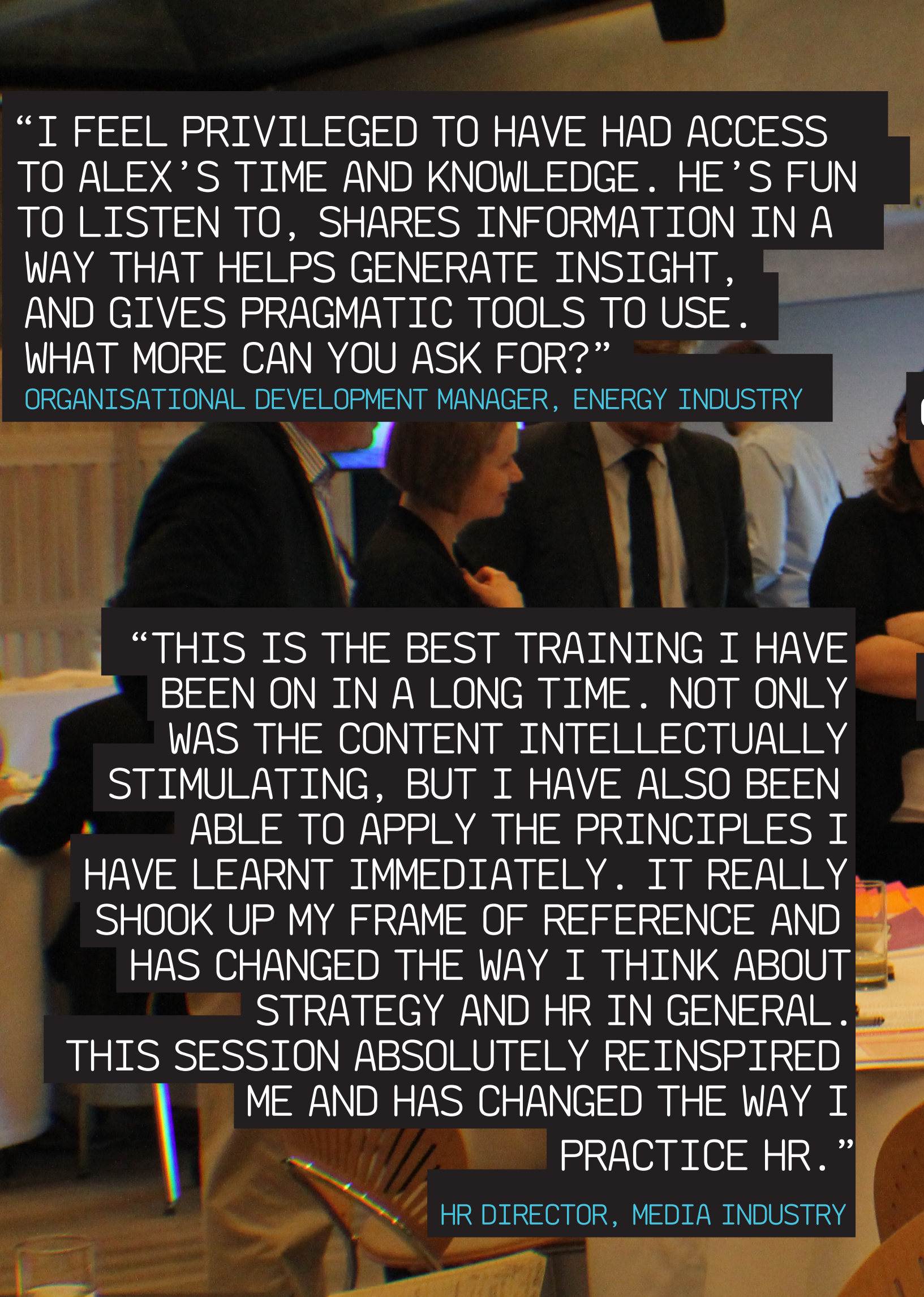


STRATEGIC  
WORKFORCE  
PLANNING  
MASTERCLASS

SUITE 48, DOCKLANDS COTTON MILLS  
91 MORELAND STREET, FOOTSCRAY VIC 3011  
1800 KIENCO | (03) 9010 5436  
[WWW.KIENCO.COM.AU](http://WWW.KIENCO.COM.AU)  
ABN: 26 164 571 206

A group of people in business attire are gathered at a networking event. The background is slightly blurred, showing several individuals in suits and dresses. The lighting is warm and ambient, typical of an indoor event space. The text is overlaid on a dark, semi-transparent background.

