BLU Hotel, Dhaka  
9:00 am to 5:00 pm

### Course II

## Creating ROI on HR Initiatives

Use the Dynamics of HR Initiatives to Achieve Business Excellence

29 November 2011, Radisson BLU Hotel, Dhaka  
9:00 am to 5:00 pm

### Two Separately Bookable Programs

Book your seat in both courses &  
**SAVE BDT 5,000**



# Paul was exceptional! Clear and easy to understand

Elizabeth Smuts, Human Resources Executive, Greenshield Insurance, UAE

Course Director

## Paul Walsh, UK

Paul Walsh currently mixes his consultancy work with lectures at further and higher education colleges and universities in the UK, together with training courses, seminars and workshops in the Gulf region.

Paul has delivered courses in Leadership, Finance, Manpower Planning and Budgeting for International Institute for Research, Dubai, since 2001. He also spends time teaching adults with learning difficulties, basic business and retail skills.

Moving to Oman in 2003, Paul has delivered Leadership and HR related courses for Petroleum Development Oman (PDO) including courses accredited by the Institute of Leadership and Management, UK (ILM). He also has delivered workshops and facilitated sales learning events and HR development courses for Shell (ME), Pepsi (Oman).

He has a Postgraduate Diploma in Business Administration from Lancaster University, a Postgraduate Certificate in Education and Training from the University of Huddersfield as well as a Certificate in Teaching English to Speakers of other languages from Trinity College, London.

Paul has also undertaken consultancy work in Qatar and Egypt. Prior to founding his own training consultancy in 1999, Paul worked with Royal Mail in various roles. His last position in the company was as a Senior Operations Manager in Manchester, responsible for 1,100 employees and a budget in excess of £28 million.

Paul Walsh has worked at all levels of organizations from progressing from the position of Junior Supervisor to Senior Manager and facilitator at Board Level and has dealt with first hand problems faced by managers who are expected to be Leaders, Supervisors, Managers, and Financial Experts at workplaces.

"It was a stimulating 2-day journey!  
Paul's in-depth knowledge of the  
subject was inspiring."

**Unilever**

"Paul shared a brand new  
perspective of HR which will surely  
turn out to be of great value to us."

**Shell**

"The course was a good chance  
to transfer knowledge  
from theory to practice."

**Saudi Arabian Airlines**

"I've learnt how to prepare an  
effective HR budget and make it  
more convincing"

**Telenor**

## Paul's top regional clients:





## Course I

### The HR Balanced Scorecard

Connecting Human Resource to the Strategy of your Organization

28 November 2011, Radisson BLU Hotel, Dhaka

#### Overview

It is now more than 15 years since the Balanced Scorecard framework was made famous by Kaplan & Norton when it had first gained public acceptance. A majority of organizations, both public and private now use this tool to steer organizational strategy through linking measures, both financial and non-financial, to KPI's that drive bottom line performance. After 15 years, HR should still equip itself with the same framework to show how policies and initiatives in HR really do add value and profit to the organization.

#### Key Benefits:

- Design & implement an effective HR Balanced Scorecard
- Learn the 4 perspectives of the Balanced Scorecard
- Understand the principles of a Balanced Scorecard
- Describe Cause and Effect of performance drivers
- Identify HR deliverables from the strategy map
- Translate strategy into operational objectives
- Design and implement HR Metrics
- Make the case for HR investment
- Set 'Measures' and 'Targets'
- Measure HR alignment

#### Course Agenda

##### Module 1:

##### What is a Balanced Scorecard?

- The basis of Balanced Scorecard methodology
- Looking at Finance, Internal Perspective, Customers and Innovation
- Linking the Balanced Scorecard to HR

##### Module 2:

##### Performance Drivers and Scorecard Metrics

- Cause and Effect – which HR Initiatives will be the drivers of performance in the future
- How to measure these drivers
- How to set targets to achieve the drivers of performance

##### Module 3:

##### Developing an HR Strategy that translates into a Balanced Scorecard

- Translating strategy into Tactical and Operational Measures
- Measuring HR Alignment with your Corporate Strategy

##### Module 4:

##### Investing in HR – ROI (Return on Investment)

- Turning Strategic Initiatives into Financial Measures
- Return on Training Investment (ROTI)

##### Module 5:

##### Implementation

- Design an effective HR Balanced Scorecard
- Implement a Balanced Scorecard approach to HR
- Monitoring the HR Balanced Scorecard
- Reviewing the HR Balanced Scorecard

## Course II

### Creating ROI on HR Initiatives

Use the Dynamics of HR Initiatives to Achieve Business Excellence

29 November 2011, Radisson BLU Hotel, Dhaka

#### Overview

Human Resources have always put forward (costly) programs to empower employees, raise employee morale, train and reward them. Does this initiative have any effect? Do they add profit or value to the organization? Can you prove it? By applying ROI to all HR initiatives your HR department becomes a key strategic partner in the organization, driving financial and non-financial success.

