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#AHRLC2019DUBAI

4th Edition

Africa
Human Resources
Leaders
Consortium
Dubai - Edition

3RD - 5TH DECEMBER 2019
GRAND HYATT HOTEL

THEME

"The role of HR in Culture Transformation ,effective talent management & effective change management in the era of Digital Transformation"



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CONTENT

- 1 ▶ Cover Page
- 2 ▶ Key Topics of Discussion
- 3 ▶ Theme
- 4 ▶ The Role Of HR In
a Digital Transformative World
- 5 ▶ Hr Growth and Excellence
Vs HR Extinction
- 6 ▶ Registration

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Key Topics of Discussion

1. Effective talent and change management that impacts cultural transformation within the work place
2. Driving Business performance through emerging HR Predictive Analytics.
3. Artificial Intelligence- Building a work force for the future
4. HR growth & Excellence vs HR Extinction
5. Strategic workforce planning, preparing your business for the future.
6. Coaching for Culture and Leadership Development
7. Recruitment innovations that work, UAE Perspective
8. Shaping the agenda for the future of work
9. Performance management, are we getting it right?
10. Emerging trends within the workplace.

Past AHRLC Consortium
Hyatt Place
West London / Hayes
United Kingdom



Africa HR Leaders Benchmark with UAE Case study on:

- »Effective HR leadership techniques for the modern HR
- »HR Growth & Excellence vs HR extinction
- »HR innovation in business predictive analytics
- »Building a workforce culture for the future
- »Digital HR Strategies for effective results

Theme:

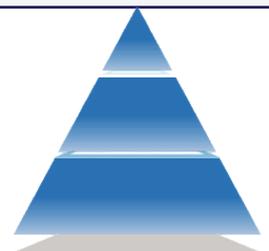
The role of HR in Culture Transformation ,effective talent management & effective change management in the era of Digital Transformation

- »The Regional workforce transformation defines transformation as an organizational culture improvement initiative that requires understanding and continuous participation in quality improvement at every level of an organization
- » According to a recent survey done by KPMG in 2019 on the "Future of HR Survey" , Human Resource executives within East Africa ranked performance management, attraction of employees, learning and reskilling and staff retention as the areas where they think add the most value to organizations.
- »Areas that raised a lot of concern as adding least value were noted to be analytics, creating multiple employee value propositions and strategic work force planning.92% of the population recognized the need for workforce transformation to take place in order to ensure continuous growth but only 56% believe that
- »Apple, Facebook, Google and others; culture – it seems – is the key to innovation

- »The role of HR is to work with management to create the right ecosystem that will unleash the productivity of the workforce and deliver value for the customer as well as the employee.HR Functions must deliver value within the VUCA environment and to do this effectively HR Leaders need clarity on the drivers of business and employee value.
- »This will entail cultivating new competencies for HR professionals.
- »HR Functions will continue to be demanding and exciting as we progress. HR leaders will only be able to deliver value and execute the transformation agenda if they continue to evolve and tailor their competencies towards today's business needs.

Accrediting Firm to the Conference.

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THE ROLE OF HR IN A DIGITAL TRANSFORMATIVE WORLD

Undergoing digital transformation effectively?

- » According to the survey done by KPMG in their "future of HR 2019" 76% of the respondents from East Africa agree that their HR function is undergoing or has recently undergone a digital transformation.
- » Greg Verdino who is a transformation Guru says that digital transformation closes the gap between what digital customers already expect and what analogue businesses actually deliver. Digital transformation for HR is two pronged.
- » On one hand HR is experiencing digital transformation through online recruitment use and candidate's shortlisting as well as employee integration, productivity measures with payroll among others.
- » On the other hand HR must help business to address ongoing talent implications resulting from digital transformation

WHY THE CONFERENCE?

There has been a serious budgetary increase for HR Technology / digital solutions over the past two years in their enterprises; By attending the conference you will understand more on;

- » Cultural transformation
- » Effective talent management
- » Effective change management

This are key drivers towards ensuring there is better digital solutions within organizations. Culture transformation has real implication towards digital transformation. This was identified as a top barrier towards digital transformation.

The conference will be looking at how HR Plays a powerful role in redefining culture by working with leaders to recruit the right staff and redesigning policies to encourage the right culture.

» How to develop a culture of continuous and Effective talent management entails a 360 degree approach towards staff management from pre recruitment to post exit. Significant digital transformations have been undertaken with regards to talent management, social media to source for talent, candidate shortlisting software's, electronic performance management systems and employee selfservice modules are increasingly being used.

» Digital transformation has opened up new frontiers for getting work done effectively such as working from home and other open flexi options.

» Change management can be at times very disruptive and unsettling for industries and staff. It is therefore important for HR Experts to add value during rapid digital transformation so as to ensure effective communication is maintained. The conference will be looking at various case studies on how organizations have managed to work on change management and maintain productivity.



