

EMPLOYEE ENGAGEMENT ASIA CONFERENCE 2011

Date: 14-15 March 2011

Venue: Suntec Singapore International Convention & Exhibition Centre

“Impact of Leadership Effectiveness on Sustaining Employee Engagement”

Synopsis of Presentation:

A leader's singular job is to get results - but even with all the leadership training programs and "expert" advice available, effective leadership still eludes many people and organizations. Organizations need leaders to visualize the future, motivate and inspire employees, and adapt to changing needs.

This presentation will demonstrate DBM's experience in leadership development and drawing on Harvard Business School's research on Service Profit Chain; translating, delivering and executing business strategy through people and the impact of leadership effectiveness on employee engagement.

The 'Service Profit Chain' establishes relationships between profitability, customer loyalty, and employee satisfaction, loyalty, and productivity. It purports that profit and growth are stimulated primarily by customer loyalty. Customer loyalty is a direct result of customer satisfaction which is largely influenced by the value of services provided to customers. This value is created by satisfied, loyal, and productive employees. Employee satisfaction, in turn, results primarily from high-quality support services and policies but most importantly is influenced by an organization's leaders that enable employees to deliver results to customers.

Speaker's Profile: Professor Sattar Bawany

Prof Sattar Bawany is the Managing Director, Singapore and Coaching Practice Lead, Asia for DBM.

Sattar has over 25 years' international business management experience, including 15 years in executive coaching, group facilitation, and leadership development and training with global management consulting firms. In addition to his business and consulting career, Sattar has over 10 years of concurrent academic experience as an Adjunct Professor teaching senior executives international business strategies and human resource courses at various leading universities.

Sattar is an astute advisor to senior executives and has coached a range of leaders, from CEOs, to senior vice presidents, and high potential managers. His current work in organisations focuses on encouraging individual initiative and leadership from a systemic perspective in order to achieve clearly defined business results. His specialty is effectively linking people processes to business outcomes.

Prior to joining DBM, Sattar assumed various roles as Regional Business Leader, Practice Head & Executive Coach at Mercer Human Resource Consulting, The Hay Group and Forum Corporation where he has trained and consulted for global and regional corporations in various industries across the private and public sectors.

