

FOUNDATION FOR INTEGRATED HUMAN DEVELOPMENT CENTRE – IHDC

Outline proposal for an initial development offering:

Following the recent IHDC committee meeting a request was made to outline the initial development offerings suggested during the meeting. This brief summary will provide this outline as well as highlight certain considerations to enable progress.

OBJECTIVE:

In order to meet to meet the IHDC vision of integrating, promoting, supporting and reinforcing sustainable human development our objective is to offer specific development options that will enhance knowledge and capability of those targeted.

From what we know of current need and demand it is possible to put together a “menu” of development options that will appeal to and benefit a significant number of the current working population in Thailand.

Essentially then, the development will be offered in three “clusters” i.e. Human Resources, Individual Development and Corporate Development. The latter of course still predominantly developing individuals but through programmes that appeal to potential corporate clients as there is a more direct link to positive impact on their business.

The target audience will initially be Thai nationals currently in the workforce or those looking for work – the development offered raising their capability and making them more attractive to employers.

Once established the development offered could be extended to cover other ASEAN countries as need dictates.

DEVELOPMENT MENU

1. HUMAN RESOURCES:

The offering of a Human Resource “cluster” of workshops provides two significant benefits:

- Improving the capability and services delivered by HR aids business success.

- A pro-active HR team will then be more able to broker development provision for employees.

The development offering for HR professionals and teams from iHDC is proposed as:

- HR IMPACTIVE SERVICES

- PERFORMANCE & REWARD MANAGEMENT

- TALENT MANAGEMENT (INCLUDING L&D)

- ORGANISATIONAL DESIGN & DEVELOPMENT

2. INDIVIDUAL PERSONAL DEVELOPMENT

The offering of an Individual Personal Development “cluster” of workshops directly impacts individual’s ability to perform in their current role, their value to a business and how they may be rewarded and enhances their career choices as they look to progress.

The development offering for individual personal development from iHDC is proposed as:

- PERSONAL CAPABILITY AND CAREER DEVELOPMENT
- LEADERSHIP AND MANAGEMENT
- INFLUENCING SKILLS
- PERSONAL AND BUSINESS FINANCE
- ENTREPRENEURSHIP

3. CORPORATE DEVELOPMENT

The offering of workshops to aid corporate development still has a focus on providing development for individuals but covering content that businesses will recognize as significant for their own success.

The development offering for corporate development from iHDC is proposed as:

- STRATEGY CREATION AND IMPLEMENTATION
- SALES AND MARKETING
- CUSTOMER SERVICE
- PROJECT MANAGEMENT
- TECHNOLOGY IN BUSINESS

ADDITIONAL:

Each of the 14 development offerings will be provided via a 2-day workshop.

Each learning day will be 6 hours.

Delivery and material used will be dual language (Thai and English) – and appropriate dual language when expansion to ASEAN takes place.

Participant numbers will be a minimum of 6 and a maximum of 24.

Each workshop will need to be designed for iHDC (branded as iHDC product) to include objectives, outline, slides, exercises and best practice material.

Marketing material describing the offering will also need to be designed for placement on the iHDC website.

Marketing efforts can use a number of channels, the iHDC committee members is an obvious route but to engage a wider audience “e” channels will be required. KasemsriFarnworth have some available and these can be added to.

ENGLISH LANGUAGE SUPPORT

We have proposed that all material and delivery be dual language, as this will help initial understanding and eventual use of the learning. However there is a case for one of the development offerings to be improved English language skills – verbal and written. This would meet needs for those who aspire to work internationally, meet the ASEAN official language criteria and help with further research/on-line learning, much of which is in English. For consideration.

LOOKING FORWARD:

This base offering will go a long way to establishing the iHDC brand as a supporter and supplier of high quality, international standard development.

The workshops can be supplied in a variety of locations around Thailand to ease access from target groups remote from Bangkok.

However, once the workshops are established we can consider more “blended approaches” – using “e” learning either on a stand-alone basis or in support of the workshops to expand reach and impact.

FINALLY:

Subject to iHDC support for the proposed approach above (amended as seen fit) the next stage would be to agree to design the offering in detail – all workshop and marketing material for submission and approval – and agree appropriate funding.

No doubt there will be a number of questions on the above and these will be willingly answered at the next committee meeting or via mail as required.

เขียนโดย Joel Farnworth

วันที่ 17 สิงหาคม 2016 เวลา 00:00 น. - แก้ไขล่าสุด วันที่ 17 สิงหาคม 2016 เวลา 01:47 น.

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