



Conference > 5 - 6 December  
Certificate Programmes > 2 - 4 December  
Burj Rafal Hotel Kempinski | Riyadh

#ATDSaudiArabia  
[www.atdsaudiconference.com](http://www.atdsaudiconference.com)

# Transforming Talent Development in a Modern Learning Era



40

KEYNOTE SPEAKERS



45+

INTERACTIVE LEARNING SESSIONS



4

ATD CERTIFICATE PROGRAMS



300

PARTICIPANTS



5

DAYS OF PRACTICAL LEARNING

Organized By



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# An International & Regional Keynote Line-Up



**TONY  
BINGHAM**  
President, ATD



**FONS  
TROMPENAARS**  
Thinkers50 Hall of Fame, World  
Expert in Corporate Culture and  
Organizational Effectiveness



Darren Kamphuis  
Chief Learning Officer  
**Saudi Electricity  
Company (SEC)**



Faisal Jadu  
General Manager Human  
Resources  
**SABB**



Julian Stodd, Author of The Social  
Leadership Handbook, Captain &  
Founder, **Sea Salt Learning**



Reem Al-Ghanim  
HR Leader  
**Saudi Aramco**



Salah Suood Al-Eissa  
Head Global L&D, CoE  
**Sabic**



Mishari Alghamdi  
Director of L&D  
**Saudi FDA**



Amani Khalil  
Communication & HRBP  
**Nahdi Medical Co.**



Hassan Amin  
AVP Leadership and  
Management Development  
**Emirates NBD**

## The Future of Talent Development in the Kingdom

Brought to you by ATD - the world's largest talent development association, and Informa, the Middle East's leading event experience organization, the ATD Saudi Arabia Conference brings the learning and talent development community in the Kingdom together to learn, network, and innovate.

## 5 Days of Strategic Learning and Unlimited Engagement

Reflecting this transformative journey that L&D and talent professionals are going through, the ATD Saudi Arabia Conference features high-level international keynotes, top Saudi employers, ministries and Vision 2030 strategists. The event promises to be the leading platform to accelerate the pace of talent development and HR in the Kingdom.



## What's on the Agenda?

The summit brings together the Kingdom's L&D and HR community to share and discuss:

- **What Does HR and L&D Need to Do** to Transform and Align With the Saudi Vision 2030?
- **Revamping the Traditional L&D Model:** A Practical Learning Framework for the Modern Workforce
- **Making Learning Stick:** How STC Used a Blended Learning Approach to Develop a Knowledge Transfer Program
- **Female Leadership Agility:** The Competitive Advantage That Will Set You Apart
- Choosing the **Right Digital and Social Learning Platform** for Your Organization
- **Let's Get Real About Measuring ROI:** Overcoming the Challenge of Evaluating Your Learning Programs
- **Cultural Transformation:** Driving Change to Create an Integrated Learning Culture From the Top Down
- Drive Bottom Line Growth Through **Building an Agile L&D Business Partner Model**

**DEEP DIVE SESSION**  
THURSDAY 6 DECEMBER 2018  
9:40 A.M. – 12.30 P.M.

## **Culture Transformation Through Talent Diversity**

Fons Trompenaars, Thinkers50 Hall of Fame, World Expert in Corporate Culture and Organizational Effectiveness

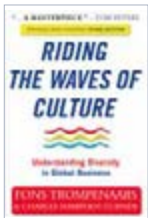
### ***Curating a Culture of Innovation for High Performance in L&D***

Organizations often focus on systems and process changes. Trompenaars Hampden-Turner's philosophy respects and in fact reinforces such change programs by focusing on the leaders who drive the change, the culture they envision and represent by "walking the talk," and how the change affects the people in the organization. This practice-filled workshop session will be led by Fons Trompenaars, one of the top 20 Most Influential International Thinkers and recently introduced into the Thinkers50 Hall of Fame in 2017.

It will start with Fons introducing the four-step approach to shaping and building cultural transformation, followed by a workshop session allowing participants to work in a dynamic setting of small teams. This session will enable participants to put a culture change process in the context of realizing business objectives and solving business issues, greatly enhancing results.

