

# **Organization Design and Development**

***Comments from past participants***

*"Mr. John P F Cheong is very well experienced in the field!"*

– Mr. Hatoruson Marir Bin Rohanon Azir Sani, Public Sector Home Financing Board, Malaysia.  
[Class of November 2017]

# PI ETA CONSULTING COMPANY

SEMINAR CODE: POD01

## *Highlights*

- Appreciating the need that Organizations will change periodically to survive.
- Essential for Top Management including all Senior Managers to comprehend and to adapt to the dynamic changes in organizations.
- Be introduced to the need to adopt and to change within the Life-Cycle of an Organization.
- Recognizing the key factors that effect organizations to change: Strategy, Culture, Environment, Size, Technology, etc.
- Be guided through the understanding of Organization Design and Development.
- Gain an insight into the workings of the Design and Development of Organizations, or parts of organizations, in order to ensure that the structure fits the key business processes undertaken.
- Be guided to develop Cutting Edge solutions – with provision to the managing of the processes and to the reduction of timescales, cost and disruption.
- Achieve the ability to spearhead similar OD exercises within your own organizations.
- Sample case studies will be provided to allow participants to have a better appreciation from an operating environment.

Seminar Facilitator  
**Mr. John P. F. Cheong,**  
B.Sc. (Hons), M.Sc., DIC, AMIMechE, MIMI, MMIS, MSIM, MCILT

Seminar Duration  
2 Days, 9:00am to 5:00pm

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## Seminar Background

This 2-day program aims to provide an appreciation on the theoretical and practical approaches towards a better understanding of Organization Design and Organization Development.

Organization Development is an ongoing process based on the structural design of the organization to improve organizational performance and efficiency within a dynamic and often very challenging business environment.

This seminar aims to provide an in-depth appreciation of the workings of the design and development of organizations, or parts of organizations, in order to ensure that the structure fits the key business processes undertaken. It will relate as to how to measure the effectiveness of an organization and provide a formal format for reviewing the many aspects of an organization and for assessing barriers to effective working and the facilitation of ways to remove these. It will provide case studies to examine the many types of organizations and explain how the environment can affect the dynamics of the related functions and activities.

This seminar will also cover some areas in conducting feasibility studies and impact analysis covering technical, logistical, legal, environmental and financial considerations.

Participants will be taught certain aspects of design systems, processes, buildings and civil structures. They will be guided to develop cutting edge solutions and combine them with tried and tested technologies to achieve an optimal result – with provision for managing the processes to reduce timescales, cost and disruption.

Areas covered will range from simple Design & Engineering solutions to Assets & Risk Management and Equity investment – as these apply to all aspects of the industries.

There will also be some simple case studies provided to allow the participants to have a better appreciation from an operating environment.

## Seminar Content

- **Introduction & Concepts**
  - Definition and Types of Organizations
  - A Review of SWOT in your own organization
  - Analyzing the Different Kinds of Organization Structures
  
- **Needs for Re-organization**
  - Dynamics of Factors influencing the Organizations
  - A Study of the Life-Cycle of A General Pattern of Organizations

- **Means of Measuring Effectiveness of an Organization Structure**
  - Appreciating of the Importance of Measuring Effectiveness
  - Approaches to Measuring Effectiveness & Problems of Acceptance at Management levels
  - Managing Multi Stakeholders and Studying the Balanced Scorecard
  - Cases and Exercises
  
- **Review of the Types and their Impacts to Organizations**
  - Defining the 5 basic parts of any organization
  - Describing Mintzberg's 5 basic structural configurations
  - Listing the Strengths & Weaknesses of each of these configurations
  - Explaining why each configuration should be used in all Organizations
  
- **Impact of Factors influencing in Designing Organizations**
  - Review of Sizes and their Impacts**
    - Analyzing Large, Small, Absolute, Relative and Changes in Sizes
    - Studying Types of Organization Sizes; Transformation Process of a Manufacturing Company, Computer-Integrated Company, etc
  
- **Review of Technology and their Impacts**
  - Analyzing Evolution and Strategic Advantages from Information Technology
  - Exercises and Review
  
- **Review of Strategy and their Impacts**
  - Reviewing Some Strategic Approaches
  - Differentiating Innovation Strategy and Marketing Differentiation Strategy
  - Studying Breadth Strategy and Cost-Control Strategy
  