#### Key Benefits:

- Compile a cost benefit analysis
- Link cost benefit analysis to ROI
- Perform ROI on all HR initiatives
- Understand the importance of ROI
- Understand the value of money over time
- Perform Net Present Value (NPV) on long term HR initiatives
- Perform Return on Training Investment (ROTI) for training programs
- Use ROI to measure the impact of your training and HR initiatives

#### Course Agenda

##### Module 1:

##### Introduction to Return on Investment (ROI)

- The basics of Investment Appraisal
- What does the rest of the organization do that HR does not! (ROI)
- The ROI calculation

##### Module 2:

##### Cost Benefit Analysis

- Measuring the impact of HR Initiatives
- How to create a financial case where no clear profit motive is evident
- A real Cost Benefit Analysis

##### Module 3:

##### ROI and HR Initiatives

- Taking an HR case for Investment Appraisal
- Ensuring all the costs of HR Initiatives are available to present realistic Business Cases

##### Module 4:

##### Return on Training Investment (ROTI)

- Return on Training Investment (ROTI)
- Counting the Cost of Training
- Measuring the Impact of Training
- Creating a real return figure for your Training Investment

##### Module 5:

##### ROI and Net Present Value

- The Value of Money over time
- What the management accountants do to your business case
- Ensuring NPV is taken into consideration with your Initiatives



## Course Methodology

These courses will be taught through a combination of presentations and group discussions with interactive exercises throughout to enforce the key concepts.

**These courses have been specifically designed for all HR professionals including:**

- Senior HR Managers/ HR Heads
- HR Specialists
- HR Business Partners
- Manpower Planning Managers
- Reward /IR /Recruitment & Talent Development Managers
- HR Analyst
- Training Manager
- HR MT/ Entry level

## A glimpse of Paul Walsh in action!



## BRING The HR Balanced Scorecard and Creating ROI on HR Initiatives

### In-house

These courses can be customized to suit specific needs of your organization at significant savings. Please contact **Humaira Afreen** at [humaira\\_afreen@hrkites.com](mailto:humaira_afreen@hrkites.com) or call at +88 01612999355 for more details.



**HR Kites** is the foremost management consultant company in Bangladesh. We suggest, after thorough research, benchmark solutions to enrich leadership potential essential for individual and business growth.

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Octara has to its credit, affiliations with key international events such as Leaders in Dubai, MEFTech, General Meetings of Asia Pacific CSD Group, CDC Investment Road Shows in the Middle East, Leaders in India and The Media & Marketing Festival.

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## Course I

# The HR Balanced Scorecard

28 November 2011, Radisson BLU Hotel, Dhaka  
9:00 am to 5:00 pm

### Workshop Investment (per participant)

#### Course I

BDT **19,999\***

10% Group Discount on 2 or more participants

#### Course II

BDT **19,999\***

10% Group Discount on 2 or more participants

### Two-Day Discount Package

BDT **35,000**

**SAVE BDT 5,000**

**Note:** Only one discount offer is applicable at any given time

**\*Fee is inclusive of 15% VAT**

Includes course material, certificate, lunch,  
refreshments & business networking

## Course II

# Creating ROI on HR Initiatives

29 November 2011, Radisson BLU Hotel, Dhaka  
9:00 am to 5:00 pm

## Upcoming HR Kites & Octara Programs\* **INVEST TODAY!**

### Masterclass

Staying in the Helicopter®

## The Key to Profitable Growth for all times

25 November, 2011 (Session-I)

26 November, 2011 (Session-II)

Radisson BLU Hotel, Dhaka

**Roger Harrop, UK**



## The Leader Shift

February 2012, Dhaka

**Dr. Tommy Weir,  
USA**

\*Organizer reserves the right to change courses,  
dates, content or method of presentation.

## Registration & Payment Options

- **E-mail your nomination(s) to:**  
**Humaira Afreen**  
E-mail : publictraining@hrkites.com  
          : humaira\_afreen@hrkites.com  
Tel : +88 02 8411985, 8415456-7  
Cell : +88 01612999355
- **Send us your:**  
Name | Designation | Organization  
Mailing Address | Phone, Fax and E-Mail
- A confirmation letter/e-mail and invoice will be sent upon receipt of your registration. Please note that **full payment must be received prior to the event.**
- Send your cheque in favor of "HR Kites"  
To: Humaira Afreen  
Baridhara DOHS.,  
House: 347 (Ground Floor), Road: 05 (East),  
Dhaka - 1212, Bangladesh  
Tel: +88 02 8411985, +88 02 8415456-7

### Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped HRKites Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time.

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