



# Internal Branding to Strengthen Your Talent Retention Strategies

Attract and retain the best talents through "the gravity effect" of a powerful brand!

29 – 30 November 2006 • Concorde Hotel, Kuala Lumpur, Malaysia

Organisations are increasingly growing the scope of talent management activities in order to address skill shortages and other workplace challenges. HR leaders are asking, what is the next leap for talent retention?

By attending this 2-day course, you will be able to:

- **Build retention values and culture:** Begin to build and foster a brand driven culture. Discover the powerful link between high-value visible external brands and strong internal values and culture.
- **Solve HR nightmares of staff turnover:** Learn how internal branding increases talent retention and reduces staff turnover.
- **Create a workable internal branding plan:** Win the war on talent through better internal branding using best practiced frameworks.
- **Develop long term talent pull factors:** Improve your ability to attract and retain the best possible talent by becoming an 'Employer of Choice' through internal branding.
- **ROI talent retention strategies and branding:** Understand key measurements and monitoring tools to manage your brand and business strategy.

Why this training course is **UNIQUE?**

- **Practitioner with HR and Branding experience:** David Kent was the lead consultant and project manager of one of Australia's largest and most successful industrial rebranding projects that involved 3,500 employees across Australia. The project involved the revision of HR policies and procedures for recruitment, induction and retention incongruence to organisation's brand.
- **Practical exercise and case example focused:** Learning will be enhanced with practical case studies to help you better understand the theory, framework and standards presented.
- **Personalise your learning:** Your learning experience includes a pre-course questionnaire to help you ask specific questions. Submit your questions to David when you register to help you identify key learning objectives.
- **Value added experience:** A well researched course & reference manual with a quality guarantee from IQPC Training.



## Customised In-House Training Solutions

Organise this training course in-house and save over 40% in course fees. Improve the performance of your whole team with this cost-effective option.

Researched & Developed By

Official Media Partner



**DAVID KENT** has more than 10 years of experience in branding, internal communications and HR management. He is widely regarded as a leading branding strategist with distinct competencies in aligning brand with human resource and internal culture.

“David has an unparalleled knowledge of internal branding and its relevance to Human Resource Management sets him apart from other consultants.”

- Wayne Beel  
General Manager Human Resources,  
Cement Australia



## Who should ATTEND?

HR and Communications teams who want to use branding to strengthen their talent retention strategies. Regional, Division, Directors, Asst Directors, Heads, VPs, Senior VP, GM, Managers, Senior Executives, Executives and Specialist from the following functions will find this course beneficial:

### HUMAN RESOURCE:

Planners • Strategist • Development • Recruitment • Talent Management • Talent Sourcing • Talent Retention • Employee Relations • Organisational Development

### COMMUNICATIONS:

Internal Communications • Corporate Communications • Public Relations • Corporate Affairs • Public Affairs

Dear Professional,

When was the last time you were overwhelmed with the most skilled, talented, and motivated people who wanted to join your organisation? Wouldn't you like to become an 'Employer of Choice' and be in a position to pick and choose the best people?

There's an even better way to attract and retain the talents you need. *Imagine attracting the best talent to your organization through 'the gravity effect' of a powerful brand.*

No matter what industry you're in, attracting, retaining and engaging employees is critical to the success of your organisation. Engaged, motivated and brand inspired employees lead to improved morale, lower staff turnover and drive higher level of performance.

Isn't it time you learnt the secrets of how to attract, retain and sustain brand champions that are able to deliver on your brand promise and provide a superior user experience?

Now you have the opportunity to discover how **internal branding** can help you win the war for talent. You'll learn the latest cutting edge ideas on internal branding for talent retention and how you can create a world class internal branding program for your organisation.

I highly recommend you sign up for this course to learn the secrets of internal branding and the ability to attract and retain the best talent.

Yours sincerely,



Andre Karl Misso  
Training Producer  
IQPC Training

*PS. Sign up before 6 October 2006 and enjoy US\$200 off the training course fees! See Reverse for details.*

## OFFICIAL MEDIA PARTNER



Training Malaysia Online sited at <http://www.TrainingMalaysia.com>, is an online portal focuses on training and human resource development, in which it features the different training providers and skill training courses in Malaysia. It serves as a valuable point of reference for employers seeking specific training skills for their employees as well as workers who wish to upgrade their existing knowledge and skills. TrainingMalaysia.com disseminates information on the various training providers and programmes

that they offer. In addition, it also consists of a training and education forum with the latest news and updates for the HRD and training community. TrainingMalaysia.com, established since 2000, is the one-stop online reference guide on HRD for training providers, human resource department heads, training managers, HRD Fund contributors, students, working adults and any other people with training needs. This website helps to promote the expertise of our training institutions in the domestic and global market environment.