*\*Refer to page 8 for the full workshop session deliverables and learning objectives.*

*Featuring Book Signing by Fons Trompenaars*



# FONS TROMPENAARS

# An Unparalleled Line-up of Talent Development Experts

**Fons Trompenaars, Thinkers50 Hall of Fame, World Expert in Corporate Culture and Organizational Effectiveness**

Tony Bingham, President, **ATD**

Khulood Abdullah Alruwaih, HR Director Saudi Arabia & Bahrain, **Baker Hughes, General Electric (BHGE)**

Dr. Amal Al Fatani, Head of Women Business Centre, **TATA Consultancy**

Ayman Ahmad Alghamdi, Executive Director HR Organization Development & Performance, **Savola**

David Jones, Founder and CEO, **The Talent Enterprise**

Camil el Khoury, Senior Partner, **Ideas Group**

Aline Kamakian, Owner & CEO, **Fig Holding**

David Edwards, Head of Talent Solutions Consulting Middle East and Africa, **SHL**

Julian Stodd, Author of The Social Leadership Handbook, Captain & Founder, **Sea Salt Learning**

Dr. Taghreed M. Al-Saraj, Best Selling Author of, **“The Anxious Language Learner: A Saudi Woman’s Story”**

Fawaz Moumina, Regional Director of Human Resources, **Hilton**

Darren Kamphuis, Chief Learning Officer, **Saudi Electricity Company (SEC)**

Abdulaziz Al Tamimi, Human Resources Adviser, **Saudi Arabian General Investment Authority (SAGIA)**

Hassan Amin, Group Lead, Leadership & Management Development, HR, **Emirates NBD**

Faisal Jadu, General Manager Human Resources, **SABB**

Asmaa Jawdat, Director of Training Admin, **King Abdullah Medical City**

Amani Khalil, Communication & HRBP, **Nahdi Medical Co.**

Majid Alquait, HR & Admin Director, **LG**

Elizabeth Hannah, Head of Education MENA, **Association for Talent Development (ATD)**

Reem Al Talawi, HR Consultant & Head of Database Section, HR Department, **King Fahad Armed Forces Hospital**

Fadil Alalowh, Talent Management Consultant, **Dow Chemical**

Nader Bechini, Facilitator, **ATD**, Partner, **The ROI Institute**

Reem Al-Ghanim, HR Leader, **Saudi Aramco**

Mohammed Al Shamrani, Learning and Development, GM, **STC**

Mishari Alghamdi, Vice President of L&D, **Saudi FDA**

Saeed A. Alharbi, General Manager–Human Resources, **Olayan Group**

Salah Suood Al-Eissa, Head Global L&D, CoE, **Sabir**

Mussad Al Dhubayi, Director of Human Resources, **Takamol Holding**

Ahmed Magdy, **ATD**, Peak Performance Coach

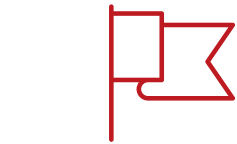
Bahaa Hussein, Facilitator, **ATD**

speakers

## 5 Days of Practical Learning and Exclusive Networking

SUNDAY 2 December	MONDAY 3 December	TUESDAY 4 December	WEDNESDAY 5 December	THURSDAY 6 December
Certificate Program A: <b>Leadership Programs for the Female Workforce</b>	Certificate Program B: <b>Measuring ROI Certificate</b>		<b>Conference &amp; Learning Labs</b>	
	OR			
	Certificate Program C: <b>ATD Corporate Coaching</b>			
OR				
Certificate Program D: <b>Improving Human Performance</b>				

### Event Snapshot



International and Regional Keynote Lineup



ATD Certificate Programs Led by International Accredited Experts



400 L&D and Talent Attendees



40 Unrivalled Experts Speaking



Focus on the Talent Transformation and Future Learning Trends in the Kingdom



Interactive Formats for Better Engagement and Peer-to-Peer Discussions




# agenda

## Day One

- 08.00 Registration and Welcome Coffee
- 08.50 Opening Remarks From the Chair
- 09.00 *Government Opening Address*

### FUTURE OF WORK

- 09.15 *Thought Leadership Address*  
**The Secret to Transformative Learning Approaches to Thrive in the Future World of Work**  
 Business leaders and talent development professionals overwhelmingly agree that the workplace of today and the current jobs as they exist are changing rapidly. Many of the jobs that exist today will change or be redesigned dramatically. Employee mobility will continue to be strong, especially among Millennials, who on average change jobs every two years. Not to mention the expected ability to work with data and make decisions based on data will be increasingly needed as digital information becomes even more available. So how can organizations prepare for this rapid pace of change in work skills and workplace? What do organizations need to do to be a step ahead of the game? In this session you will hear the changes that talent development practitioners must make to survive in the future. Technology, automation, artificial intelligence, and robotics are being integrated into all aspects of business, and this session will demonstrate how you can leverage these developments to effectively drive change in your teams and organisation.  

