



# Hogan Assessment Asia Conference & Hogan Development Feedback Programme

DEVELOPING LEADERS • OPTIMISING PERFORMANCE

**H**ogan Assessment Systems help assess person fit to ensure strategic selection of candidates, high potential talent, and successors, and to enhance the development of your existing and future leaders.



## Hogan Assessment Asia Conference 2011

**HOGAN Licensed Practitioners: HO Wan Leng, CEO & Chief Consulting Officer / TAN Wee Ping, Managing Director, Consulting and Client Services, Asia**

The two-day Hogan Assessment Asia Conference consists of both theoretical and practical components designed to examine:

- **What is personality and why is it important for development and selection**
- **The four Hogan inventories**
- **Interrelationships across the inventories**
- **Practical applications of Hogan assessments within HR processes**
- **First-hand feedback and development recommendations**

### Comprehensive Discussion on the Four Hogan Inventories

- **Hogan Personality Inventory (HPI)**, which evaluates personality characteristics that people need to get along and get ahead.
- **Hogan Development Survey (HDS)**, which identifies factors that impede career success.
- **Motives, Values, Preferences Inventory (MVPI)**, which assesses business drivers and core values for individual fit within a corporate culture
- **Hogan Business Reasoning Inventory (HBRI)**, which evaluates a person's ability to solve problems and make business-related decisions



**Upon completion of the 2-day conference, you are eligible to purchase and administer the Hogan Assessment Systems**

*\*To be an eligible Hogan feedback giver, participants will be required to complete the additional 1-hour Hogan Development Feedback programme.*



## Why Should You Attend?

The conference enhances each participant's interpretive skills through advanced case studies, applied feedback, and coaching. Participants will:

- **LEARN** best practices concerning assessment use and interpretation.
- **CONDUCT** detailed interpretation and analysis of assessment results.
- **GIVE** comprehensive feedback in group and individual settings.
- **PRACTISE** with train Hogan licensed instructors who have multiple years of assessment administration and interpretation experience.

*You get to have a first-hand experience of Hogan assessments and one-hour feedback with an experienced consultant. Plus, you will take home:*

- ✓ Your own set of HoganLEAD reports (HPI, HDS, MVPI)
- ✓ Workshop slides binders with a CD-ROM containing Hogan sample reports, research articles and interactive learning resources
- ✓ A paperback copy of the Hogan Guide\*

\* Complimentary copy of Hogan Guide is available to **full-fee paying** participants only.

## 2011 Asia Conference Schedule

- |                           |                   |  |                  |
|---------------------------|-------------------|--|------------------|
| • Singapore:              | <b>Apr 28-29</b>  |  | <b>Nov 22-23</b> |
| • Kuala Lumpur, Malaysia: | <b>Sep 14-15</b>  |  | <b>Nov 15-16</b> |
| • Hong Kong:              | <b>July 12-13</b> |  | <b>Nov 29-30</b> |
| • Shanghai, China:        | <b>May 26-27</b>  |  | <b>Dec 5-6</b>   |
| • Beijing, China:         | <b>Sep 5-6</b>    |  | <b>Dec 8-9</b>   |



REGISTRATION CLOSES TWO (2) WEEKS PRIOR TO EACH WORKSHOP DATE.  
EXACT VENUE TO BE CONFIRMED CLOSER TO THE CONFERENCE DATE.

## Conference Participation Fee

<b>Singapore</b>	<b>SGD 3,000 per pax</b>	<i>*exclude 7% GST</i>
<b>Malaysia</b>	<b>RM 7,800 per pax</b>	<i>*exclude 6% Service Tax</i>
<b>Hong Kong</b>	<b>HKD 16,000 per pax</b>	
<b>China</b>	<b>RMB 15,700 per pax</b>	

### KINDLY NOTE:

- OPTIMAL reserves the right to change the conference pricing information, schedule, venue and agenda at any time without prior notice.
- The conference is subject to a minimum number of participants.
- Organisations should be held liable for any tax incurred.
- Only local currency for the conference locations will be accepted (SGD, RM, HKD, RMB).
- Special rates only apply to participants from the same organisation attending the same conference at the same location for the same dates.
- Special offers and arrangements for participation shall only be offered subject to the discretion and judgment of OPTIMAL.
- OPTIMAL may at its absolute discretion offer / cease to offer / vary the terms of the offer. In case of disputes arising from the offer, the decision of OPTIMAL shall be final.