the **Gateway**  
[www.iqpctraining.com.sg/thegateway](http://www.iqpctraining.com.sg/thegateway)

The Gateway is your portal towards the latest in management and organisational development. Join our online community and benefit from our monthly e-newsletter featuring exclusive articles and tips! Be a member now at <http://www.iqpctraining.com.sg/thegateway>

## IN-HOUSE TRAINING SOLUTIONS TAILORED FOR YOUR ORGANISATION

IQPC Training delivers guaranteed quality courses which can be custom-tailored and held at your company site or anywhere in Southeast Asia. You will benefit from IQPC Training's global expertise in designing and delivering professional training and development programs to meet the needs of today's organisations.

Leading companies select us to partner with them in improving their organisational performance because we offer the following key benefits:

### ACHIEVING IMMEDIATE IMPACT IN MOTIVATING AND RETAINING STAFF

A short course can bring major improvements in performance through raising morale, boosting productivity, speeding up the rate of change, or equipping your staff to deal with new challenges.

### FLEXIBLE

You can select and combine various training alternatives to suit you: ranging from a single training course for a specialist team, a multi-team, multi-site roll-out of particular skills development, or an integrated program of in-company and discounted public courses covering all areas of management development.

### COST-EFFECTIVE

Courses are held at a location convenient for you - eliminating accommodation and travel expenses, and saving your staff time.

Registration begins at 8:30 on the 1st day. The course starts at 9am on all 2 days and ends by 5pm.

## THE PROMISE OF A BRAND:

Successful brands understand the importance of standing out in a cluttered marketplace. Rather than relying purely on cleverly crafted advertising messages, 'living and breathing' brand is equally important. Most organisations still continue to fall into the trap of promoting the brand long before they are capable on delivering on key promises. The challenge facing organisations today is to align their business activities, including internal culture with customer promises.

### 1. Achieving buy-in from top management for Internal Branding

Senior management support is critical and it will definitely make the task much easier. This module looks at 'what' and 'how' to achieve buy-in from your management:

- What should HR do?
- What should the other departments do, especially senior executives, PR, marketing and sales?
- Who should be the champion of this?
- How do we roll this out?

#### AREAS OF DISCUSSION:

- The benefits of retaining the best talent and attaining an 'Employer of Choice' status
- Building a strong internal brand – galvanising the workforce, boosting talent retention and loyalty, building customer loyalty, attracting new customers
- Senior management's commitment to branding and the requirement of an inter-departmental brand team
- HR's role in building a brand based culture
- Links between employee behaviour and customer brand experience

#### WHAT YOU WILL LEARN:

- The benefits of developing a strong internal brand and 'Employer of Choice' status
- Strategy and framework for successful internal branding alignment
- Understanding the customer brand experience and the internal and external benefits of a well aligned internal brand

### 2. Creating an Internal Branding program to strengthen your Talent Retention strategies

Creating an internal branding program may seem a daunting task with a range of factors that need to be addressed. These issues will be studied in this module:

- The factors for a successful internal branding program
- Defining the implementation steps
- Forecasting the challenges of implementation and the solutions

#### AREAS OF DISCUSSION:

- How does strong internal branding link to talent retention?
- Key components of the internal branding process – management commitment, cultural alignment and process alignment
- Role managers play as Brand Leaders – to educate, motivate and retain the best people
- Pitfalls and challenges of internal branding implementation

#### WHAT YOU WILL LEARN:

- The steps for implementing an internal branding alignment program
- The challenges to address and key tips for success

### 3. Linking Internal Branding to Talent Retention

Making the connection between internal branding and talent retention is vital. Organisations that overlook this link will potentially lose valuable resources. By focusing on these important points, HR practitioners will be able to easily connect their HR role with branding. This module will focus on:

- What needs to be done to make this link?
- Creating the internal image
- Managing and maintaining this image
- Deal with cultural issues with foreign talent
- Communicating this to other departments when they don't see it
- Amending and improving your current initiatives

#### AREAS OF DISCUSSION:

- How an improved organisational cultural that is linked to delivering the brand promise will result in improved employee performance, job satisfaction and retention
- The cultural alignment process – aligning behaviours, symbols and systems with brand
- Employee engagement and how to focus employees on delivering the brand promise everyday
- Brand leaderships for managers and empowering on brand behaviour
- HR alignment and influence on internal branding including – recruitment, induction, training, motivating and recognising employee efforts
- The importance of a consistent internal brand transcending departmental or cultural barriers

#### WHAT YOU WILL LEARN:

- The process for aligning organisational culture with the brand
- The key components for successful employee engagement and brand leadership
- HR initiatives to aid successful internal branding implementation

There will be breaks for mid-morning refreshments, lunch and mid-afternoon refreshments.

