

AN EXCLUSIVE 1-DAY LEADERSHIP SEMINAR

CLASH ^{OF THE} GENERATIONS

How to Lead the Gen-Y & Leverage on Generational Diversity to Create a High Performance Culture

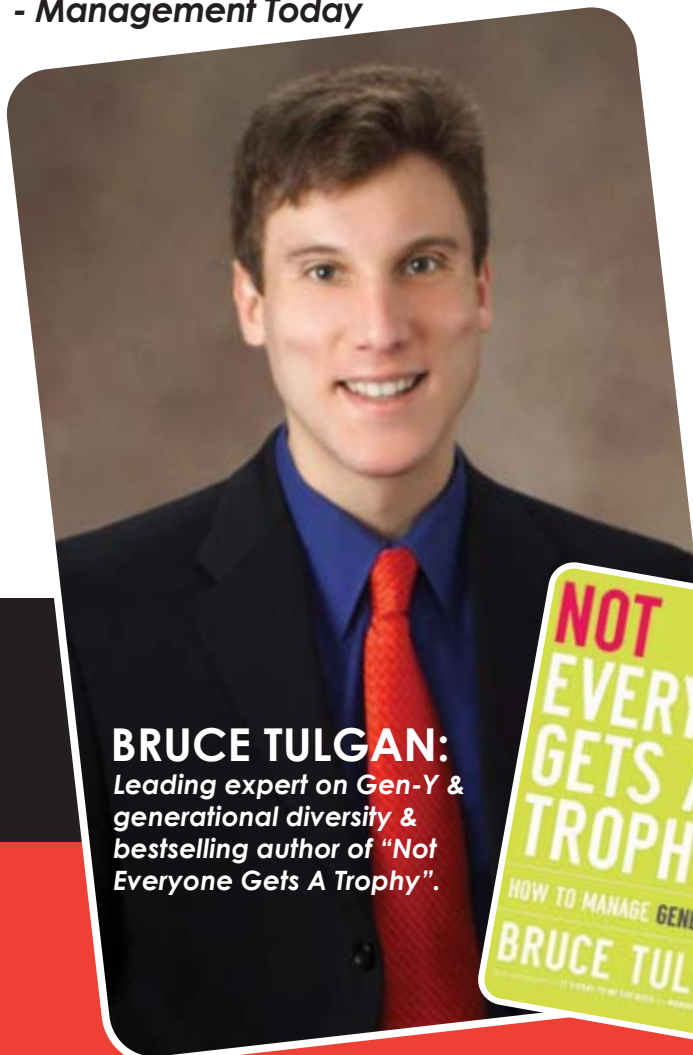
7 DEC 2011 (WED) | 9.00am to 5.00pm

THE ROYALE CHULAN KUALA LUMPUR

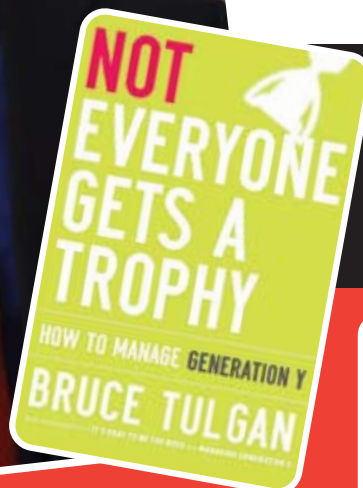
"One of the few contemporary figures to stand out as a management guru"
- Management Today

WHAT YOU WILL LEARN

- Reduce turnover among high performing Gen-Ys & increase voluntary turnover among low-performing Gen-Ys.
- Improve talent management & retention by building the next generation of leaders
- Exploit the Gen-Y characteristics to improve the bottom line of your organization
- Leverage multigenerational opportunities & resolve generational conflicts
- Successfully engage & motivate all generations for effectiveness and success
- Build cooperative & mutually supportive work relationships to increase productivity & lower turnover



BRUCE TULGAN:
Leading expert on Gen-Y & generational diversity & bestselling author of "Not Everyone Gets A Trophy".



The first 20 participants who register & pay by 14 Oct will receive an autographed copy of the book "Not Everyone Gets A Trophy: How to Manage Generation Y" (2009) worth RM79.80

Organized by:



Official Bookstore:



Event Partner:



Claimable under SBL scheme
(subject to HRDF approval)

FROM THE DESK OF BRUCE TULGAN

Today's workforce is a combination of different generations, each having their own distinct qualities, needs and expectations of the workplace. As such leaders will need to **understand, communicate with, and work with those of other generations** in order to bring out the best in each other. To add on to the challenge of managing generational diversity, current leaders are consistently faced with the challenge of having to work with the Gen-Y workforce. While **Gen-Y** is seen as the most high maintenance workforce, they also have the **potential to be the most high-performing workforce.**

During the seminar, leaders will be equipped with the **understanding of each generational characteristics** and learn how to **use them effectively in dealing with each individual.** They will also learn the **myths and realities of Gen-Y, understand their characteristics** and ultimately lead their new-to-market employees to be the **next generation of leaders.**