## Programme Agenda



- **2 days**
- **0900-1630 daily**

### Day 1 - AM

- Introduction
- Overview of Hogan Assessment Systems
- Theory Base Underlying the Assessments
- Hogan Personality Inventory
  - Dimensions
  - Predicted Behaviours
- Practice Profile (HPI)

### Day 1 - PM

- Hogan Development Survey
  - Dimensions
  - Predicted Behaviours
- Practice Profile (HPI, HDS)
- Motives, Values, Preferences Inventory
  - Dimensions
  - Predicted Behaviours
- Practice Profile (HPI, HDS, MVPI)
- Hogan Business Reasoning Inventory

### Day 2 - AM

- Interpretation Techniques
- Configural Interpretation
- Practice Profiles (HPI, HDS and MVPI) and Case Studies

### Day 2 - PM

- Group/Team Profiles
- Practice of Team Profiles Feedback Practicum
- Hogan's Application and Usage
- How to Maximise Benefit from Hogan – Support, Next Steps, and Ongoing Relationships



# Interested in becoming a professional Hogan development feedback giver?

## Hogan Development Feedback Programme

**Pre-requisite: Participants must have successfully completed the 2-day Hogan Assessment Asia Conference**

Hogan Development Feedback Programme is an **optional** session focused on providing professional development feedback using Hogan Assessment Systems.

It prepares the participants to deliver development feedback, interpreting Hogan personality data (HPI, HDS & MVPI) to identify strengths and development opportunities in the context of the incumbent's current or future work role.

<b>Format</b>	<b>Simulation-based practice feedback session - Participants will be evaluated based on the interpretation for a sample profile and the feedback giving skills.</b>
<b>Where</b>	<b>Teleconference session</b>
<b>Time</b>	<b>Anytime</b>
<b>Cost</b>	<b>First Practice: RMB 2,700 Second Practice: RMB 1,900</b>
<b>Duration</b>	<b>1 hour</b>
<b>Facilitator</b>	<b>TAN Wee Ping / Melissa TAN, Hogan Licensed Instructors</b>

**KINDLY NOTE:**

- OPTIMAL reserves the right to change the pricing information at any time without prior notice.
- Organisations should be held liable for any tax incurred.
- Only local currency for the programme locations will be accepted (SGD, RM, HKD, RMB).
- Programme schedule shall be arranged with the facilitator, depending on the availability and is subject to change.
- Special offers and arrangements for participation shall only be offered subject to the discretion and judgment of OPTIMAL.
- OPTIMAL may at its absolute discretion offer / cease to offer / vary the terms of the offer. In case of disputes arising from the offer, the decision of OPTIMAL shall be final.

Hogan Assessment Systems  
The Science of Personality™

As an international authority in personality assessment and consulting, Hogan has over 30 years of experience helping businesses dramatically reduce turnover and increase productivity by hiring the right people, developing key talent, and evaluating leadership potential.



### REGISTER NOW!

The workshop has restricted seating to ensure a high-quality learning environment.