## COURSE OBJECTIVES:

This 2-day intensive course discusses the importance, benefits of internal branding and framework to operationalise it. **Learn how to utilise brand to attract and retain the best talent in your organisation.**

### 4. Implementing Internal Branding and Talent Retention visible on a day-to-day basis

A greater frequency of visibility will translate into building a stronger internal brand. Turning employees into brand ambassadors will ultimately achieve this. HR practitioners require an understanding of the process to successfully roll out a highly visible internal branding program, including:

- What is required to roll this out?
- How do we role this out?
- What are the people issues and skills required to make this a success?
- How do we action on people issues and skills?

#### AREAS OF DISCUSSION:

- How to inspire brand passion within the organisation
  - Tips for using brand language
  - Facilitating brand understanding
  - Facilitating brand experience
- How to build brand advocacy within departments/teams
- Importance of an internal branding communication program including Brand Toolbox initiatives, frequency of communication and consistency of messages
- Continuous improvement, education, performance management and resource requirements for brand leaders to ensure successful leadership
- Employee engagement and how to encourage employees to deliver the brand promise everyday

#### WHAT YOU WILL LEARN:

- Practical examples for communicating and living the brand on a day to day basis
- Requirements for a successful internal branding communication programme
- How to track your team's 'on-brand' behaviour
- How to develop a successful brand leadership programme

### 5. Achieving Recognition as the Best Employer in your industry

Organisations that are dynamic tend to have greater competitive advantage. The speed at which an organisation maneuvers is often reflective of the motivation of its staff. The precept, 'motivated people move faster' is associated with being an 'Employer of Choice'. HR practitioners need to know:

- The criteria to achieve such a status, and how to do this

#### AREAS OF DISCUSSION:

- Conducting an internal audit to identify all current issues
- Setting internal branding benchmarks and strategies for exceeding expectation – both employee and customer
- Importance of ongoing senior management commitment and backing of the internal branding program to build 'Employer of Choice' status

#### WHAT YOU WILL LEARN:

- The key components of conducting an internal audit and identifying key priority issues
- Setting internal branding benchmarks to monitor employee and customer expectations

### 6. Performance Measurement of the Internal Branding process

This module is crucial at assisting you to make your internal branding initiatives economically viable with the management. Ensuring a link with profitability will help HR track resources and garner greater support from the top management.

#### AREAS OF DISCUSSION:

- 'Engaged, productive and focused employees = delighted and loyal customers = business/shareholder value'
- Internal measurement program (Employee Climate Survey) to track employee opinions, satisfaction and performance
- Brand tracking programs which monitor customer satisfaction and customer brand experience
- Learn from successful brand-centric organisation such as Southwest airlines in measuring brand implementation success and ROI
- Conducting an internal audit to identify all current issues
- Achieve overall cost savings from retaining talent through reduced recruitment, induction and training costs and increased productivity, morale and satisfaction of employees

#### WHAT YOU WILL LEARN:

- The key components of an internal and external performance measurement program
- Industry performance measurement benchmarks
- Identify organisational cost saving benefits

## Pre-Course Questionnaire

IQPC Training is committed to delivering the highest possible standard of training and ensure that you achieve maximum benefit from this training course. Therefore, after receiving your registration, you will be asked to complete a Pre-Course Questionnaire to be sent back to us. This will include your specific interests, needs and objectives to help us serve you better.

## Your Satisfaction is Guaranteed!

At IQPC Training, we guarantee the quality of our training courses. It's that simple. More than 99% of our participants say that they would come back and attend our events in the future. If the actual course content falls short of the course objectives and outline as printed in the brochure, IQPC Training will give you credit towards another course of equal value within the next 12 months.

Each participant will also receive a **Certificate of Participation** after attending this course.

## ABOUT YOUR COURSE LEADER



**DAVID KENT** has more than 10 years of experience in internal communications, branding and HR management. He is widely regarded as a leading branding strategist with distinct competencies in aligning brand with strategic planning and internal culture.

David was lead consultant and project manager with one of Australia's largest and most successful industrial rebranding project.

