



NATIONAL HRD NETWORK

Competing Globally: Experiences from China

3rd ADVANCED LEADERSHIP PROGRAMME 2015

5 - 12 DECEMBER, 2015

RADISSON HOTEL SHANGHAI NEW WORLD,
SHANGHAI, CHINA



NHRDN 3rd ADVANCED LEADERSHIP PROGRAMME (ALP)

The National HRD Network's underlying philosophy is that every human being has the potential to do remarkable things. We have made an abiding commitment to promote the HRD movement. However, Human Beings do not tap their full potential. NHRDN is dedicated to enhance the capability of management professionals, enabling them to make an impactful contribution in enhancing competitiveness and creating value for society. The Network evokes the potential of organizations and professionals on how to optimize human resources, through education, training, research and experience sharing.

As we are aware, India and China voyaged a new journey in late 40s of 20 Century. In PPP terms, by 2015, it is projected that Chinese economy would be close to \$ 17 trillion. The growth story of China offers many significant lessons to learn and China's growth has won global accolade. The intensification of economic efforts by China has opened multitude of opportunities.

Keeping these imperatives in mind, NHRDN is presenting its 3rd Advanced Leadership Programme in Shanghai from 5 - 12 December, 2015. The Programme is designed for Senior Management Professionals across the Industry. Advanced Leadership Programme is NHRDN's endeavor to develop People Power. NHRDN Advanced Leadership Programme is designed to further enhance and leverage the leadership skills of accomplished participants.

The participants will be exposed to fundamental forces which are continuously shaping our real world. It will set an Agenda, full of Success Mantras and practical insights from the Global Thought Leaders. Experiential learning aligns with the idea - I hear and I forget. I see and I remember. I do and I understand.

SALIENT TAKEAWAYS...

- The Industrial Visits will provide participants a window to understand their business style and interact with Top officials of leading companies in China
- Building Strategic & Global Mindset
- Build Leadership capability in dynamic and competitive environment
- Skills to manage cross functional teams and build Winning teams
- Learn from fellow participants
- Learn asset utilization through building wealth creating mindset
- Enable the participants to be the Change Master and Destiny Builder for the organization
- Actively engage with Programme Directors on your organization's issues during floor interactions



Padma Shri Dr Pritam Singh
CEO – LEAD Centre &
Noted Management Thinker, India



Dr Jagdish N Sheth
Charles H. Kellstadt Professor of Marketing and
Strategy Goizueta Business School,
Emory University & Founder Chairman
Academy of Indian Marketing (AIM), USA



Prof Fan Xiucheng
Professor (Department of Marketing)
Fudan University, Shanghai



Prof Davide Sola
Professor of Strategy – ESCP, London

ALP 2015: PROGRAMME AGENDA

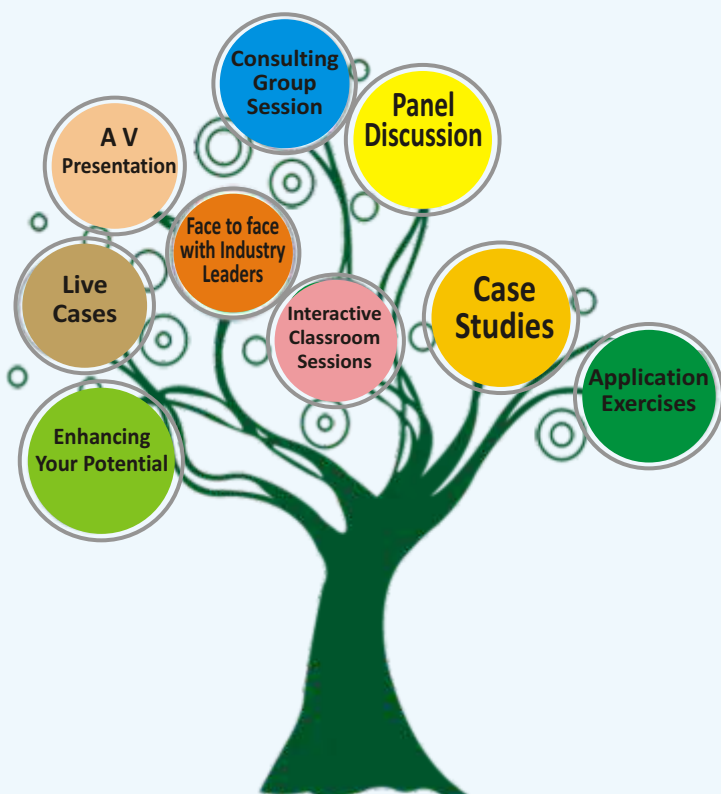
The ALP will focus on practical guidance and multiple perspectives on Leadership Development. It is designed to provide real life experiences, shared by Thought Leaders on HOW to compete globally and lessons on the same from China.

