



AdeQuaTE

Academy for Quality in Training & Education

Managing Corporate Competitive Advantage Through Training: Strategic Use of ISO 10015 Quality Standard

14.00 - 16.00, 29th September 2005, Hsin Chu



Organised by the ITRI College, Hsin Chu

'The quality of a company's human capital is quintessential to ensure long-term competitive advantage and survival in today's global economy. In a knowledge-based economy, training is "mission-critical" to develop and maintain high quality of human capital.'

Academy for Quality in Training & Education, 2004

Globalisation and technological innovations have changed the way companies compete. Rapid technological change, continuous product improvement and relentless competition require companies continuously to upgrade the competence levels of their human resources. Increasingly, "knowledge", "innovativeness", "flexibility" and "entrepreneurship" are key elements, which determine the success of a company.

Faced with increasing competition from newly emerging market players, Taiwanese companies are in need of continuously strengthening employees' abilities and organisation's capabilities in order to stay ahead of the competitors. While the training budgets remain limited, needs for training and retraining are growing exponentially, especially in the high tech and knowledge based industry sectors.

It appears evident to employers, employees and providers of training and educational services that the quality of training needs to be assured in order to achieve the highest possible Return On Investment (ROI) from training programmes and activities and, in turn, a higher certainty of business sustainability.

Although training is considered to be one of the contributors to the quality of human capital of the organisation, it nevertheless is a most under-analysed investment. Estimation of experts suggests that only 20% of all training is in reality effective on a sustained basis.

This presentation will illustrate how companies can be more effective in building their human capital through training and how training inputs help a company achieve its strategic goals and sustain its competitive advantage. ISO 10015 quality standard for training in this context can be used to ensure training investment will address both the needs of the business and the individuals. ISO 10015 will help focus the workplace learning agenda on positive outcomes for key stakeholders, employees, line managers, customers and investors of the company.

The speaker will illustrate how to use learning platforms and the ISO 10015 standard as an integrating mechanism of existing HR management systems and practices to guarantee desired returns from investing in training. This standard helps companies *standardise* their training process and *simplifies* the complexities of the HR management function.

Benefits

This introductory talk will help interested companies to work towards benchmarking their own training function and align themselves to emerging global training standard.

Participants

This seminar will address the needs of professionals interested in effective management of T&D programmes and investments within corporations, including:

- Vice Presidents, Directors and Managers of HR, Training, OD, Performance Management
- Organisation leaders in charge of talent management
- Organisation Development (OD) and Organisation Effectiveness (OE) practitioners
- HR professionals and generalists looking to expand their knowledge of HRD and quality assurance

Speaker

Dr. Lichia Saner-Yiu

Registered Lead Auditor for ISO 10015+ (2003 -)

Lichia Saner-Yiu is the President of the Academy for Quality in Training and Education (AdeQuaTE®) in Geneva, Switzerland; Co-founder of Organisational Consultants Ltd, Hong Kong; Visiting professor at different universities; Consultant in organization development for 3M, BASF, Motorola Daimler-Benz, TCE, BNP Paribas; Lead Auditor for ISO 10015+ certification at Haier Group Company, Shanghai Telecom, Jiangwei Automobile and pre-audits in different MNCs in Switzerland and N. America.

Lichia has authored numerous articles, books, chaired international conferences and served on committees of academic organizations. She is an executive member of the Academy of Management (Management Education and Development Division) and long-term member of the International Association of Institutes and Schools of Administration.

About AdeQuaTE® (SCES 081)



The Academy for Quality in Training and Education (AdeQuaTE™) is a division of CSEND with the mandate to provide ISO 10015+ certification and registration services. It conducts training workshops for ISO auditors and HR professionals on introductory and advanced professional development programmes. (www.AdeQuaTE.org)

The Centre for Socio-Eco-Nomic Development (CSEND) is an independent, non-profit foundation. CSEND conducts research and development projects and engages in adult education programmes in support of performance improvement of organisations and public institutions. (www.csend.org)

Forthcoming Programmes on ISO 10015+ Training Quality Management System

- **AdeQuaTE[®]'s Lead Auditor Course for ISO 10015+ Training Quality Management System.**

A certified programme for preparing and training ISO 10015+ auditors who seek registration with the Academy for Quality in Training and Education (AdeQuaTE[®]) in Geneva. An AdeQuaTE[®] registered license is recognized internationally.

This programme is intended for professionals who are interested to become licensed auditors and engaged by AdeQuaTE[®] to perform ISO 10015+ certification audits.

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