This multi-faceted project involved:

- 3,500 employees across Australia
- Rebranding of the iconic Pioneer industrial brand to Hanson (a world leader in concrete and quarry products)
- Revision of HR policies and procedures (recruitment, induction and retention) to ensure brand congruence
- Conducted a series of brand communication workshops
- Brand leadership training for all managers
- Developing an ongoing internal communications program

Some of his other notable achievements with 'employer of choice' companies: Bunnings Warehouse: 11 years as lead consultant at Bunnings Warehouse in Australia and New Zealand providing brand monitoring research (to measure brand equity and market performance) and internal branding communication workshops with staff (to discuss brand performance and personal influence on brand).

Cement Australia: Lead consultant for Cement Australia, a market leader in the Australian manufacture and marketing of cement (and related) products. With a workforce of 1,500, engagement of all employees through internal communication workshops, brand leadership training and an internal communications program. He also worked closely with HR to document all HR practices and conducting an ongoing organisational climate survey across all sites.

From his experience, David has extensive consulting experience in brand strategy development, internal branding & human resource management and brand management. David has been responsible for the provision of major Australian branding and strategic planning assignments across a range of industry sectors including: Heavy Building Materials, Building and Construction, Retailing, Wholesaling and Manufacturing, Financial Services, and Energy & Resources.

Here is what a major industrial leader has to say about David:

“*Migrating a brand as iconic as Pioneer to Hanson in the Australian heavy building materials market was a highly challenging task. David has been engaged by Hanson for the past 2.5 years providing rebranding project management and internal branding expertise. David's skills and passion for branding are excellent. David and his team have conducted numerous brand leadership training with all managers with outstanding results*”

- Daniel Cooper, *General Manager, Hanson*

IQPC Training will also be conducting the following training courses in Southeast Asia:

#### Powerful Negotiation Skills for Managers

Kuala Lumpur 05 - 06 September

#### Effective Influencing and Persuasion Skills for Managers

Kuala Lumpur 12 - 13 September

Singapore 19 - 20 September

#### Procurement and Sourcing Fundamentals in Oil & Gas

Kuala Lumpur 19 - 20 September

#### Integrating & Sustaining a Behavioural Based Safety Culture for Oil & Gas

Kuala Lumpur 19 - 20 September

#### Effective Reserves Valuation & Reporting

Kuala Lumpur 19 - 21 September

#### IT Pricing, Costing & Chargeback Excellence

Singapore 19 - 21 September

#### Managing Multiple Priorities

Kuala Lumpur 20 - 21 September

Singapore 27 - 28 September

SEPTEMBER

#### Effective Project Management for Engineers and Technical Professionals

Kuala Lumpur 31 October - 01 November

#### Successfully Managing Regional Compensation & Benefits

Singapore 30 - 31 October

#### Effective Pipeline Integrity and Corrosion Control Strategies

Kuala Lumpur 31 October - 01 November

#### Change Management for Operations and Maintenance Leaders

Kuala Lumpur 31 October - 02 November

OCTOBER

#### Successfully Managing Regional Compensation & Benefits

Kuala Lumpur 07 November - 08 November

#### E&P Essentials for Non-E&P Professionals

Kuala Lumpur 13 November - 14 November

#### Drilling Essentials for Non-Drilling Professionals

Kuala Lumpur 15 November - 16 November

#### Financial Modelling Techniques using Excel

Kuala Lumpur 20 November - 21 November

Singapore 23 November - 24 November

#### Media & Crisis Management

Kuala Lumpur 22 November - 23 November

#### Internal Branding to Strengthen your Talent Retention Strategies

Kuala Lumpur 29 November - 30 November

#### Measuring, Monitoring & Managing Service Level Agreement

Singapore 29 November - 1 December

Kuala Lumpur 04 December - 06 December

NOVEMBER

If you would like further details about the above courses, please contact Easwaran Kanason at +65 6722 9388, email [training@iqpc.com.sg](mailto:training@iqpc.com.sg) or visit [www.iqpc.com.sg](http://www.iqpc.com.sg)

# Internal Branding

## to Strengthen Your Talent Retention Strategies

Attract and retain the best talents through "the gravity effect" of a powerful brand!

29 - 30 November 2006 • Concorde Hotel Kuala Lumpur, Malaysia

My booking code is **CI 3493** TM

Please complete in BLOCK CAPITALS as the information is used to produce delegate badges. Please photocopy for multiple bookings

Please do not remove this label even if it is not addressed to you.