The focus will be on Strategy, People Management and Marketing / Branding: all critical to Leadership Development resulting in organizational transformation. The programme will work on bedrock to bring out true DNA of Leadership and touch finer Human resources issues which make or break organizations.

The program will focus on the following sub-themes for creating a cutting edge organization.

1. Emerging Corporate Landscape: Issues & Challenges
2. Industry Visits
3. Competitive Positioning: Will China and India compete or coexist?
4. Session on Marketing- Lessons from Chinese Companies
5. Executive Panel: Doing Business in China
6. Creating Sustainable Global Brands
7. Towards Change Maestros: Level 7 Leadership
8. Towards Competitive Pillars: Team Presentations

METHODOLOGY



WHO SHOULD ATTEND

Senior Leaders, HR Heads, Directors – Personnel/HR and Functional Heads.

PROGRAMME FEE (PER PARTICIPANT)

Category	For One	For Two-Four	For Five and More
NHRDN Members	₹4,25,000/-*	₹4,10,000/-*	₹3,70,000/-*
Non Members	₹4,49,000/-*	₹4,15,000/-*	₹3,90,000/-*
Academicians	₹1,95,000/-*	₹1,95,000/-*	₹1,95,000/-*

An Early Bird Discount of Rs. 20,000/- per participant can be availed by those who register 30th October, 2015

*** Service Tax @14% applicable on the participation fee.**

Service Tax Registration No. : AAATN 1283CSD001
NHRDN PAN No. : AAATN 1283C

- DD / Cheque towards delegate fee should be drawn in favor of **“National HRD Network”**
- For online registration and payment please visit <http://nationalhrd.org/node/361549?Tab=Register>
- For NEFT / RTGS, please find below the details:
BENEFICIARY NAME : NATIONAL HRD NETWORK
BENEFICIARY BANK : ICICI BANK
BRANCH NAME : SUSHANT LOK BRANCH,
GURGAON
BANK ACCOUNT NO: 018301007404
BANK IFSC CODE : ICIC0000314
BANK MICR NO : 110229042

* Include course fee, cost of study material, company visits and single occupancy boarding and lodging at the hotel in Shanghai.

FOR REGISTRATION / FURTHER DETAILS PLEASE CONTACT:

Mr Dhananjay Singh / Mr Harendra Negi

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harendra.negi@nationalhrd.org

What they said

“Excellent”

Mr J S Kaushal, Director (HR) – Central Warehousing Corporation

Mr D Sundaram, Country Director – Mahindra Korea, South Korea

Mr S K Gupta, Executive Director (ER-II) – Power Grid Corporation of India

Mr Ravi Kumar Battu, Dy General Manager (Production) – ONGC

Prof K K Sinha, Dean (Development) – BIMTECH

“I was fortunate to attend this Programme which was made fruitful with the deep insight and experiences of Dr Pritam Singh and Dr Jagdish Sheth. Also I could witness the China Growth Strategy, its infrastructure, scale of operations and the eagerness to internationalize their operations”

Mr K V Shaji, Chairman – Kerala Gramin Bank

“The Programme has completely achieved its objective in giving first hand exposure and experience of how Chinese companies are managing global operations. The Programme also showed the way what capabilities leaders should possess to meet these challenges.”

Mr Harsh P Bhosale, Head (HR) – Essar Oil

“I rate it an excellent Programme and a great opportunity to learn from world class Gurus.”

Mr Mrigendra Kumar – Hindustan Aeronautics Limited

“The Programme was highly interactive thereby added tremendous value. Learning was driven by participant's need.”

Mr Niraj Sethi, General Manager and Head (Corporate Strategy and Business Development) – Engineers India Limited

“Top Quality faculty willing to stretch themselves to any limit, best possible ambience, good level of participants has made this programme, the best training programme I have ever attended”

Mr C Santhalingam, AGM – Canara Bank

“Well structured and highly professional. The programme far exceeded my expectations.”

Mr P Sreekumar, Company Secretary & Vice President (Corporate Audit Services) – HLL Lifecare Ltd

“Teaching Methodology is very good and systematic, based on the course laid out for the programme”.

Mr M Satish Babu, Dy General Manager (E&T) – ONGC

“NHRDN ALP is fantastic”

Mr A K Chaudhary, Executive Director – Engineers India Ltd

Glimpses of Earlier ALPs



ABOUT NHRDN



NATIONAL HRD NETWORK

The National HRD Network is the National Apex body of professionals committed to promoting the HRD movement in the country and enhancing the capability of human resource professionals to compete globally and thereby creating value for society. Towards this end, National HRD Network is committed to the development of human resources through education, training, research and experience sharing. Established over 29 years ago, NHRD is autonomous, not-for-profit professionally managed organization, playing a catalyst role in grooming Leaders for Tomorrow. It has 12,500 members representing, Multinationals, Public & Private organizations including Government, MSME & NGOs spread across 30 chapters in India and serves as a reference point for HR Professionals in Indian Industry.