**Tony Bingham, President, ATD**

### KNOWLEDGE TRANSFER

- 10.00 *Case Study*  
**Making Learning Stick: Using a Blended Approach to Develop and Maximise Knowledge Transfer**  
 Learning transfer is a key component to the famous Kirkpatrick Model for training evaluation, and essential to deliver actual value to the business. The L&D professional's job is no longer just to concentrate on delivering programs or training courses. Instead, it is to create combinations of the learning methods that both help solve business problems and appeal to the learners themselves. In this session, you will learn how one organization developed and implemented a successful knowledge transfer framework that held employees accountable for their learning and also saw an on-the-job learning application.  
**Mohammed Al Shamrani, Learning and Development, GM, STC**

- 10.30 **Facilitated Speed Networking: *Bring a lot of business cards!***
- 10.40 Coffee and Refreshment Break

### SAUDI VISION 2030

- 11.00 *Keynote Panel Discussion*  
**Developing and Nurturing the Talent Pipeline to Achieve Vision 2030**  
 During this unique time of transformation in the Kingdom, extreme pressure is on talent and HR professionals in the public and private sectors alike to build an efficient and cost-effective workforce across industries, and a consistent talent pool of workers equipped with the right skills and capabilities. From increasing female workforce participation, to making high-demand digital skills accessible to Saudi youth and privatizing government HR processes—all these contribute to achieving the Saudi Vision 2030 talent development goals. This panel will share insight and exchange opinions on the specified need for soft skills, leadership skills, vocational training, technical or job-specific skills, and other education needed to develop a workforce fit to implement and achieve the Vision 2030. It will feature L&D and talent experts from government, private, and public organisations.  
**Khulood Abdullah Alruwaili, HR Director Saudi Arabia & Bahrain, Baker Hughes, General Electric (BHGE)**  
**Mishari Alghamdi, VP of L&D, Saudi FDA**

## Wednesday, 5 December 2018

- 11.40 *Ask the Audience—Live Delegate Polling*  
 Setting the tone for the next session, this interactive polling will put matters in perspective and generate statistics to see what e-learning tools most companies use, the most pressing challenges for L&D and TD professionals in 2018–2019, and the future trends that will shape the industry. Real-time statistics will be presented, generated by the audience.

### THE MODERN EVP (Employee Value Proposition)

- 11.50 *Keynote Case Study*  
**Strategic Pipelining and Workforce Planning to Attract and Retain Top Talent Across the Kingdom**  
 New technologies and the digital era have shifted businesses' challenges and opportunities, and it's imperative that talent pipeline strategies adapt to these changes. Scheduling yearly assessments with all company departments to ensure turnover reduction, succession planning, and employee satisfaction and engagement are met is crucial for growth and sustainability. During this session, a senior HR/talent director at a top Saudi employer will be interviewed to share the secrets behind strategies that work best for talent pipelining and workforce planning in the Kingdom.

### WORKFORCE PLANNING

- 12.20 *Case Study*  
**How to Motivate Employees to Take Ownership and Be Accountable for Their Own Learning?**  
 One of the most common momentum killers in any organizational growth is our inclination to wait for someone else to take initiatives. This applies to new projects but also to new skills needed to hover through change and attain results. After this session, participants will be able to identify several methods on how to inspire their people, (with a focus on the millennial generation), to take ownership on their own learning and development, without waiting for formal organizational initiatives.  
**Camil el Khoury, Senior Partner, Ideas Group**  
**Aline Kamakian, Owner & CEO, Fig Holding**

### LEARNER ACCOUNTABILITY

- 12.50 **Saudi Vision 2030**  
**Julian Stodd, Author of The Social Leadership Handbook, Captain & Founder, Sea Salt Learning**