KUALA LUMPUR • 29 - 30 November 2006	EARLY BIRD before 6 Oct 2006	EARLY BIRD before 31 Oct 2006	NORMAL PRICE
Training Course only*	<input type="checkbox"/> US\$1,299 save US\$200	<input type="checkbox"/> US\$1,399 save US\$100	<input type="checkbox"/> US\$1,499

### EARLY BIRD TEAM OFFER

Register 3 delegates and save US\$700 when you register and pay before 6 October 2006 \*

### EXCLUSIVE DISCOUNT FOR PUBLIC SECTOR/ GOVERNMENT

I am registering as an employee of government departments/ statutory boards to enjoy the exclusive discount of US\$200

### IN-HOUSE TRAINING SOLUTIONS

Yes, I would like to organise this training course in-house and save 40% of total course fees!  
For other in-house training solutions, please contact us at (65) 6722 9388 or email to training@iqpc.com.sg

\* Payment in full is required prior to 6 October 2006/31 October 2006 to qualify for the respective early bird discount  
\* Prices are inclusive of lunches, refreshments & training materials  
\* Discount cannot be combined

### DELEGATE

Delegate 1: \_\_\_\_\_ Mr  Mrs  Ms  Dr  Other

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

Delegate 2: \_\_\_\_\_ Mr  Mrs  Ms  Dr  Other

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

Delegate 3: \_\_\_\_\_ Mr  Mrs  Ms  Dr  Other

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Job Title: \_\_\_\_\_ Department: \_\_\_\_\_

Head of Department: \_\_\_\_\_

Company: \_\_\_\_\_ Nature of Business: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_ Postcode: \_\_\_\_\_

Attention Invoice to: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please note:

- indicate if you have already registered by Phone  Fax  Email  Web
- if you have not received an acknowledgement before the training course, please call us to confirm your booking.
- photocopy this form to register multiple delegates.

### PAYMENT METHODS

**By Cheque / Bank Draft:** Made payable to IQPC Worldwide Pte Ltd

**By Direct Transfer:** Please quote **CI 3493** with remittance advice

Account Name: **IQPC Worldwide Pte Ltd**

Bank Number: **7339** • Account Number: **501-426928-001** • Swift Code: **OCBCSGSG**

**Oversea-Chinese Banking Corporation Limited, 65 Chulia Street, OCBC Centre, Singapore 049513**

All bank charges to be borne by payer. Please ensure that IQPC receives the full invoiced amount.

**By Credit Card:**

Please debit my credit card:  Visa  Mastercard  American Express

Card Number: ---

Expiry Date:

Name printed on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Payment is due in full upon receipt of invoice. Full payment prior to the event is mandatory for attendance.  
I agree to IQPC's payment terms

## 5 Ways to Register

Online: [www.iqpctraining.com.sg/AS-3493](http://www.iqpctraining.com.sg/AS-3493)

Email: [training@iqpc.com.sg](mailto:training@iqpc.com.sg)

Phone: (65) 6722-9388

Fax: (65) 6720-3804

Post: IQPC Worldwide Pte Ltd  
61 Robinson Road #14-01  
Robinson Centre  
Singapore 068893

## Team Discounts

IQPC recognises the value of learning in teams. Group bookings at the same time from the same company receive these discounts:

\* 3 or more at 5% off

\* 5 or more at 7% off

\* 8 or more at 10% off

This offer is exclusive of the early bird discount. Call us for a special discount rate for teams of 10 and above.

## Venue & Accommodation

### Concorde Hotel Kuala Lumpur

2 Jalan Sultan Ismail

50250 Kuala Lumpur

Malaysia

Tel: 60 3 2144 2200

Fax: 60 3 2145 2007

Website: [www.concorde.net](http://www.concorde.net)

Hotel accommodation and travel costs are not included in the registration fee. A reduced corporate room rate has been arranged at **Concorde Hotel Kuala Lumpur** for attendees at this training course.

To take advantage of this special rate, please process the hotel room reservation form provided upon confirmation of your attendance.

**PAYMENT POLICY:** Payment is due in full at the time of registration. Full payment is mandatory for event attendance.

**CANCELLATIONS & SUBSTITUTIONS:** You may substitute delegates at any time. IQPC does not provide refunds for cancellations. For cancellations received in writing more than seven (7) days prior to the training course you will receive a 100% credit to be used at another IQPC training course for up to one year from the date of issuance. For cancellations received seven (7) days or less prior to an event (including day 7), no credits will be issued. In the event that IQPC cancels an event, delegate payments at the date of cancellation will be credited to a future IQPC event. This credit will be available for up to one year from the date of issuance. In the event that IQPC postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future IQPC event. This credit will be available for up to one year from the date of issuance. No refunds will be available for cancellations or postponements.

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**PROGRAM CHANGE POLICY:** Please note that speakers and topics were confirmed at the time of publishing; however, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

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**DATA PROTECTION:** Personal data is gathered in accordance with the Data Protection Act 1984. Your data may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the box below.  
 Please do not pass my information to any third party

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