

# The Asia Organization Development Summit

The Event for Global OD

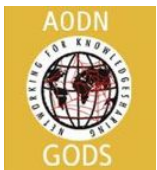
## Transforming Asian Organizations Towards Global Competitiveness And Sustainability

The premier venue to exchange unique and best practices, cutting edge research in organization development in Asia, and to network with OD practitioners in Asia and around the world.

Includes skill-building workshops, as well as thematic sessions, that feature research and practice of OD in Asia.

Facilitates conversations that allow greater understanding of similarities and differences of OD models and processes in various sectors, countries, and cultures.

Presented in partnership by:

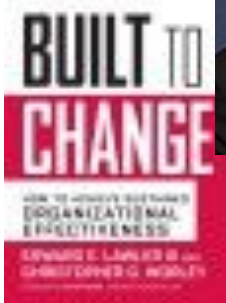


**REGISTER NOW!**

**Early Bird rate extended to July 27, 2010!**

**Full details available <http://odsummitphilippines.org>**

Keynote Speaker:  
**Christopher Worley**



Dr. Worley is former program director of Pepperdine University's MS Organization Development program and professor of organization theory. He is concurrently research scientist at the University of Southern California's Center for Effective Organizations.

Dr. Worley consults with organizations in the health care, high technology, and natural resource industries on strategy and organization design. He is the co-author of *Organization Development and Change*, the largest selling textbook in the field of organization development. In addition, he co-authored his book *Integrated Strategic Change* with fellow faculty member Dr. David Hitchin. He also recently launched his latest book, *Built to Change*.

Dr. Worley's presentations to the Academy of Management, the OD Network, and The Conference Board have focused on both scholarly topics as well as practical applications. He was honored as a Harriet and Charles Luckman Distinguished Teaching Fellow in 1995.

Our Marketing Partners:



Southeast Asia  
Interdisciplinary  
Development Institute  
School of Organization Development



# AODN 2010 SUMMIT HIGHLIGHTS

Each registered participant is entitled to the following:

- Opening Ceremony and Welcome Reception cocktails on October 26, 2010.
- Three (3) days participation at the conference (participant kit provided)
- Coffee breaks and Lunches
- Closing Dinner on October 29, 2010.

## ***Transforming Asian Organizations Towards Global Competitiveness And Sustainability***

**OCTOBER 26, 2010 (Tuesday), Venue: Eastwood Richmond Hotel**

Pre-Registration and Sponsored Welcome Reception Cocktails

**OCTOBER 27, 2010 (Wednesday), 8:30-5:30pm  
Venue: Ateneo De Manila University, Quezon City**

Keynote Presentation - Chris Worley

### **Plenary Symposium: Transforming Asian Organizations**

This symposium features the results of a cross-cultural research project entitled "Transforming Asian Organizations." The research aimed to test a model describing the factors that influence employee commitment attitudes towards change among Asians. Specifically, the model looks at the role of change management, leadership and organization culture and how these relate to change attitudes: readiness, perceived effectiveness and commitment to change. Surveys were administered in each country among workers in organizations that have transformed in the past 5 years. The organizations come from a cross-section of industries.

- Philippines, Ma. Regina Hechanova, Ateneo de Manila University
- Thailand, Panjamaporn Sethjinda, Assumption University
- Indonesia, Janthi Munandar, University of Indonesia
- Malaysia, Santhidran, Universiti Tunku Abdul Rahman & Jun Borrromeo, Asian Institute of Management

### **Concurrent Sessions**

*Participants may choose to attend any of the following sessions:*

#### A. Transforming Organizations

- Putting Man at the Center of Organization Transformation by Tita Puangco
- Motivating Departmental Change and Transformation in Indonesian University by Wilman Mansoer and Wustari Mangundjaya

#### B. Transforming the Multinational Company

- The Organization Transformation Journey: People Results that Create 10x ROI (Return on Investment) by Jerry Perez de Tagle & Mr. Bjorn Martinoff
- The Transformation of IBM as The World's First Globally-Integrated-Enterprise by Cor Suarez

#### C. Transforming Government

- Evolvement of OD in the Singapore Public Service by Christian Chao
- Model for Organizational Capacity Development via Official Development Assistance: Experiences of the Philippines-Australia Human Resource Development Facility by Milalin Javellana

#### D. Transforming Not-for-Profit Organizations

- Children's Hour: The Success of One Hour in 10 Campaign Years by Evangeline Mayuga
- Organization Paradigms and Effectiveness in Non-Government Organizations: Implications for OD by Chona Sandoval

*Note: Program is subject to change without prior notice.*

- E. Transforming the Family Business
  - The Duo Action Researches in Professionalization of a Thailand's Family Business to Strengthen Competitiveness and Enhance Organization Sustainability with Spirituality at Work by Thanasarn Hongpaisanvivat and Tanunchanoke Dounglomchunt
  - Professionalization of Filipino Family Business by Francisco L. Roman
- F. The Individual and Change
  - Human Capital Transformation: Improving Economic Value of Employee by Indarwahyanti Graitto, Institute of Applied Psychology, University of Indonesia
  - Sustained Personal Transformation and Implications for Organizational Transformation by Myrna Araneta
- G. Building Communities
  - Shared Vision as a Tool to Community Building by Rose Fuentes and Ma-paul De Luna