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- 13.15 Networking Lunch

# Day One

Wednesday, 5 December 2018

# agenda

Digital Learning		Women in the Workplace	
LEADERSHIP DEVELOPMENT		POTENTIAL OF FEMALE TALENT	
14.15	<p><i>Case Study—Creative Brainstorm</i>  <b>How to Revamp a Leadership Development Model With Digital Support</b>  <b>Hassan Amin</b>, AVP Leadership and Management Development, <b>Emirates NBD</b></p>	14.15	<p><i>Case Study</i>  <b>Unlocking the Potential of Female Talent for Business Growth</b>  <b>Dawn Metcalfe</b>, Managing Director, Trainer, Author and Speaker, <b>PDSi</b></p>
DIGITAL LEARNING & EMPLOYEE ENGAGEMENT		FEMALES IN NON-TRADITIONAL ENGINEER ROLES	
14.45	<p><i>Expert Insight</i>  <b>How Cognitive and Digital Technologies Are Augmenting the Employee Experience</b>                      As digital transformation in the workplace is well underway, from the automation of admin tasks and machine learning to the rapid augmentation of how data are collected and analysed in the workplace, the way that HR and the businesses view the effectiveness of their talent and performance management strategies will change significantly. In this session, you will learn more about how employee experience practices and cognitive technologies are revolutionizing HR. This session will also shed light onto the direct link between causes of workforce attrition and disengagement.</p>	14.45	<p><i>Case Study</i>  <b>How to Increase the Number of Female Engineers and Leaders</b>  <b>Reem Al-Ghanim</b>, HR Leader, <b>Saudi Aramco</b></p>
EMPLOYEE ENGAGEMENT		FEMALE LEADERSHIP	
15.15	<p><i>Case Study</i>  <b>Unleashing the Power of Workforce Analytics to Demonstrate Learning Value</b>                      How do you show the value of learning? There's no easy, single answer because learning is complex and every organisational context is different. This case study session will demonstrate how to make the business case for workforce analytics and the most effective strategies to justify the value of predictive analytics to your CFO and senior leadership. You will learn how to assess analytics maturity level and to effectively align data to actionable insight and decisions.  <b>Reem Al Talawi</b>, HR Consultant &amp; Head of Database Section, HR Department, <b>King Fahad Armed Forces Hospital</b></p>	15.15	<p><i>Case Study</i>  <b>Female Leadership Agility: The Competitive Advantage That Will Set You Apart</b>                      Particularly in today's VUCA environment, three megatrends are driving extensive disruptions to businesses and fuelling the need for learning agility: the rise of a mobile generation of consumers, opportunities for disintermediation, and digitalisation in businesses. Leading in the face of change today, many women leaders are continually challenging themselves with increasingly difficult goals—in fact, women prefer challenging work assignments to build and master their careers. This session will discuss how women lead differently and how to authentically develop leadership potential.  <b>Elizabeth Hannah</b>, Head of Education MENA, <b>Association for Talent Development (ATD)</b></p>





15.45 Coffee and Networking Break

### BUSINESS VALUE

16.15 *Case Study*

#### **Walking the Talk: How Sabic Translated Learning Strategy Into Real Actual Business Value**

The future of learning is at the heart of the business strategy—it is not just an initiative, but a vital part of your organizational vision. This session will explore how to curate a high-impact learning strategy that supports the core business and fosters a learning culture to deliver future capabilities. The COE (Community of Expertise for Learning) at Sabic—what would be OE (organisational excellence) in other organisations—is responsible for learning, culture, and change across the organisation's global functional teams. The global learning function of SABIC, headed by Salah Al-Eissa, has successfully created and implemented a well-integrated learning culture into the DNA of the company, where people are engaged in meaningful dialogue and are accountable for their own learning. Salah will share how they developed and adopted Sabic's COE strategy over journey of transformation in the last few years until they've successfully managed to reach the current stage.

**Salah Suood Al-Eissa**, Head Global L&D, CoE, **Sabic**

### STAKEHOLDER BUY-IN

16.45 *Panel Discussion*

#### **Getting Your Key Stakeholder's on Board with Your Talent Development and Management Program**

In today's disruptive business world, great pressure exists more than ever to demonstrate the value of training and learning to the organisation. Can the return of learning programs be calculated? Is there an ROI financial formula that can be applied—a financial calculation vs. human calculation? Can L&D prove ROI using the same methods other parts of the business do? If not, how can L&D professionals prove investments in employee development actually produce results? This session will answer all these questions and share why ROI needs to be redefined for learning initiatives to maximise the value of L&D investments.

**Abdulaziz Al Tamimi**, Human Resources Adviser, **Saudi Arabian General Investment Authority (SAGIA)**

**Fadil Alalowh**, Talent Management Consultant, **Dow Chemical**

**Asmaa Jawdat**, Director of Training Admin, **King Abdullah Medical City**

17.10 End of Day One

“ It is always great to know that others in the field of L&D, be it locally or internationally, talk the same language as we do in our organization- sort of an assurance that we're not adrift and also challenges us to embrace the trend. It is a must-attend event! ”

Amanuel Kebede Birri, Senior Training Officer, **Mediclinic Middle East**

“ This conference far exceeded my expectations. The organisation, speakers and content were world class. ”

