

PI ETA CONSULTING COMPANY

Organization Design and Development

The Alpha, #03-16A, 10 Science Park Road, Singapore Science Park II
Singapore 117684, Republic of Singapore
Tel: +65 634 100 10 | Fax: +65 634 100 20 | Email: marketing@pi-eta.com

OUTLINE FOR ORGANIZATION DESIGN AND DEVELOPMENT PROGRAM, A 2-DAY PROGRAM

- **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**

For more information, please contact PI ETA Engagement Resource (PEER) Group at
Tel: +65 634 100 10 | Fax: +65 634 100 20 | Email: marketing@pi-eta.com | Website: www.pi-eta.com

PROGRAM FACILITATOR

Mr. John P. F. Cheong

B.Sc. (Hons), M.Sc., DIC, AMIMechE, MIMI, MMIS, MSIM, MCILT

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.