“I FEEL PRIVILEGED TO HAVE HAD ACCESS TO ALEX’S TIME AND KNOWLEDGE. HE’S FUN TO LISTEN TO, SHARES INFORMATION IN A WAY THAT HELPS GENERATE INSIGHT, AND GIVES PRAGMATIC TOOLS TO USE. WHAT MORE CAN YOU ASK FOR?”

ORGANISATIONAL DEVELOPMENT MANAGER, ENERGY INDUSTRY

“THIS IS THE BEST TRAINING I HAVE BEEN ON IN A LONG TIME. NOT ONLY WAS THE CONTENT INTELLECTUALLY STIMULATING, BUT I HAVE ALSO BEEN ABLE TO APPLY THE PRINCIPLES I HAVE LEARNT IMMEDIATELY. IT REALLY SHOOK UP MY FRAME OF REFERENCE AND HAS CHANGED THE WAY I THINK ABOUT STRATEGY AND HR IN GENERAL. THIS SESSION ABSOLUTELY REINSPIRED ME AND HAS CHANGED THE WAY I PRACTICE HR.”

HR DIRECTOR, MEDIA INDUSTRY

“NOT ONLY WAS THE INFORMATION AND LEARNING USEFUL AND APPLICABLE FOR MY ORGANISATIONS CHALLENGES, ALEX’S IN DEPTH KNOWLEDGE OF THE SUBJECT MATTER AND ABILITY TO TALK ACROSS A RANGE OF ORGANISATIONAL CHALLENGES WAS EXTREMELY USEFUL”.

HUMAN RESOURCE MANAGER, MANUFACTURING INDUSTRY

“PRACTICAL, EXPERIENCE-BASED LEARNING ABOUT A COMPREHENSIVE MODEL FOR CONDUCTING WORKFORCE PLANNING”

WORKFORCE STRATEGY & PLANNING MANAGER,  
GOVERNMENT DEPARTMENT

“A THOUGHT PROVOKING AND CLARIFYING CALL TO ACTION”

HEAD OF HUMAN RESOURCES, BANKING INDUSTRY

Alex Hagan heads up our consulting division and conducts the Masterclass.

Hagan is frequently quoted in the media (including BRW, the Australian Financial Review, Radio 2UE, HR Daily, and The Dominion Post) in relation to workforce strategy and analytics.



## ABOUT THE MASTERCLASS

**Thankyou for your interest in the Strategic Workforce Planning Masterclass.** Strategic Workforce Planning is a critical skillset for the modern organisation. Executives and HR Professionals alike are reporting that they see the link between Strategic Workforce Planning and profitability; yet at the same time reporting that their organisations don't have the capabilities to start a Strategic Workforce Planning program in their own organisation. Research has shown that organisations with world-class approaches to Strategic Workforce Planning have profit margins up to 50% higher than those with the least capability.

We developed this two-day Strategic Workforce Planning masterclass because we saw a gap in the market for a comprehensive, vendor neutral introduction to this important discipline. The course materials are distilled from 8 years of practical experience in developing workforce strategy and conducting workforce analysis for organisations ranging from 80-person not for profits, right through to Government Departments, Global Fortune 500s, and multinational NGOs.

This two day Masterclass introduces the discipline and principles of Strategic Workforce Planning, provides detailed case studies and examples of each part of the methodology, and demonstrates approaches that allow the participants to contribute in a very tangible way to organisational success.

**This training has been conducted in Australia, New Zealand, Singapore, the United Kingdom, and the United States to HR professionals and leadership teams.** Previous delegates to the

masterclass have gone on to conduct world-class Strategic Workforce Planning in their own organisations.