Nicole Richardson, Head of Talent & Development - **CBI**

## Day Two

Thursday, 6 December 2018

08.00 Registration and Welcome Coffee

08.50 Opening Remarks From the Chair

### GENDER DIVERSITY

09.00 *Panel Debate*

#### **Gender Inclusivity: No Longer Just an HR Check-Box**

Narrowing the gender gap in business has never been more important. Businesses that have a higher proportion of women are more successful. However, many businesses still don't know how to address this, and it becomes a subject sidelined by "diversity" initiatives. Ensuring there is parity between the representations of both genders in a business is not a diversity issue, but a parity issue. More than 60 percent of Saudi women and recruiters agree there is great progress and effort in the Kingdom toward achieving Saudi Arabia's vision to increase women's participation in the workforce from 22 percent to 30 percent by 2030. This exclusive keynote panel session will shed light on this vital topic from some of the top activists in the country of female empowerment and leadership in the Saudi workplace.

**Dr Amal Al Fatani**, Head of Women Business Centre, **TATA Consultancy**  
**Mussad Al Dhubayi**, Director of Human Resources, **Takamol Holding**

### CULTURE TRANSFORMATION

09.40 *Deep Dive Workshop*

#### **Culture Transformation Through Talent Diversity—Curating a Culture of Innovation for High Performance in L&D**



Organizations often focus on systems and process changes. Trompenaars Hampden-Turner's philosophy respects and in fact reinforces such change programs by focusing on the leaders who drive the change, the culture they envision and represent by walking the talk, and how the change affects the people in the organization. This practice-filled workshop session will be led by Fons Trompenaars, one of the Top 20 Most Influential International Thinkers and 2017 inductee to the Thinkers50 Hall of Fame.

This session will start with a plenary of Fons introducing the four-step approach to shaping and building cultural transformation, followed by a workshop session allowing you to work in a dynamic setting of small teams. This session will enable you to put a culture change process in the context of realizing business objectives and solving business issues, greatly enhancing results.

#### **Objectives**

- The objectives of the workshop part of the session will be to enable you to:
- Understand how cultural factors influence your job performance and that of your colleagues.
  - Gain insights into concepts and models for understanding cultural differences.
  - Understand the influence of cross-cultural differences on team performance and build effective work relationships across cultural boundaries.

- Develop practical skills, strategies, and competencies for effective cooperation and synergy in multicultural and virtual team settings.
- Explore how national culture interplays within the dynamics of organizational and corporate culture.
- Understand the Reconciliation Methodology, using examples and cases to illustrate people and change management through addressing the tensions resulting from different value orientations.
- Apply Reconciliation Methodology to current participant dilemmas.

#### **Deliverables**

You'll leave this session with:

- Insight into the cultural differences between and aspirations of the various entities.
- Awareness of the business and cultural dilemmas.
- A tool—Dilemma Reconciliation—to bridge and take advantage of cultural differences.
- Ability to replicate this in other situations moving forward.
- Tools to improve communication across corporate and national cultural differences.
- A printout toolkit detailing a step-by-step process of what you learnt during the workshop.

**Fons Trompenaars, Thinkers50 Hall of Fame, World Expert in Corporate Culture and Organizational Effectiveness**

10.30 Coffee and Refreshment Break

*Featuring Book Signing by Fons Trompenaars*



11.00 *Deep Dive Workshop*

#### **Culture Transformation Through Talent Diversity—Curating a Culture of Innovation for High Performance in L&D**

*See session description from 9:40*

**Fons Trompenaars, Thinkers50 Hall of Fame, World Expert in Corporate Culture and Organizational Effectiveness**

### AGILE L&D

- 12.00 *Case Study*  
**Drive Bottom-Line Growth Through Building an Agile L&D Business Partner Model**  
 To remain viable today, organizations need to be nimble and flexible to meet the demands of a disruptive environment and competitive landscape while delivering high impact and driving true business value. This case study session will unveil how to master agility and transform your talent strategy to partner with different business functions to optimise value. You will learn how to adopt an agile strategy and growth mindset culture to enhance performance, improve stakeholder management, and increase engagement.  
**David Edwards**, Head of Talent Solutions Consulting Middle East and Africa, SHL