This high-impact, tactical and educational seminar will focus on how to successfully manage and engage all generations which will **bring about increased employee commitment, reduced turnover, better communication, and increased productivity and profits.**

Bruce Tulgan

BRUCE TULGAN

Bestselling author of "Not Everyone Gets A Trophy: How To Manage Generation Y", "Managing The Generation Mix", and "Winning The Talent Wars"

"In today's global economy, employees and their employers need to think about their working lives in a whole new way, ... Everything is turned on its head. [Job] security is not about stability; it's about mobility. The very same forces that are changing today's workplace are working on Gen X, and they are dovetailing"

- Bruce Tulgan



BRUCE TULGAN

is internationally recognized as the leading expert on Gen-Y and generational diversity in the workplace. He is a best-selling author, an adviser to business leaders all over the world, and a sought-after keynote speaker.

Since 1995, Bruce has worked with thousands of leaders and managers in organizations ranging from Aetna to Wal-Mart; from the Army to the YMCA. He was named by Management Today as one of the few contemporary figures to stand out as a "management guru".

In 2009, Bruce was named to the **Thinkers 50** rising star list (the definitive global ranking of the world's top 50 business thinkers). He was also honored to accept Toastmasters International's most prestigious honor, the Golden Gavel. This honor is annually presented to a single person who represents excellence in the fields of communication and leadership. Winners include **Robin Sharma, Marcus Buckingham, Stephen Covey, Zig Ziglar, Deepak Chopra, Tony Robbins, Ken Blanchard, and Tom Peters.**

Bruce has authored numerous books including the bestseller **NOT EVERYONE GETS A TROPHY: HOW TO MANAGE GENERATION Y (2009)**; **MANAGING THE GENERATION MIX (2006)**; the classic **MANAGING GENERATION X (2000)**; and **WINNING THE TALENT WARS (2001)**, which received widespread acclaim from Fortune 500 CEOs and business journalists. Many of his works have been published around the world in foreign editions.

Bruce writes a regular online column for The New York Daily News and his writing appears regularly in management journals, magazines and newspapers, including the **Harvard Business Review, BusinessWeek, the New York Times, the Los Angeles Times, and USA Today.**

Before founding RainmakerThinking in 1993, Bruce practiced law at the Wall Street firm of Carter, Ledyard & Milburn. He graduated with high honors from Amherst College, received his law degree from the New York University School of Law, and is still a member of the Bar in Massachusetts and New York.

Companies that Bruce has worked with included *Abbott Laboratories, Aetna, AMEX, Boehringer Ingelheim, Chevron, Citigroup, Credit Suisse Asset Mgmt, Deloitte & Touche, Dow Chemical, Ernst & Young, General Electric, Hay Group, HP, IBM, Johnson & Johnson, JP Morgan, KPMG, Kraft Foods, MasterCard Int'l, Mercedes Benz, Motorola, Ogilvy & Mather, Procter & Gamble, Prudential Financial, Rio Tinto, Shell Oil, Texas Instruments, Verizon Wireless, Wal-Mart, Walt Disney Internet Group.*

desire to be efficient
develop opportunities

structured learning
relevant

hands on activities

EXCHANGES INFORMATION

ENCOURAGE DEVELOPMENT

be fair
+ve
prolific readers

HELPFUL

need for good teachers

GROUP WORK
INSTRUCTIONAL TECHNIQUES

big picture

STRUCTURED
ORGANIZED
ACCEPTABLE MEASURABLE OUTCOMES

need for social interaction
needs positive reinforcement

LOVES
TECHNOLOGY

strong views

INDEPENDENT

learns best when entertained

IMPATIENT

MULTIPLE OPTIONS

learns best when entertained

GEN-Y's CHARACTERISTICS

AN EXCLUSIVE 1-DAY LEADERSHIP SEMINAR



WHO WILL BENEFIT

Leaders and managers at all levels who need to lead, manage and interact in a multigenerational workforce.

Whether you are a small business owner or the CEO of a Fortune 500 company, this seminar will increase your leadership effectiveness and the productivity of your employees as well as your organization's human capital

SEMINAR OUTLINE

Looking Through The Generational Lens: Five Generations Working Side By Side

- Pre-Baby Boomers, Baby Boomers, Generation X, Generation Y & Generation Z

The Emerging Workforce: Generations Y & Z

- Debunking the myths and understanding the realities about today's young workforce
- Tuning-in to the "short-term & transactional mindset" of Gen-Ys & Gen-Zs
- Getting Gen-Ys & Gen-Zs on-board & up-to-speed
- Teaching Gen-Ys & Gen-Zs how to manage themselves & how to be managed
- Retaining the best & pushing out the low performers
- Building the next generation of leaders

Leveraging Generational Diversity To Build A High-Performance Culture

- Identifying opportunities presented by differences
- Resolving conflicts; interdependency & authority
- Building cooperative & mutually supportive relationships

Building a Culture Focused On Shared Mission, Engagement, & Ongoing Communication

- What we have in common: the shared mission & the work that needs to be done
- Improving productivity, quality & morale among workers of all generations
- Influence & efficacy
- Engagement & ongoing communication at all levels

“Bruce Tulgan is the new Tom Peters.”

