

**Contact Person's Details:**

Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_ Designation \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone \_\_\_\_\_ Mobile \_\_\_\_\_  
 Facsimile \_\_\_\_\_ Email \_\_\_\_\_

**Company Information**

Company Name \_\_\_\_\_  
 Company Industry \_\_\_\_\_  
 Company Size  1 - 19  20 - 49  50 - 99  100 - 499  500 - 999  1000 above  
 Please register the following for "Strategy-Matters™ Generating Powerful KPIs" 3 - 5 September 2012, Park Royal, Kuala Lumpur, Malaysia

**Participant's Information**

Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_ Designation \_\_\_\_\_  
 NRIC/Passport No. \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_ Country \_\_\_\_\_ Telephone \_\_\_\_\_  
 Facsimile \_\_\_\_\_ Mobile \_\_\_\_\_ Email \_\_\_\_\_

Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_ Designation \_\_\_\_\_  
 NRIC/Passport No. \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_ Country \_\_\_\_\_ Telephone \_\_\_\_\_  
 Facsimile \_\_\_\_\_ Mobile \_\_\_\_\_ Email \_\_\_\_\_

Name (Dr/Mr/Mrs/Ms) \_\_\_\_\_ Designation \_\_\_\_\_  
 NRIC/Passport No. \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_ Country \_\_\_\_\_ Telephone \_\_\_\_\_  
 Facsimile \_\_\_\_\_ Mobile \_\_\_\_\_ Email \_\_\_\_\_

**1. I Will Attend** ( Please tick (✓))

Registration includes refreshments, lunch and documentation for each seminar. Admittance will only be permitted upon receipt of full payment.

Generating Powerful KPIs (3 - 5 September 2012)	Early Bird Payment received by 3 August 2012	Normal Fee Payment after 3 August 2012
<input type="checkbox"/> Individual fee	RM4050 per person	RM4550 per person
<input type="checkbox"/> Group of 3 pax	RM4050 per person for every three seats & receive 4th seat free	RM4550 per person for every three seats & receive 4th seat free

Please note only one discount/special offer is applicable | **UF Alumni Members** • Receive a further RM100 discount per person

Total Amount \_\_\_\_\_ (no. of pax) x \_\_\_\_\_ (unit fee)=RM \_\_\_\_\_

**Status of Sponsorship**

Self  Company (please indicate if company sponsored)

**Payment Options** ( Please tick (✓) as applicable)

\* Please write your name and event name "Strategy-Matters™ Generating Powerful KPIs" on back of cheque. Cross cheque shall be made payable to "Urban Forum (Malaysia) Sdn. Bhd."

Cheque Cheque \_\_\_\_\_  
 Credit Card Card Type  Visa  Mastercard  
 Card Number \_\_\_\_\_  
 Expiry Date \_\_\_\_\_ / \_\_\_\_\_  
 Transfer account Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Upon signing this form, you are deemed to have read and understood the Registration Guidelines, Procedures and Policies and have accepted the terms contained therein. Please return this registration form together with the payment to reach us before the commencement of the event. Please address it to Urban Forum (Malaysia) Sdn Bhd (594700-V), B-5-7, 5th Floor, Megan Avenue 1, 189 Jalan Tun Razak, 50400 Kuala Lumpur, Wilayah Persekutuan, Malaysia or Fax: +6.03.21667010

**Date and Venue**

Date 3 - 5 September 2012  
 Venue Park Royal  
 Kuala Lumpur  
 Malaysia

**Administrative Details**

Tel +603-2166 2010  
 Fax +603-2166 7010  
 Mail to B-5-7, 5th Floor, Megan Avenue 1,  
 189 Jalan Tun Razak,  
 50400 Kuala Lumpur,  
 Wilayah Persekutuan,  
 Malaysia  
 Website [www.urban-forum.com](http://www.urban-forum.com)

**Online Registration and Enquiries**

Email [info@urban-forum.com](mailto:info@urban-forum.com)  
 Website [www.urban-forum.com](http://www.urban-forum.com)

**UF Alumni**

**Criteria to join**

- **Individual members** wishing to join the 2012 Urban Forum Alumni need to have participated in at least one public workshop in 2011 and confirmed in writing their acceptance into the Alumni. Membership is free for the first year however, to maintain membership a subscription will be required in the second year.
- **Corporate members** wishing to join the 2012 Urban Forum Alumni need to have sent at least 5pax in 2011 and confirmed in writing their acceptance into the Alumni. Membership is free for the first year however, to maintain membership a subscription will be required in the second year.

**Benefits of joining the Urban Forum Alumni**

- Additional financial discounts over and above existing discounts
- Free networking access to colleagues and other participants in Urban Forum Alumni
- Opportunity to up-load your own documents to share with other Alumni members
- Receive articles, latest information and video clips of new updates from Urban Forum & its experts
- Invitation to participate in the annual social gatherings with the experts and colleagues

**Substitution of Delegate(s)**

This is allowed, provided the organiser is notified in writing of the name and the designation of the new delegate(s) at any time prior to the commencement of the event. Transfer of registration to other programmes is not allowed.

**Incorrect Mailing Information**

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately.