### L&D IN THE DIGITAL ERA

- 12.20 *Panel Discussion*—**Human Skills in the Digital Era: Harnessing Technology to Drive Organisational Excellence**  
 Technology, AI, machine learning, and quantum computers will soon replace human labour. Organisations are looking for curious, people-oriented, and social minds. Businesses thus have to reorganise the learning process to develop the social and creative skills of their employees. What disruptive trends in learning and TD will revolutionise how we learn? What will L&D look like in 2050? How will the outcomes of digital automation and machine learning be measured? This panel will feature L&D and HR executives who will share their expert insight into how humans and technology can work smarter together to facilitate lifelong learning.  
**Dr. Taghreed M. Al-Saraj**, Best Selling Author of, “*The Anxious Language Learner: A Saudi Woman’s Story*”  
**Hassan Amin**, AVP Leadership and Management Development, Emirates NBD  
**Saeed A. Alharbi**, General Manager–Human Resources, Olayan Group  
**Majid Alquait**, HR & Admin Director, LG

### MEASURING ROI

- 13.00 *Expert Insight*  
**Let’s Get Real About Measuring ROI: Overcoming the Challenge of Evaluating Your Learning Programs**  
 In today’s disruptive business world, great pressure exists more than ever to demonstrate the value of training and learning to the organisation. Can the return of learning programs be calculated? Is there an ROI financial formula that can be applied—a financial calculation vs. human calculation? Can L&D prove ROI using the same methods other parts of the business do? If not, how can L&D professionals prove investments in employee development actually produce results? This session will answer all these questions and share why ROI needs to be redefined for learning initiatives to maximise the value of L&D investments.  
**Darren Kamphuis**, Chief Learning Officer, Saudi Electricity Company (SEC)

13.25 Networking Lunch

### STRATEGIC TALENT MANAGEMENT

- 14.25 *Talent Case Study*  
**Leadership Succession Planning: The New Era of Strategic Talent Management**  
 While many organisations in the Kingdom largely have organisational capabilities to optimise talent for high performance, many are missing one key success ingredient: capable leaders. With the immediate pressure to avoid coming up short when a senior post is left empty, how do you develop succession strategies for a robust leadership pipeline? This session will share how one organisation has successfully developed and adopted a talent executive leadership program over the last year to bridge their leadership capability gap. You will learn how they developed the program, implemented and integrated across seven countries with more than 100 employees, and show tangible results more than a year after the strategy was planned.  
**Ayman Ahmad Alghamdi**, HR Executive Director, Organization Development & Performance, Savola

### ENGAGING YOUNG HIPO’S

- 15.00 *Expert Insight*  
**Disrupting the Norm: What Learning Model Do We Need to Engage, Retain, and Attract Young HiPos?**  
**Faisal Jadu**, General Manager Human Resources, SABB

### BREAKOUT DISCUSSIONS

- 15.35 **Hackathon Challenge: Solving Real-Life Business Case Studies**  
 This session is an advanced learning opportunity for you to dive deeper into your most important L&D priorities and take part in expert-led, facilitated peer-to-peer discussions on specific topics—an intensive series of brainstorming and collaboration with the aim of answering and overcoming a specific challenge. The session will take the form of interactive breakout discussion sessions in the main summit room, with peer-learning activities and dialogue.

Breakout Discussion Topics to Choose From

<b>Talent 3.0: How to Attract Top Talent Utilising Digital and Social Media</b>	<b>Relevant and Valuable With the Changing Times</b>	<b>Action Learning Coaching: How to Be a Catalyst for Transformation</b>	<b>Neuroscience and Leadership Agility</b> <b>Amani Khalil</b> , Communication & HRBP, Nahdi Medical Co.
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16.30 Coffee and Networking Break

17.00 End of Conference

# atd programs

## Pre-Summit Learning

Sunday – Tuesday  
2 – 4 December 2018

If you want to become more proficient in a specific area of interest or expertise, extend your ATD Saudi Arabia Summit experience to include pre-conference learning. These professional development options will help you enhance and develop the skills needed for you to perform at your optimal level.

Take your skills to the next level with world-class programs designed to help you deliver strategic impact on the business and advance L&D in your organisation. Attendees will receive an accredited ATD certificate upon completion of any of the four programs.

Delegates can choose between Certificate Program A, B, C, or D. All three program days run from 8 a.m. to 2.30 p.m. each day



One Day

Sunday, 2 December 2018

Program starts at 8:00 a.m. to 2:30 p.m.

A

## Creating Leadership Development Programs for Your Female Workforce

This program supplies you with an ATD exclusive model for creating leadership development programs for your female workforce. The model provides you with a framework for building a leadership program that meets the unique needs of your organization and female workforce. Leadership development programs are a process, not a training program. It requires a process to develop excellent leaders. Whether you are building this program from scratch or outsourcing the development, it is critical to identify what leadership skills that you want to development, what outcomes you want from a program and ensuring it aligns with your organization's overall goal, mission values and strategy. Using templates created by ATD you will leave this engaging and hands on workshop with a draft of a leadership development program as well as a better understanding of your own leadership development capacity.