- **Review of Environment and their Impacts**
  - Reviewing an Open System and its Sub-Systems
  - Studying the Environment that affects the Organization, via., Competition, Labor Market, Stock Market, Customers, Technologies, Religion, Demography, etc
  
- **Other Impacts to Organizations**
  - Examining changes resulted from influences from Politics & Powers, Control and Culture
  - Case Studies and Exercise
  
- **Course Review**

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## **Benefits of Attendance**

All organizational structures must change with time. Each of these organizations – irrespective of the nature of its business, its products or services that it is marketing - does have a life-cycle. When there are such changes, they are often associated with the need to survive and the need to adopt a new structure for future growth. Whatever the reason, organizations are now seriously reviewing the need to recognize the smooth transition of such changes; so as to observe a more seamless and manageable phasing of its operations and manpower support. Factors such as adjustments in strategy, culture, environment, size, technology, etc. are now also becoming important and are more seriously taken into closer examination. Careful treatment of these factors can assist to provide a smoother and subtle transition, while adopting these periodical and crucial phasing processes.

On completion of this seminar, participants should be able to describe the key dimensions of an organization's structure using appropriate terms and concepts. They will appreciate the various influences on an organization, which result in its choice of structure and resultant management of human resources. Depending on the types of organization and positions of the individuals, each participant should be able to analyze their own organization, identify performance problems and make decisions about structural and human resource changes necessary to solve the identified problems.

With that, they should be able to provide a platform for the development of the organization to the next level, where the need for a better appreciation of risk associated management approach is required.

They will also have a deeper understanding of the relationship that exists between organizational design and organizational performance. This seminar will also focus on the many approaches that management in any organization can use to influence organizational structures, and in turn, be influenced by those structures. It will also introduce a range of diagnostic and problem solving tools to aid in the analysis of organizational design.

## **Who should attend?**

Managing Directors, CEOs, Senior HR Managers, General Managers and all other Senior Managers from HR, Finance, Marketing and Operations, who will be directly or indirectly involved in Organization Design & Development. This is important, as the entire process of the OD exercise must always involve the key managers from all divisions and levels.

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## **Seminar Facilitator**

**Mr. John P.F. Cheong** is a Business Domain Expert Facilitator with PI ETA Consulting Company. He brings with him both theoretical and practical experiences in senior management positions over the past 30 years. After completing his first degree with Honours in Mechanical Engineering from the University of Birmingham, U.K., he continued with his Masters degree in Management Science / Operations Research at the Imperial College of London with an Overseas Study Scholarship together with a British Bursary research program in England.

Mr. Cheong is presently a senior consultant / adviser for 2 groups of companies. He has been in senior management positions for the past 20 years, which include various diversified commercial groups like Bank of America, Sealand Services Inc, British Petroleum, Tan Chong & Sons Motors, Inchcape Sdn Bhd, Regional Container Line, Samudera Shipping, PSA Corporation and many others. He was also managing directors for several regional groups since early 90's with experiences in the banking/finance, marketing/logistics/distribution, trading, IT, training in various multi-national corporations – mainly in services-related industries. Over the past 3 decades, he has been involved in the development of many related businesses, which will include managing and coordinating with more than 60 locations worldwide. His experience include providing direct management support in the restructuring of many organizations, developing JVs, establishing associated groups and agencies globally. He was involved directly in various turn-key projects in Singapore and neighbouring countries of Malaysia, Thailand, Indonesia, India, Australia, Taiwan, China (including Hong Kong), Cambodia and Vietnam.

Mr Cheong has also been a part-time lecturer in graduate and post-graduate courses with various universities and educational institutions over the past 2 decades. The related subjects and seminars will include the areas in International Business, Organizations Structure and Design, Theories of Management and Cost & Project Management and Systems Management.

Despite his busy schedule, Mr Cheong has been actively involved in community and welfare services for more than 20 years – being chairmen and council members over the last 10 years in various welfare services, family services centres, childcare / kindergarten centres, multi-services centres for the elderly and destitute homes for the elderly. He is also active in church services and is presently the volunteered chairman of a Cooperative with no less than half-a-dozen of profitable businesses.

**For more information, please contact PI ETA Engagement Resource (PEER) Group at**  
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