



The Institute of Internal Auditors, Singapore

The Secretariat
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18 April 2008

Dear Members

2 Day Seminar on **Champions of Change** **23 – 24 June 2008 by Mr Jeffrey A. Berk**

What you will gain from this seminar:

YOUR OPPORTUNITY TO...

Hear the concepts that MBA candidates at prestigious universities like The Kellogg School at Northwestern learn.

Course Description

This workshop is a teaching tool for all managers regardless of their industry or functional area. It educates them on the concepts and tools needed by managers in leadership positions to make process changes in the areas for which they have accountability.

Course Objectives

- Learn a methodology of process improvement and tools to execute it.
- Compare/Contrast popular performance improvement movements (6 Sigma, ISO, Baldrige).
- Discuss critical process improvement tools and their practical application on audits.
- Learn the concept of process mapping and how to apply it.
- Gain knowledge on the delicate balance between risk management and best practice efficiencies.
- Glean insights into performance measurement principles and project management guidelines.
- Learn how to create action plans to communicate process improvement ideas to process owners.
- Understand the components of effective change management for process improvements.
- Construct a process to quantify the tangible ROI on process improvements.
- Discuss the 17 principles to Excellent Business Processes.
- Read real-world case study examples.

About the Speaker

Jeffrey A. Berk is Chief Operating Officer for a learning analytics technology company. Berk worked for Andersen spearheading the development of tools to measure business processes.

Berk teaches a graduate school course on process improvement at Loyola University in Chicago and at Northwestern's Kellogg School in Evanston Illinois.

He has participated in performance improvement projects internationally. He has spoken on these topics and has been quoted and published in numerous periodicals. He is the author of ***Champions of Change: The Managers Guide to Creating Sustainable Improvements in Business Process***.

Berk, a CPA, is a former auditor. He has an MBA from the University of Chicago and undergraduate degrees from Kansas.

Who Should Attend

Managers and staff of process improvement projects that desire to learn practical insights on managing these projects to yield more successful outcomes.

Details of the administrative arrangements are as follows:

- Date : 23 to 24 June 2008
- Time : 9.00 am to 5.00 pm
(Lunch and refreshments provided)
- Registration : 8.30 am
- Venue : **Park Hotel Orchard Singapore** (former Crown Prince Hotel)
Royalty Room, Level 3
270 Orchard Road
Singapore 238857
- CPE credit : 14 hours
- Fee : S\$1,400 (IIA / ISACA Member)
S\$1,820 (Non-member)
*** NO GST payable**
****NO invoice will be issued**
- Closing Date : 12 June 2008

**Complimentary carpark coupon will be given on a first-come-first serve basis.*

Please return the reply slip together with your cheque made payable to "The Institute of Internal Auditors Singapore". **No invoice will be issued.**

Yours sincerely
Lena Kuok
for Education Committee

REPLY SLIP

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2 Day Seminar on
Champions of Change

23 – 24 June 2008 by Mr Jeffrey A. Berk

From: Mr/Mrs/Ms/Miss _____

Organisation: _____

Mailing Address: _____

Tel: _____ Fax: _____ Mobile: _____ Email: _____

Name of Attendee	Designation	IIA / ISACA Membership No. (where applicable)

Terms and Conditions:

1. Notification of withdrawal in writing received **seven working days or more before** the event will be processed for refund after deduction of \$100 processing fee.
2. No refund will be made for shorter notice but you are welcome to send a replacement.
3. Registration is only confirmed when full payment is received. An official receipt will be sent to you.
4. Payment must be received **before** commencement of the event.
5. No invoice will be issued.
6. IIAS reserves the right to cancel, postpone, alter the programme and/or change the speaker due to unforeseen circumstances.
7. Request for special food arrangement must be made at time of registration.

Enclosed is cheque number _____ for S\$ _____ being payment for _____
IIA / ISACA member(s) @ S\$1,400 and _____ non-member(s) @ S\$1,820.

Participants will be awarded 14 CPE hours upon completion of the course.

[Cheque should be crossed and made payable to "The Institute of Internal Auditors Singapore"]

>>>> Complete and Fax to : (65) 6220 5972 for Reservations

Quotes from past participants:

"It reinforced the importance implementing process change and it provided useful tools to help in implementing or affecting change. Jeffrey is very knowledgeable about this subject and a great speaker. Overall, this was a great one-day seminar. "

"I loved the class and wish I was doing more of the things talked about at my current job. I'm continuing to try to break into a non-internal audit environment by showing them how it can make a difference. This class has helped me with how to present to the "C's"."

"The examples provided were useful in showing me how our customer could implement change effectively and efficiently."

"The speaker is the best I have heard in several years."

"A lot of practical examples from the business world."

"As an internal auditor I tend to dive right into asking questions. I learned to let the auditee give me some background about the task - what issues they have dealt with in the past and to find out what issues they still have and what they have tried that hasn't worked for them."

"I will use some of the process input tools when planning , executing audits."

"I will incorporate more process improvement tools into internal audits."