The masterclass starts from first principles, and culminates in a comprehensive understanding of all aspects of Strategic Workforce Planning. We will introduce you to key benefits and case studies of organisations who have used Strategic Workforce Planning to create their ideal future workforce, and then walk you through a case study organisation.

As we progress, we will cover the concepts of *Segmentation, Workforce Analytics, Qualitative Analysis, Environment Scanning, Scenario Planning, Developing Strategy, Strategy Execution, and Executive Engagement.*

Delegates will leave armed with a range of tools, techniques, and knowledge required to conduct strategic workforce planning in their own organisations.

I look forward to having you join us for the Strategic Workforce Planning Masterclass.

Regards,

Alex Hagan  
Founder & CEO  
Kienco

Kienco's Strategic Workforce Planning  
Methodology has been used  
by some of the world's largest  
and most respected organisations

01

## Segment

Determining  
where to focus  
for strategic ROI

Not all roles are created equal.

Segmentation uncovers hidden insights about the workforce and identifies where workforce initiatives can have the highest strategic return on investment.

02

## Analyse

Qualitative and  
Quantitative  
assessment of  
the workforce

Using workforce analytics, labour market assessment, and interview techniques, we'll show you how to build a comprehensive profile of workforce risks and opportunities.

WORKFORCE  
ANALYSIS

# 03

## Scan

Uncover the factors that will influence the future of your workforce

Environment Scanning is a disciplined way of determining the range of factors that may influence the organisation's workforce into the future.

# 04

## Explore

Scenario Planning to envisage the future

Scenario Planning is a strategic planning method that is used to make flexible long-term plans for a workforce that both delivers on current organisational strategy, and is agile enough to respond to future needs. It is impossible to predict the future, but it is possible to forecast a range of possible futures and to plan for how to respond to them.

APPLIED  
FUTURING

Kienco's Strategic Workforce Planning  
Methodology has been used  
by some of the world's largest  
and most respected organisations

05

## Target

Identify your ideal  
future workforce

The ideal future workforce will not necessarily be the one that you have in place today. By combining scenarios and organisational strategy, we will help you identify the workforce that will lead your organisation to future success in the face of changing workforce, economic, and competitive dynamics.

06

## Plan

Identify strategies  
for success

Knowing your ideal future workforce won't get you there alone. Here we will teach you techniques for implementing initiatives that will build the workforce of the future.

STRATEGIC  
PLANNING

# 07

## Action

Only action creates results. Half of strategy is execution.

This is where the magic happens - a plan alone won't create results. Change management and stakeholder buy-in are required for effective execution of strategy. Here we will discuss what works from nearly a decade of field experience in implementing Strategic Workforce Plans.

# 08

## Monitor

In a world of constant change, strategy can't be "set and forget"

Winston Churchill said "However beautiful the strategy, you should occasionally look at the results." Strategic plans are based on many assumptions about current and future conditions and dynamics, and in a changing world it's important that strategy is seen as a GPS, not a roadmap. Good strategy will provide the mechanism to identify and respond to changing conditions, and in this stage of the methodology we'll show you how to do just that.

# EXECUTION & REFINEMENT



Securing your place  
Places in the Masterclass  
are strictly limited to  
ensure that quality  
and collaboration are  
maximised. Secure your  
place in the masterclass  
now.

### Australia

Australian Courses can be booked by emailing [hello@kienco.com.au](mailto:hello@kienco.com.au), or at [Kienco's Website](#). Payment by Credit Card is available, alternatively an invoice can be sent. Australian Courses are \$1750 per delegate, exclusive of GST. Early Bird pricing and group discounts are available.

### New Zealand

All New Zealand courses are run in conjunction with the Human Resources Institute of New Zealand. Bookings can be made [on the HRINZ website](#).

The logo for Kienco features the word "KIENCO" in a bold, white, sans-serif font. A white curved line arches over the letters "I" and "E". A small "TM" trademark symbol is positioned to the upper right of the "O". Below the logo, the tagline "the future of work starts today" is written in a smaller, white, lowercase sans-serif font.

the future of work starts today