**OCTOBER 28, 2010 (Thursday), 8:30am-5:30pm**  
**Venue: Ateneo De Manila University, Quezon City**

Plenary Session: Tales of Transformation (Speaker details to follow)

Action-Learning : Field visits to selected organizations who will share transformation stories

**OCTOBER 29, 2010 (Friday), 8:30am-5:30pm with Closing Dinner at 6:30pm**  
**Venue: Ateneo De Manila University, Quezon City**

### **Concurrent Workshops**

*Participants may choose to attend any of the following sessions.*

- A. Using Developmental Frameworks For Self, Leadership, and Organizational Development by Douglas OLoughlin
- B. Growing Organizations through Transformative Leadership and Fidelity to Values by Sabsy Palanca
- C. Celebrate Asian Leadership by Celia Young
- D. Group Based Executive Coaching by Joyce Mondejar-Dy, University of Asia and the Pacific
- E. Systems Thinking & Strategy Management: Bringing the "O" back to OD by Michelle Tapia

### **Plenary Session: Globalization & Sustainability:, Challenges for Asian Organizations (symposia)**

This is a symposium featuring results of a cross-cultural research project entitled "Winds of Change: Globalization and Asian organizations. The research aimed to examine the impact of globalization on Asian organizations and identify the challenges, prospects and implication for OD in Asia. Data for the papers were derived from interviews with key business leaders across a cross-section of industries as well as focus-group discussions with workers and OD faculty.

"The Future of Asia" (Speaker details to follow)

Philippines: Edna P. Franco, Ateneo de Manila University

Indonesia: Wustari Gunadi Manugdjaya and Ma. Regina M. Hechanova

Malaysia: Jun Borromeo, Asian Institute of Management

Thailand: Panjamaporn Sethjinda, Assumption University

World Café: Insights, Gifts & Challenges of OD in Asia

Plenary: Moving Forward OD in Asia (Research, Practice, Leadership) – Integration

Closing Dinner for all participants

*Note: Program is subject to change without prior notice.*

## REGISTRATION DETAILS

# REGISTER

# NOW!

ONLINE REGISTRATION:

<http://odsummitphilippines.org>

Registration Fees	Early Bird	Advanced	Regular Price
	Paid By July 27, 2010	Paid By Sept. 27, 2010	After Sept 27, 2010
Students/ Presenters	\$150.00 (Php 7,200)	\$180.00 (Php 8,640)	\$200.00 (Php 9,600)
NGO/ GO/ Academe/ Independent Consultants	\$260.00 (Php 12,480)	\$315.00 (Php 15,120)	\$350.00 (Php 16,800)
Corporate	\$350.00 (Php 16,800)	\$425.00 (Php 20,400)	\$475.00 (Php 22,800)
Group of 3 From Same Organization	Early Bird Price Paid By Sept 27, 2010		

**Registration fees may be settled as follows:**

- Cash or Check on the First day of Conference (Regular price will apply)
- Cash or Check to be sent to the ATENEO CORD office within cut-off dates.
- Bank transfers

Contact the Conference Management Committee for registration concerns.

[AODN2010@gmail.com](mailto:AODN2010@gmail.com)

Fax: (632) 4265931

Tel: (632) 4266065



Ateneo Center for Organization Research and Development Office (CORD)  
G/F Frank Lynch Hall, Social Development Complex, Ateneo de Manila University,  
Katipunan Road, Loyola Heights, Quezon City, Philippines.

## TRAVEL , HOTEL AND TOURIST INFORMATION

### Travel to the Philippines

Our official airline partner is Philippine Airlines. You may log on to [www.philippineairline.com](http://www.philippineairline.com).

It is encouraged that you book your flight to arrive 1-2 days prior the conference and secure a departure flight after the last day of the conference. For assistance in travel itineraries, you may contact Nannette Gueco through email: [nrgueco@yahoo.com](mailto:nrgueco@yahoo.com).

### Visa Information

If you are coming from America, Asia or Europe with a valid passport, and either a return ticket or a ticket to another destination outside the Philippines you may enter without a formal visa and stay for 21 days.

If you wish to stay longer you must obtain a Visa Extension either before your trip from a Philippine Consulate or Embassy, or obtain it from the Bureau of Immigration upon arrival in the Philippines.

### Tourist information

LONELY PLANET

<http://www.lonelyplanet.com/philippines>

ASIA TRAVEL

<http://www.asiatravel.com/philinfo.html>

TRAVEL MALL, PHILIPPINES

<http://www.philippines.travelmall.com>



### Hotel Information

Inquiries on hotel reservations may be coordinated with Nanette Gueco via email: [nrgueco@yahoo.com](mailto:nrgueco@yahoo.com) or janice cuevas [jdmcuevas@yahoo.com](mailto:jdmcuevas@yahoo.com)