To enrol, please fill out and return the registration form to **Meeka Li** at [mli@optimalconsulting.com.sg](mailto:mli@optimalconsulting.com.sg)



**OPTIMAL CONSULTANTS LIMITED**

浩添商务咨询 (上海) 有限公司  
31st Floor, Jin Mao Tower, 88 Shi Ji Avenue, Pudong,  
Shanghai 200120, PR China  
T: +86 21 6075 2678 | F: +86 21 6087 5893





# Hogan 测评系统亚洲区研讨会暨 Hogan 测评系统反馈技巧指导项目

DEVELOPING LEADERS • OPTIMISING PERFORMANCE

**H**ogan 测评系统通过为您和您的企业提供人-职匹配度的测评，进而确保企业能够根据自己的人才和企业发展战略目标有效地甄应聘者、高潜能人才和高层领袖的继任者。同时，Hogan 测评系统能够协助您的企业提升现任和继任领导的职业生涯发展。



## 2011 年 Hogan 测评系统亚洲区研讨会

HOGAN 授权企业培训师: 浩添商务咨询执行总裁何韵璘女士/  
大中华地区董事总监陈慧仪女士

为期两天的 Hogan 测评系统亚洲区研讨会，将提供全面的理论知识与实践演练：

- 何为性格？它对人才发展与甄选为何如此重要？
- Hogan 四项问卷
- Hogan 四项问卷的相互关系
- Hogan 测评在 HR 工作流程中的实际应用
- 第一手的反馈与发展建议

### Hogan 四项问卷的全面指导

- Hogan 性格调查问卷 (HPI) · 测量人格中有益于个体绩效的因素
- Hogan 发展调查表 (HDS) · 测量人格中阻碍职业生涯发展和成功的因素
- 动机、价值、偏好调查问卷 (MVPI) · 测量个体的内部驱动力和核心价值观，进而了解与组织文化的融合度
- Hogan 商业推理问卷 (HBRI) · 测量个体在解决问题和商业决策方面的风格和能力



通过完成两天的 Hogan 研讨会  
您将被授权购买与应用 Hogan 测评系统

\*如欲成为 Hogan 授权反馈者，与会者须完成额外一小时的 Hogan 测评系统发展反馈环节



## 谁应该参与？

此次会议将通过案例分析、反馈信息和辅导等环节来帮助每位与会者提升解读 Hogan 评估结果的技巧。与会者将有机会：

- 学习有关 Hogan 测评系统的应用和解读的最佳做法
- 亲身尝试详细地解读和分析 Hogan 评估结果
- 模拟个体和团队咨询情景中给与全面的解读和反馈。
- 与具有多年应用 Hogan 测评系统的从业人员进行实践操练

**您将可以亲身体会 Hogan 测评系统，以及由浩添咨询师提供为时一小时的一对一反馈环节。并且，您将获得：**

- ✓ 一套属于您的 Hogan 领导力预测报告 (HPI, HDS, MVPI)
- ✓ 研讨会资料装订本，以及 CD 光盘一张 (包含 Hogan 样本报告、研究论文与互动学习资料)
- ✓ 一本平装版的 Hogan 指南\*

\*附赠的 Hogan 指南仅适用于 **全额付款** 之与会者

## 2011 年亚洲区会议安排

- |             |          |  |           |
|-------------|----------|--|-----------|
| • 新加坡:      | 4月28、29日 |  | 11月22、23日 |
| • 马来西亚 吉隆坡: | 9月14、15日 |  | 11月15、16日 |
| • 中国 香港:    | 7月12、13日 |  | 11月29、30日 |
| • 中国 上海:    | 5月26、27日 |  | 12月5、6日   |
| • 中国北京:     | 9月5、6日   |  | 12月8、9日   |



报名活动将于会议日期的前两周截至。具体会议地点将于会议前告知。

## 会议费用

新加坡	每人 3,000 新加坡元	* 不包含 7% 的消费税
马来西亚	每人 7,800 令吉	* 不包含 6% 的服务税
中国香港	每人 16,000 港币	
中国大陆	每人 15,700 元人民币	

注意:

- 浩添将有权在未能预先通知的情况下随时更改会议价格信息、举办地点、日程安排等。
- 该会议设有最低参与人数标准。
- 企业须负责有关税费。
- 我们只接受会议举办地的当地流通货币 (新元、马币、港币、人民币)。
- 优惠价格仅适用于来自同一企业参加同一场次会议的与会者。
- 对与会者的特别待遇及安排仅可由浩添酌情决定。
- 浩添在提供服务/终止服务/更改服务条款方面享有绝对酌情决定权。如产生纠纷，最终决定权归浩添所有。