**Refund of Fees**

- All cancellations of registrations must be in writing. If cancellations are received
- more than 14 days before the event a full refund of the fee less 10% administrative charges will be given
  - 7-14 days before the event a 50% refund of the fee will be given
  - Less than 7 days before the event, no refund will be given but a substitute delegate is welcome to take your place or a set of documentation will be given.

**Cancellation and / or Postponements**

We reserve the right to cancel and/ or postpone the programme due to unforeseen circumstances.

# STRATEGY-MATTERS™

## GENERATING POWERFUL KPIs

3.4.5 SEPTEMBER 2012

PARK ROYAL • KUALA LUMPUR • MALAYSIA



▶ Take Advantage of Our Individual and Group Early Bird Discounts!

BROUGHT TO YOU BY:



IN PARTNERSHIP WITH:



# STRATEGY-MATTERS™

## Generating Powerful KPIs

ABOUT OUR EXPERT



**Margaret Bridges**

Managing Principal  
STRATEGY MATTERS™

Margaret Bridges is the Managing Principal for Strategy-Matters in Asia Pacific. Based in Sydney, Australia her role encompasses delivering Strategy and Balanced Scorecard training and consulting services across the region. With twenty years of high level business knowledge and experience, Ms. Bridges brings a wealth of diversified talents to all of her clients.

Prior to founding Strategy-Matters, Ms. Bridges worked for Kaplan & Norton's own private international training and consulting firm, Balanced Scorecard Collaborative (BSCoI) as Regional Manager, Africa and Asia Pacific - this role involved managing Affiliates and partners in South Africa, India, China, Korea, Malaysia, Australia and New Zealand as well as being one of the elite trainers and consultants for BSCoI in the region specializing in transformational strategy formulation, 'whole of government' strategy as well as being the regional expert for Human Capital and Organisational Development.

During her four years of strategy formulation and strategy execution work at BSCoI, Ms. Bridges has assisted organisations across all of Asia, as well as in Africa and Asia Pacific, to strive for and achieve their strategic destinations using Kaplan & Norton's best practice Balanced Scorecard methodology. This involved working with clients on all aspects of their strategy such as finance, sales and marketing, manufacturing, distribution, quality, IT etc. In particular, Ms. Bridges has expert knowledge and experience in the area of HR strategy – traditionally one of the most complex areas to develop strategy for.

Prior to joining BSCoI, Ms. Bridges worked for three years as a strategy consultant for Gartner Australasia, the world's leading research and advisory firm in the information technology and telecommunications area where again, invaluable knowledge and experience was gained working with a wide variety of clients.

### THIS PROGRAMME WILL TRANSFER FOUR KEY SKILLS TO SENIOR EXECUTIVES ON HOW TO:

- Cascade KPIs in various types of organisations and avoid the 'one size fits all' approach
- Review their organisation's current performance management system
- Generate strategic KPIs at all levels of the organization
- Drive through organizational change

The structure of the programme will be built around the delivery of compelling course material and using a case study example to embed this knowledge with participants. Over the course of the two days, participants will have had exposure on how to put the 'theory into practice'.

### Take Away

On completion of the programme, participants will have developed:

- Know-how to cascade KPIs in various types of organisations
- The art of identifying strategic job families
- Skills in generating departmental, executive, team and individual KPIs

PROGRAMME – DAY 1	
8.00am	<b>Registration</b>
9.00am	<b>Introductions &amp; Course Expectations</b>
9.30am	<b>Principals of Cascading KPIs</b> <ul style="list-style-type: none"> <li>▶ Why Do We Need to Cascade KPIs?      ▶ What Are the Benefits of Getting it Right?</li> <li>▶ From Creating Business Plans to Annual Performance Reviews - What to Expect</li> </ul>
10.45am	MORNING BREAK
11.00pm	<b>Different Cascading Approaches</b> <b>CASCADING IN DIFFERENT TYPES OF ORGANISATIONS</b> <ul style="list-style-type: none"> <li>▶ Private Sector - Diversified conglomerates, Multinationals, Large Companies and SMEs</li> <li>▶ Public Sector - Utilities, GLCs, Large Government Departments, Local Government</li> </ul>
12.30pm	LUNCH
1.45pm	<b>EXERCISE</b> <ul style="list-style-type: none"> <li>▶ Participants Develop Cascaded KPIs Using a Case Study</li> </ul>
3.15pm	AFTERNOON BREAK
3.30pm	
5.00pm	END OF DAY 1
PROGRAMME – DAY 2	
9.00am	
9.00	
3.15pm	AFTERNOON BREAK

### WHO SHOULD ATTEND?

Both programmes are highly recommended for:

- CEOs, Managing Directors, Presidents and Senior Executives who have implemented or are considering implementing the Balanced Scorecard.
- CFOs and Senior Financial Executives should attend especially if they want to develop a holistic view of organisational performance.
- Head of Departments, CIOs, Business Strategic Planners, HR Executives and Training Directors instrumental in aligning strategy to business processes.
- Government Linked Company Executives, especially those responsible for implementing strategy
- Academics

**Certified Train-the-Trainer programme on Kaplan & Norton Balanced Scorecard design and implementation.**

**For more information:**

Please call us at [+61 2 9939 0900](tel:+61299390900) or email to [info@urban-forum.com](mailto:info@urban-forum.com)