NOVEMBER 29 - DECEMBER 03
JEDDAH, KSA

Time: 09.00h – 17.00h
Location: University of Business & Technology Continuing Education Center
King Road Tower
2701, 27th Floor
Malik Road, Jeddah
Kingdom of Saudi Arabia

Program language: English
Expert consultant: Kevin Rutherford

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Organized by UBT University of Business and Technology and CEC Continuous Education Center in partnership with Leoron PDI
Kevin Rutherford is the Managing Principal of TalentLeap, Inc., an international human capital consulting, education, assessment, and research firm that helps companies produce superior business results through strategic talent management. He also serves as the Chief Talent Strategist at Talent Management Academy, a strategic human resources education and knowledge exchange network dedicated to building HR professional’s strategic capabilities.

A successful entrepreneur, Kevin was an equity partner at Navicus, Inc, a leading employment screening and talent management software vendor. Serving in a variety of roles as CEO, EVP, and Chief Talent Advisor, Kevin helped grow the business rapidly receiving Inc. 5000’s fastest growing company’s distinction four years in a row. The company’s success resulted in an acquisition by Pinkerton, a division of Securitas in 2010.

Kevin brings more than 25 years of corporate human resources leadership in the retail, banking and grocery industries. He has had a number of unique challenges with high growth, international, turnaround, and start-up companies. Prior to his entrepreneurial endeavors starting in 2004, Rutherford held the top HR position with Borders/Waldenbooks, Michaels Arts & Crafts, and Garden Ridge. Earlier, Kevin served in progressively responsible positions in recruiting, organizational development, labor relations, compensation, and benefits with Chemical Bank, The Limited Brands, HEB Grocery, and the US Air Force.

During his career, he developed numerous cutting-edge recruiting, compensation and people development systems that were profiled by Recruiting Strategist, HR.com, Human Capital Institute, National Association of Stock Planning Professionals, and The Corporate Leadership Council. Leveraging his diverse background, Kevin is a strategic advisor to a wide range of organizations including emerging growth companies, global corporations, government and military agencies, and non-profit organizations. A sampling of consulting and education clients include Robert Half International, Oracle, Abbott Labs, Fifth Third Bank, TIAA-CREF, FedEx, Molex, Waste Management, Northwestel, TengizChevroil, Black Elk Energy, the City of Arlington, TX, the Central Intelligence Agency, the US Army, the US Air Force, and the American Red Cross.

He shares his passion and knowledge of the field as a frequent speaker at HR conferences, industry and private events. His engaging style and “how to”, content-rich presentations always rank him in the top 10% of speakers. Mr. Rutherford holds multiple national certifications in Human Resources, Compensation, Human Capital Strategy, Recruiting, Workforce Planning, and Coaching. He has completed the University of Michigan Senior Human Resources Executive Program, Cornell University’s International Human Resources curriculum and graduated Summa Cum Laude with a BS in Health Care Management from Park College. Rutherford also serves on several Advisory Boards for leading human capital and talent management firms.
LEORON Professional Development Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

The International Academy of Business and Financial Management™ is one of the world’s fastest growing professional associations with more than 200,000 members, associates and affiliates in 145 countries. IABFM™ hosts and organizes certification training worldwide and offers exclusive board designations to candidates who meet the highest professional standards and assessment criteria. The IABFM is accredited by the American National Standards Institute (ANSI) the International Standards setting authority.

### 5 KEY TAKE AWAYS

1. Establish a systematic perception of Human Resource Management and its impact on your organization
2. Develop and Implement “best practice” in your organization
3. Find out how to develop and implement effective policies and procedures into your organization
4. Observe performance management and its links with improving organizational performance
5. Learn the importance of training and development and its impact on your organization’s bottom line and participate in practical exercises to put your learning into practice

### WHO SHOULD ATTEND?

This highly practical qualification has been specifically designed for:

- Human Resources Middle and Top Management and other HR professionals who aspire to become managers working in the areas of:
  - HR Policies and Procedures
  - Employee Relations
  - Employee Communications
  - Personnel Administration

### COURSE REQUIREMENTS AND CERTIFICATES

Delegates must meet the following criteria to be eligible to become CHRM™:

- Attendance – delegates must attend all sessions of the course. Delegates who miss more than two hours of the course sessions will not be eligible to sit the course exam
- Successful completion of the course assessment

### BENEFITS OF ATTENDING

- Successful completion of this course makes you a CHRM™ Certified Human Resources Manager. You can use the designation CHRM™ on your business card and resume.
- Up to 18 months membership to the IABFM professional body
- Access to the IABFM network and body of information online
- Preferred access to education centers in USA, UK, Europe, Asia, Middle East and Latin America
- Access to the IABFM journal published online
- Gold Embossed Certificate with your name and designation as MIABFM (Member of the International Academy of Business and financial Management)

* The use of this seal is not an endorsement by HR Certification Institute of the quality of the program. It means that this program has met HR Certification Institute’s criteria to be pre-approved for recertification credit.
COURSE OBJECTIVES
Converging economic, societal, and technological forces have all elevated the importance of talent for 21st century organizations. In an increasingly talent-dependent world, the strategic management of talent is no longer an option, but a necessity. Forward thinking organizations understand the vital importance of talent and view human resources management as a critical organizational capability.

This program provides a detailed examination of Human Resources roles, responsibilities, and knowledge required of strategic human resources professionals. It covers a wide range of concepts and practices in functional areas of Strategic Human Resources, Workforce Planning and Recruitment, Global Talent Management, Compensation and Benefits, and Organizational Effectiveness. Utilizing a combination of best/next practices, case studies, a synthesis of the latest research, tools, models, and techniques, participants build strategic capabilities to better leverage talent in the enterprise for organizational success.
TESTIMONIALS

“Attending the CHRM program was one of the best choices I have ever made during my career development progress.”

ABDALSALAAM ALABDLI, HR - General Manager / MITSUBISHI ELECTRIC SAUDI

“Having had the chance to attend the intensive CHRM Training completely changed my mindset and perceptions on Human Resources. I was seduced by the high level and high impact trainer to the extent that I have implemented some of the knowledge acquired the first day back to work! My colleagues also noticed the change and showed interest. Thanks Leoron for contributing to my professional development, I am now certified and I know it.”

MECHKET GUELLOUZ, Regional HR & Admin Manager/ TECNOTREE

“The CHRM training is among the top three training experiences I have had in my career. Becoming CHRM has given me cutting edge skills for my professional life. Beyond that, I’m enjoying the ‘edge’ over the competition. For me, LEORON has set the gold standard in professional development and training services. LEORON will be my first recommendation as a world-class training provider to every professional/practitioner who needs to leap to the next level and remain continuously relevant to the changing world of business.”

DANIEL AGYEN-TWENEBOAH, CHRM™ Human Resource Manager / AEL MINING SERVICES WEST AFRICA

PROGRAM TIMINGS

Registration will begin at 08.00 on Day One. The program will commence at 08.30 each day and continue until 16.30. There will be two refreshment breaks and lunch at appropriate intervals.

CONTACT US:
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You can check the weather for your city [here](#).

**DATES & LOCATIONS**

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