## 会议日程

- 2 天
- 每天 09:00-16:30



### 第一天 - 上午

- Hogan 测评系统介绍
- Hogan 测评系统概述
- Hogan 测评系统的研究基础
- Hogan 性格调查问卷 (HPI)
  - 维度
  - 行为预测
- 案例实践 (HPI)

### 第一天 - 下午

- Hogan 发展调查表 (HDS)
  - 维度
  - 行为预测
- 案例实践 (HPI, HDS)
- 动机、价值、偏好调查问卷 (MVPI)
  - 维度
  - 行为预测
- 案例实践 (HPI, HDS, MVPI)
- Hogan 商业推理问卷 (HBRI)

### 第二天 - 上午

- 解读技巧
- 结构性报告解读
- 案例时间 (HPI, HDS, MVPI) 与案例分析

### 第二天 - 下午

- 团队档案
- 团队档案案例实践
- Hogan 测评系统的实践与应用
- 如何发挥 Hogan 测评系统的最大效益 - 技术支持



# 想成为一名专业的 Hogan 反馈者?

## Hogan 测评系统发展反馈项目

**前提:** 与会者须已完成为期两天的 Hogan 测评系统亚洲区研讨会

「Hogan 测评系统发展反馈项目」是一个由与会者**自愿选择**的环节。该项目将与与会者在解读 Hogan 测评结果 (HPI, HDS 与 MVPI) 后识别个体当下或未来工作岗位中的个人优势与发展机会、并提供专业发展反馈方面提供充足准备。

形式	模拟真实反馈环节 - 对与会者对案例报告的解读与反馈技巧进行评估
地点	电话会议模式
时间	任何时间
费用	首回练习: 2,700 元人民币 次回练习: 1,900 元人民币
时长	一小时
主持人	Hogan 授权培训师·陈慧仪女士/陈秋銮女士

**注意:**

- 浩添将有权在未能预先通知的情况下随时更改会议价格信息。
- 企业须负责有关税费。
- 我们只接受会议举办地的当地流通货币 (新元·马币·港币·人民币)。
- 该项目的进行时间将根据与会者和主持人双方情况进行安排,并可进行适当更改与调整。
- 对与会者的特别待遇及安排仅可由浩添酌情决定。浩添在提供服务/终止服务/更改服务条款方面享有绝对酌情决定权。如产生纠纷,最终决定权归浩添所有。

### Hogan 测评系统

性格科学权威

Hogan 作为具有国际前沿水平的性格测评暨咨询公司,三十年来积极致力于研发崭新的人才测评与工作效率预测系统。Hogan 通过结合性格评估的理论知识与实践经验,以提高个人和组织的效能为核心,设计出一系列顶尖的性格评估产品及解决方案,协助企业作出完备的选才及人才发展规划。



**2011 年度 Hogan 测评系统亚洲区研讨会名额有限,报名请从速!**

如需报名,请填写报名表并电邮至

**李濛**

[mli@optimalconsulting.com.sg](mailto:mli@optimalconsulting.com.sg)



**OPTIMAL CONSULTANTS LIMITED**

浩添商务咨询(上海)有限公司

中国上海市浦东新区世纪大道 88 号金茂大厦 31 楼

T: +86 21 6075 2678 | F: +86 21 6087 5893



# 研讨会主持人简介

\* 每次研讨会主持人未必相同

**H** O Wan Leng is the Chief Executive Officer and Chief Consulting Offer of Optimal Consulting Group. She brings more than two decades of educational, consulting and corporate human resources experience. She has demonstrated an outstanding record of achievement by delivering impressive bottom-line results for multinational organisations, in both consulting and corporate leadership capacities.

Wan Leng bolstered her consulting capabilities through previous roles at two leading international consultancy firms. Thereafter, she widened her scope with key regional and global roles in leading corporations – first as an Asia Pacific Regional Director of HR Operations at a Fortune 100 multinational organisation and then as a Global Vice President of Compensation, Benefits, HRIS at a global shipping and logistics corporation.