### Learning Objectives

By the end of this program, you will be able to:

- Articulate the difference between leadership and management.
- Ensure appropriate alignment of your leadership development program
- Select and implement appropriate learning methods to sustain your leadership process
- List leadership competencies that must be included in your program and how to build those competencies
- List observable behaviours that display a leader's ability to demonstrate the competencies
- Discern the advantages, disadvantages, and appropriate use of off-the shelf-programs

### ATD Expert Facilitator:



Elizabeth Hannah  
Head of Education MENA  
**Association for Talent Development (ATD)**

Earn points and a Certificate from



Two Days

Monday - Tuesday, 3 - 4 December 2018

Program starts at 8:00 a.m. to 2:30 p.m.

B

## Measuring Return on Investment Certificate

### Connect Your Learning Investment to the Business Bottom Line.

In this program you will develop the skills needed to create and deliver effective return-on-investment (ROI) evaluations for learning and performance, organizational development, human resources, technology, change, and quality solutions. The program emphasizes the Phillips ROI Methodology. You will learn to apply ROI techniques to learning and performance solutions, link training program objectives to business results, and develop an evaluation plan for one of your own programs.

### Learning Objectives

By the end of this program, you will be able to:

- Update internal processes on evaluation.
- Develop application and impact objectives.
- Develop data collection plans and select appropriate data collection methods.
- Use appropriate methods to isolate the effects of programs.
- Use appropriate methods to convert data to monetary values.
- Tabulate appropriate program costs.
- Calculate the ROI.
- Identify intangible benefits.

### Who Should Attend

This workshop is for anyone in an organization who manages a training function or anyone responsible for determining the impact of learning and change interventions. The workshop teaches the skills of research and measurement that are necessary to effectively conduct impact analysis studies. This workshop can be beneficial even for those who have a strong research and measurement background.

### ATD Expert Facilitator:



Nader Bechini  
Facilitator, **ATD**  
Partner, **The ROI Institute**

Earn points and a Certificate from



ROI INSTITUTE™



# certificate program

Two Days

Monday - Tuesday, 3 - 4 December 2018

Program starts at 8:00 a.m. to 2:30 p.m.

C

## ATD Corporate Coaching Certificate

### Help Others Develop, Take Action, and Make Better Decisions

Improve your clients' ability to set goals and achieve satisfying results by helping them identify and take advantage of their natural strengths. Participants will learn a model that outlines a coaching process they can use with individuals, teams, or an entire organization, and will practice foundational coaching competencies through role plays, group exercises, and case studies.

Many talent development professionals have discovered that they need to add coaching to their skill set. This two-day workshop demonstrates the functions of a successful learning professional in the role of coach, including using an interactive process to help clients develop more rapidly and produce more satisfying results, and improving others' ability to set goals, take actions, make better decisions, and make full use of their natural strengths. Participants will learn a model that outlines a coaching process they can use with individuals, teams, or an entire organization, and will practice foundational coaching competencies through role plays, group exercises, and case studies.

### Learning Objectives

After this program, you will be able to:

- Practice coaching competencies and apply them to coaching conversations with individuals, teams, or throughout an organization.
- Establish coaching agreements with clients and identify how goals link to enhanced business performance.

- Promote an open, flexible, and confident coaching relationship with clients and establish mutual respect and trust in a safe, supportive environment
- Apply coaching ethics and standards appropriately in all coaching situations.
- Demonstrate active listening, ask powerful questions, and use effective dialogue and feedback techniques to provide maximum benefit to clients.
- Integrate and evaluate multiple sources of data and make interpretations that help clients achieve agreed-upon results.
- Design actions and opportunities for ongoing learning that will most effectively lead to coaching results.
- Develop and maintain an effective coaching plan with clients, manage ongoing progress, hold clients accountable for actions, highlight and celebrate successes, and adjourn the coaching process.

### ATD Expert Facilitator:



Ahmed Magdy  
Facilitator, **ATD**  
Peak Performance Coach

Earn points and a Certificate from



Three Days

Sunday – Tuesday, 2 - 4 December 2018

Program starts at 8:00 a.m. to 2:30 p.m.

D

## Improving Human Performance Certificate Program

### Learn to Articulate Business Goals.

Applying the principles of human performance improvement (HPI) in an organization is a proven way to get results. In this program, you will learn how to use the ATD HPI model to apply the three critical components of HPI: link organization goals to human performance, outline a strategy for finding and addressing performance gaps, and describe a process for evaluating the impact of your HPI solutions.

