

# Managing the Human Capital

21 - 22 February 2011, Chennai

## Programme

Day 1: 10.00 - 17:30 hrs.

Day 2: 09:30 - 17:00 hrs.

### Day One

#### Morning

Introduction to the workshop

Session 1: Leadership Development

- How to develop leaders within the organisation?
- Grooming your talented workforce to become managers and achieve company's goals.

#### Afternoon

Session 2: Change Management

- Managing the change and the role of HR as change agent.
- How to motivate the staff in the face of disruptive changes that are taking place?

### Day Two

#### Morning

Session 3: Competency based people management

- How to measure the performance of workforce?
- Appraisals and benefits based on performance. What are the best practices?

#### Afternoon

Session 4: Role of learning and development

- How to address the training challenges of your workforce?

Closing session: Succession Planning. What are the current global trends in family owned companies and corporate enterprises?

## Introduction

News publishing industry is currently undergoing several changes. It is one of the badly affected industries during the recent financial crisis. Moreover, with the changes in business models, introduction of disruptive technologies and attrition of talented workforce, the news publishing industry as a whole is on a compulsion to reform itself. In this context, developing the competency of personnel has become much more prominent than before in the news publishing industry.

This two-day training-workshop for media professionals will have four half-day focused sessions on the important aspects of managing the human capital and provide a learning on how to practice competency based people development in the organisations.

The training program will be useful for team leaders, managers and those responsible for development of people, from sales, editorial and production functions in media organisations.



## Program Partner

**OD Alternatives Pvt. Ltd., India**

**Faculty**



**Santhosh Babu** is the founder and Managing Director of ODA (Organisation Development Alternatives Consultants) Pvt Ltd. Santhosh is driven by his desire to facilitate growth and transformation in organisation and communities and largely focuses on transformation-related projects, leadership development and CEO coaching. He has done interventions for more than 100 organisations in the past. Santhosh is also industry renowned speaker and has been a keynote speaker in many corporate HR and Sales Conferences in India and abroad.



**Mala Bali** is an Executive Coach who brings the finest skills and practices from leading global consulting organizations into India. In a career spanning 20 years, she has worked in leadership roles at PwC, Coca – Cola, American Express and HT Media and now runs a consulting company. Her clients include Indo Asian, CK Birla Group, the Jindal Groups, Siddharth Shriram Group, Khaitan & Co, Aditya Birla Group ACC, and PepsiCo.

**Venue**

In **Chennai**, the training will be held in a conference room at **Hotel GRT Grand**  
 120, Sir Thyagaraya Road  
 T Nagar, Chennai 600 017  
 Tel: +91.44.2815 0500  
 www.grtgrand.com

**Fee**

WAN-IFRA members: INR 25,000 / EUR 475  
 Non-members: INR 30,000 / EUR 575

Please add 10.3% taxes to the above fee  
 Included in the price are the course fee, documentation, luncheon and beverages during breaks.

**Important:** *The maximum number of participants will be limited to 15 persons on first-come first-served basis. Please register before 10<sup>th</sup> February for confirmation.*

**Contact**

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More information & online registration at:

**www.wan-ifra.org/academy**



**P Vijayan** is an organisational change and personal improvement facilitator in the area of Sales and Organisational effectiveness. He started his career as a commissioned officer in the Indian Air force wherein, he rose to the rank of Wing commander. He then worked with Aptech, NIIT and was a member of the team that conceptualized and established the NIS, now known as NIS-SPARTA. He has conducted Sales and Management development programmes for many corporate houses. He holds a degree in Aeronautical Engineering, a Post Graduate Diploma in Management and a Masters degree in psychology.

**REGISTRATION FORM**

**Managing the Human Capital**  
**21 – 22 February 2011, Chennai**

First name \_\_\_\_\_  
 Surname \_\_\_\_\_  
 Company \_\_\_\_\_  
 Position \_\_\_\_\_  
 Street \_\_\_\_\_  
 City/postal code \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-Mail \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_

Please register me for  
 Managing the Human Capital

**Payment details:**  
 Cheque / demand draft favouring **WAN-IFRA South Asia Pvt Ltd** for  
 INR / EUR \_\_\_\_\_ enclosed.  
 Name in block capitals \_\_\_\_\_  
 Address the invoice to \_\_\_\_\_  
 \_\_\_\_\_

Signature \_\_\_\_\_

*General Terms and Conditions for WAN-IFRA Public Training Events will apply.*