Wan Leng brings in-depth expertise on the current best practices in HR design, systems, programmes and technology, along with hands-on experience of leading both regional and global HR operations. Her breadth and depth of understanding of contemporary management and organisational behaviour enables her to bring unique perspective to a broad range of human capital-related issues.

Wan Leng's aspiration is to build the future leaders for Asia's social, economic and political roles. To date, she has assessed, coached and mentored thousands of professionals and leaders, cultivating the potential of organisations and individuals for greater business success and earning her the respect and trust of top management in many leading organisations. A recognised expert in the HR industry, she frequently serves in an advisory capacity for the Chairmen and members of the Board, CEOs and top HR professionals.

**何韵璘女士是浩添商务咨询行政总裁暨首席顾问**，具有超过二十多年丰富的教育培训、集团人力资源与咨询实践经验。她曾在两家国际著名咨询机构从事业务与营运等项目，广泛累积集团人力资源咨询知识和经验。并先后在两家顶尖国际集团担任领导岗位，分别为一家财富百强(Fortune 100)跨国企业的亚太区总监，及一家国际航运物流集团的全球副总裁。

韵璘渊博深厚的人力资源知识来自其管理及领导全球及亚太区的人才的实践，并尤其对各国独特的文化及其工作方式有深入的理解。她专注于企业领导人才的甄选和开发、薪酬福利、业绩和e-HR等领域，其独到的见解屡被征求及广泛采用。她亦具备简化、优化系统方面的经验和能力，包括把业务流程转化成网络媒体，以提高效率。

韵璘曾为多位董事长、董事会成员、行政总裁及人力资源专家提供咨询服务。她在促进高管层的团队配置及战略规划方面具有深厚的专业知识和经验。她能充分有效地将技术和业务观点纳入工作领域，为过往所任职或提供过咨询意见的企业带来了卓越的商业成果，亦深得高层管理人员的认可和尊重。

## > EDUCATION BACKGROUND 教育背景

- 英国国立密德萨斯大学(伦敦)人力资源管理硕士  
**M.A. in Human Resource Management (with distinction)**  
Middlesex University Business School, London
- 马来西亚马来亚大学教育系荣誉学士及深造文凭学位  
**B.A (Hon) and Post-Graduate Diploma in Education**  
University of Malaya, Kuala Lumpur

## > PROFESSIONAL EXPERIENCE 专业经验

- 东方海皇轮船公司全球副总裁  
**VP, Global Compensation, Benefits and Human Resource Information Systems**  
Neptune Orient Lines Ltd (Parent company of American President Lines Ltd. & APL Logistics Ltd.)
- 戴尔公司亚太区人力资源营运总监  
**Director, HR Operations, Asia Pacific**  
Dell Computer Asia Pte Ltd.
- 美世咨询公司人力资源咨询总监  
**Director, Human Resource Consulting**  
Mercer HR Consulting (Formerly known as William M. Mercer)
- 德勤咨询公司顾问  
**Consultant**  
Deloitte & Touche Consulting

## > PROFESSIONAL QUALIFICATION 专业资格

- 英国特许人力资源发展学会资深会员  
**Chartered Fellow**  
Chartered Institute of Personnel and Development, United Kingdom

## > LICENSED INSTRUCTOR 授权企业培训师

- Hogan Assessment Systems
- BarOn EQ-i®, BarOn EQ-i 2.0®, & EQ-360®
- Former Associate of Lominger Limited, Inc

## > LICENSED USER 持牌使用者

- Hogan Assessment Systems
- Lominger Suite of Tools
- BarOn EQ-i®, BarOn EQ-i 2.0®, & EQ-360®
- The Leadership Versatility Index®
- Personal Orientation Profile™



**TAN Wee Ping is the Managing Director, Consulting and Client Services, Asia of Optimal Consulting Group.** She gained firm foundational and breadth of consulting experience with a leading HR Consulting firm where she was involved in projects of varying scale and complexity.