### Learning Objectives

By the end of this program, you will be able to:

- Describe the three principles that underlie HPI.
- Explain the relationship between the steps in the HPI process.
- Apply analysis models to determine performance gaps and their root causes.
- Describe approaches to evaluate the impact of solutions.
- Outline a strategy for addressing the root causes of performance gaps.

### Who Should Attend

This workshop is for anyone in an organization who manages a training function or anyone responsible for determining the impact of learning and change interventions. The workshop teaches the skills of research and measurement that are necessary to effectively conduct impact analysis studies. This workshop can be beneficial even for those who have a strong research and measurement background.

### ATD Expert Facilitator:



Bahaa Hussein  
Facilitator, ATD

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# exhibition

## EXHIBIT AT THE KINGDOM'S LEADING LEARNING AND DEVELOPMENT EVENT

### Who Should Exhibit:

- HR and Talent Consultants
- E-Learning Design and Development Organizations
- Technology, Software, or Assessments Providers
- Mobile and Blended Learning
- Training Institutes
- Training Platforms and Tools
- Business Schools and Executive Education
- Learning Simulations/Gamification Providers
- Leadership Development Providers
- Experiential Learning Experts

Speak to one of our team today to customise a package based on your business priorities. Please Contact:

### Ben Jones

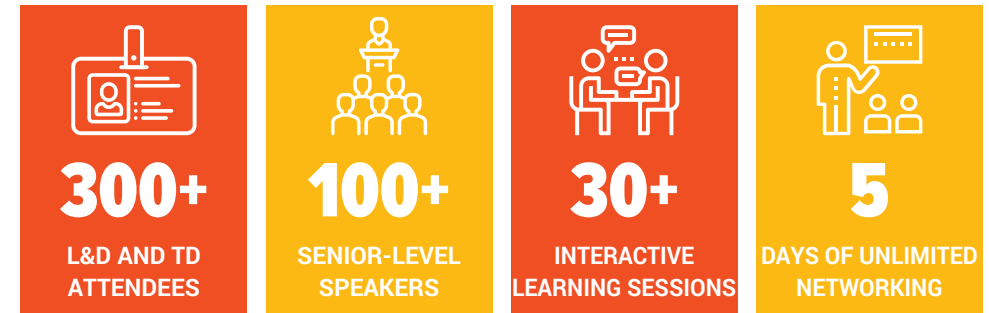
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- **VIP Networking Lunch**



# about us



The Association for Talent Development (ATD) is a professional membership organization supporting those who develop the knowledge and skills of employees in organizations around the world.

The association was previously known as the American Society for Training & Development (ASTD). We support the talent development profession by providing trusted content in the form of research, books, webcasts, events, and education programs. We host a variety of conferences several times a year, including the premier international gathering for talent development practitioners.

For more information: [www.td.org](http://www.td.org)



KNect365 - an informa business, is part of Informa PLC which operates at the heart of the Knowledge and Information Economy. It is one of the world's leading business intelligence, academic publishing, knowledge and events businesses. With more than 6,500 employees globally, it has a presence in all major geographies, including North America, South America, Asia, Europe, the Middle East and Africa.

Our Middle East office, formerly known as IIR Middle East, has over two decades of regional experience in organising and managing all types of business events. KNect365 - an informa business, organizes over 400+ public training courses, conduct in-house training Programs, organize large scale conferences and manage events on behalf of corporate companies, governments or associations

For more information: [www.informa-mea.com](http://www.informa-mea.com)



# register

## EVENT AT A GLANCE

SUNDAY 2 December	MONDAY 3 December	TUESDAY 4 December	WEDNESDAY 5 December	THURSDAY 6 December
<b>Pre-Conference Learning</b> Four ATD Certificate Programs			<b>Main Conference</b> Keynotes, Case Studies, and Learning Labs	

	MOST POPULAR			
	Platinum Pass	Gold Pass	Silver Pass	Bronze Pass
	\$3,300	\$2,800	\$2,500	\$2,000
Conference (5 & 6 December)	✓	✓	✓	✓
Learning Labs	✓	✓	✓	✓
ATD Certificate Programs	✓ (3-day Program OR 2-day + 1-day Programs)	✓ (One 2-day Program)	✓ (Only Certificate Program A)	
Exhibition	✓	✓	✓	✓
Networking Lunch and Coffee	✓	✓	✓	✓
VIP & Speaker Lounge Access	✓	✓		

Pricing excludes 5% VAT, where applicable

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