Talent management -Recruitment Innovation that works

Performance management and innovation will not be possible without human capital, Getting to understand the right people for the right jobs in the modern economy is what will drive excellence organizations

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HR GROWTH AND EXCELLENCE VS HR EXTINCTION

Being in the know for effective change.

Over 50% of HR Leaders are very confident in HR'S ability to transform the work force and itself.

They believe with this changes one is able to deliver positive predictive insights, drive the digital agenda, reshape the workforce and enhance employee experience.

HR Leaders who are pro change identify transformation as very critical for relevance to be maintained.

This allows them to be in the know at all given opportunities.

Value proposition for growth

HR leaders who do not see the importance of being in know are likely to face extinction.

They feel that they are adding less value and this will result to them having poor planning within the workforce, general timid use of artificial intelligence, no use of

predictive insights and eventually lose value propositions within various workforce segments

KEY FINDINGS INVOLVING HR EXECUTIVES ACROSS EAST AFRICA by KPMG

»76% of HR executives agree that HR has undergone or is undergoing a digital transformation however only 49% of HR leaders said that have a digital work plan in place at the enterprise or HR level.

Most executives recognize the dire need for workforce transformation ,yet only 56% feel confident about HR's actual ability to transform and move them forward via key capabilities like analytics and artificial intelligence.

»58% said that work place culture is considered to be a topbarrier for digital transformation to take place, however another 41 % of respondents said their current work place is culture oriented.

As pointed out by 81% of HR executives, the role of HR is becoming more strategic in the business. However they have to work on three key emerging issues so as to become better within their roles.

This include;

- »Performance
- »productivity
- »Culture.

»Despite data's remarkable ability to deliver new insightsand enhanced decision making, 22% of HR leadersbelieve analytics will be a primary HR initiative for themover the next one to two years. Fewer HR managers citeanalytics as a top management concern

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AFRICA HR LEADERS CONSORTIUM 2019 DUBAI EDITION DUBAI CRUISE DINNER EXCURSION



Dubai Marina Dinner Cruise Included in the Conference Package

Dubai is one of the world's most exciting destinations; a glittering city that guarantees fun, sun and endless tax-free shopping. In this ever-changing emirate, spectacular and innovative developments grace endless golden beaches and towering commercial centres, all the while contrasting starkly against a silent desert interior.

At 1500hrs, you will be picked up and taken for Dubai's ultimate luxury dinner cruise experience, this cruise is set to impress, and is unlike any other dinner cruise in Dubai, the only five star dinner cruise that offers a delicious buffet, with live pasta station on board. Runs daily from Dubai marina. See the wonderful sights of Dubai Marina, Ain Wheel and JBR. This is a open air sea cruise with a difference. Five Star catering provided by The Address Hotel.

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<p>3. Dr. /Mr. /Mrs. /Miss: _____ Department: _____ Position: _____</p>	<p>Cell: _____ Email: _____</p>

DELEGATE FEE & EXHIBITION FEE INVESTMENT

- CONFERENCE FEE- \$ 1590 ADD \$800 for nights B&B Accomodation, VISAS

All Prices are Exclusive of Taxes, Transportation, Visa fee and accommodation unless included Above.

AUTHORIZATION

Signatory must be authorized to sign on behalf of contracting organization, any cancellation should be done in writing 30 days before the training dates there after 100% course fee will be charged, a substitute will be accepted.
This booking is invalid without a signature.

<p>Name: _____ Job Title: _____ Organization: _____ VAT No.: _____ Telephone: _____ Physical Address: _____ Postal Address: _____ Signature: _____</p>	<p>Cell / D – Line: _____ Email: _____ Facsimile: _____ Registration Date: _____</p>
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TERMS & CONDITION FOR THIS SERVICE LEVEL AGREEMENT

1. Signatory must be authorized to sign on behalf of contracting organization.
2. Any cancellation should be done in writing 30 days before the training dates there after 100% course fee will be charged , however a substitute will be accepted.
3. This booking is invalid without a signature.
4. This contract booking is final, there will be no refunds for any cancellations, partial or in full, made by the client after 30 days, no show is considered a cancellation and no refund will be made .
5. If the client decides to cancel, the full invoice remains payable after 30 days to the event.
6. Written cancellation before 30days to the event, entitles the client to a credit voucher to attend a future event with ABMC International less service charge.
7. ABMC International reserves the right to modify the content, timing, speakers or venue of the conference should circumstances dictate. The event may be postponed or cancelled due to acts of terrorism, war, extreme weather conditions, industrial action, force majeure or any event beyond the control of ABMC International.
8. Clients who wish to make payment closer to the event dates or at the event are required to fill in ABMC International payment guarantee otherwise full payment is required within 5 working days.
9. Any dispute related to attendance and payments of this sales will be resolved under the Kenya Law in a court of Law in Kenya as per terms and condition of this service level agreement contract and all the legal fees involved shall be billed to the client.
10. A Purchase Order is acceptable as form of payment, however payable within 15 days after the event.