In a strategic crossover to a global shipping and logistics organisation to acquire corporate exposure, she was appointed Global Compensation & Benefits Specialist, reporting directly to the Vice President, Global Compensation, Benefits and HRIS. The coverage of her responsibilities exposed her to critical knowledge and experience in human resource, particularly in grounding herself on the intricacies in aligning corporate and national cultures with the global systems and programmes she was assigned to work on. She gained valuable experience on several global HR initiatives in reward structures, share option plan, performance management system, incentive bonus plans, and management trainee re-location programmes. She managed projects on the imperative global compensation data.

In the consulting arena, Wee Ping has hands-on experience in the development of the eRewards, a web-based solution that replaces time-consuming spreadsheet approach to managing performance-based salary review and bonus planning processes. The dual pillars of her software application and corporate workflow processes enabled her to translate business needs into efficient, cost-saving solutions for clients. This capability grew from over years in the design, implementation and communication of compensation and rewards systems and structures for companies in various industries.

For the past 8 years with Optimal, Wee Ping has provided feedback to more than 500 Executives of Global Fortune 500 companies around the globe across nationalities and cultures. She has spearheaded major high-potential, leadership and talent assessment and development for selection and succession purposes.

**陳慧儀** 女士是浩添商务咨询的亚洲区咨询与客户服务董事总监及大中华地区董事总监。慧儀曾在一家著名的人力资源咨询公司参与了许多不同规模和复杂性的项目，取得了扎实的咨询基础和广泛的咨询经验。

为了得到更多的企业经验，慧儀战略性地加入了一间国际航运与物流公司，成为了全球薪资福利专员，直接向全球薪资福利与人力资源信息系统副总裁汇报。她的职责范围令她接触到许多人力资源的关键知识与经验，特别是让她认识到将她负责的全球系统方案和企业与国家的文化紧密地联合起来的复杂性。透过负责不同的全球人力资源动议如奖励结构、购股权计划、绩效管理制度、激励奖金计划、见习管理人员重新定位方案，慧儀获得了许多宝贵的经验。另外，她还管理了全球薪酬数据项目。

在咨询界，慧儀有着发展eRewards的第一手经验。eRewards是一个网络平台方案，专门取代用来管理业绩为基本工资检讨和奖金规划时用的费时的试算表方法。全靠多年来为不同行业的公司设计、执行、沟通补偿与奖励系统与架构，慧儀的软件应用与企业工作流程令她能成功地帮客户把商业需要转化成既高效又节省成本的方案。

过去八年来，慧儀已为超过500位来自全球不同国家与文化的财富500强企业的管理人员提供反馈咨询。她带领了主要的甄选或继任计划用的高潜人才和领袖的评估与培养。

#### > EDUCATION BACKGROUND 教育背景

- 澳大利亞墨爾本皇家理工學院商学 (经济与金融) 荣誉学士  
**B. Business in Economics and Finance (with Distinction)**  
Royal Melbourne Institute of Technology, Australia

#### > PROFESSIONAL EXPERIENCE 专业经验

- 东方海皇轮船公司全球薪资福利专员  
**Global Compensation & Benefits Specialist**  
Neptune Orient Lines Ltd  
(Parent company of American President Lines Ltd. & APL Logistics Ltd.)
- 新加坡美世咨询公司人力资源咨询顾问  
**Consultant**  
Mercer HR Singapore (Formerly known as William M. Mercer)
- 马来西亚美世咨询公司人力资源咨询顾问  
**Consultant**  
Mercer HR Malaysia

#### > LICENSED INSTRUCTOR 授权企业培训师

- **Hogan Assessment Systems**

#### > LICENSED USER 持牌使用者

- **Hogan Assessment Systems**
- **BarOn EQ-i®**
- **The Leadership Versatility Index®**
- **Personal Orientation Profile™**
- **Lominger Suite of Tools**