Howard Jenkins, Chairman and CEO, Publix Super Markets, Inc

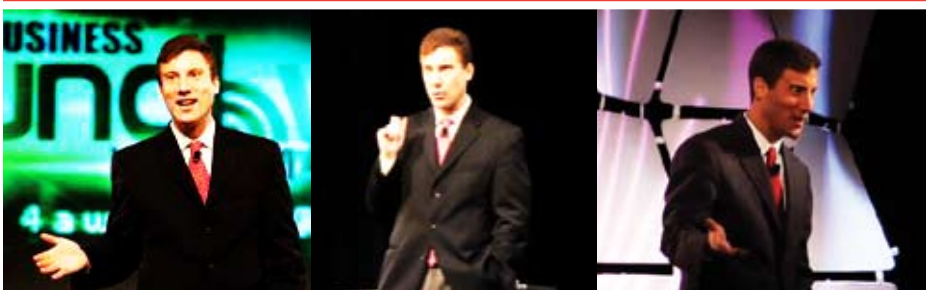
“If anyone deserves a trophy it's Bruce Tulgan for helping us crack the code on understanding this new generation in the workforce.”

Marianne Brush, Executive Vice President, Massachusetts Society of CPAs



“Guaranteed to provoke and challenge the thinking managers and employees in companies of all sizes and industries”

Michael D. Parker, CEO, Dow Chemical Company



REGISTRATION FORM

CLASH ^{OF THE} GENERATIONS

7 DEC 2011 (WED) | 9.00am to 5.00pm

THE ROYALE CHULAN KUALA LUMPUR

Please complete this form and fax it to:

+603.9059.5908

Delegates

Name _____
Designation _____
Tel No. _____
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Name _____
Designation _____
Tel No. _____
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Email _____

Name _____
Designation _____
Tel No. _____
Mobile No. _____
Email _____

Organization

Name _____
Address _____

Contact Person

Name _____
Designation _____
Tel No. _____
Fax No. _____
Email _____

Authorization (This form is invalid without a signature)

Name _____
Designation _____

Signature _____
Date _____
Company _____
Stamp _____

PAYMENT DETAILS

Upon registration, an invoice will be emailed to you. Payment is required within **5 working days** from the invoice date. Payment can be made by **cheque or telegraphic transfer** to:

Account Name : HRnet Performance Consulting Sdn Bhd
Bank Name : CIMB Bank Berhad
Bank Account No : 1248-0013044-05-4
Bank Address : 37 Jalan 52/2, 46200 Petaling Jaya, Malaysia.
Swift Code : CIBBMYKL

PAYMENT MODE (Please tick)

Cheque (Please write "Bruce Tulgan" at the back)
 Telegraphic Transfer

All payments must be received by us prior to the event to guarantee seat(s). We reserve the right to deny entry for any delegates who have not paid.

CONFIRMATION DETAILS

Upon receipt of payment, a confirmation of participation will be emailed to you. An official receipt will be emailed to you upon request.

SUBSTITUTIONS/CANCELLATIONS

Substitutions are welcome. Please notify us at least **3 working days** prior to the event. All cancellations will carry a **10% administration fee** once a registration form is received. All cancellations must be in writing by fax or email at least **7 working days** prior to the event. Cancellations with a shorter notice will carry a **100% penalty fee**.

We reserve the right to change the date and venue; cancel the program or part of it and/or make alternative arrangements without prior notice, should circumstances beyond our control arise. Upon authorizing the registration form, you are deemed to have understood and agreed to the above terms and conditions.

INVESTMENT FEE (nett amount)

| No. of Pax (Please tick) | Standard Fee (Register & Pay AFTER 14 Oct) | Early Bird Fee (Register & Pay BY 14 Oct) |
|-------------------------------------|---|---|
| <input type="checkbox"/> 1 - 4 | MYR 2,395/pax | MYR 2,095/pax |
| <input type="checkbox"/> 5 & above | MYR 2,195/pax | |
| Total Fee: MYR <input type="text"/> | |  Claimable under SBL scheme (subject to HRDF approval) |

RECOMMEND A FRIEND

Please refer a friend/colleague whom you think might benefit from this seminar & you will receive a **mystery gift** if he/she signs up!

Name _____
Mobile No. _____
Email _____

Organized by:



Performance Consulting

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Plaza Sentral
Kuala Lumpur Sentral,
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Malaysia

For any enquiries, kindly contact:

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Official Bookstore: Event Partner:



INSTITUTE OF MARKETING MALAYSIA



HPCQL

DRIVING DIRECTIONS



QR Code can be scanned and used for Navigation Software(s) in smartphones. The code contains information of the co-ordinates and the location to The Royale Chulan Kuala Lumpur