

**Invitation to SBAS Human Resource Group Event
on
Aligning HR & Business Strategies for Powerful Business Performance**



Dear SBAS Members,

We are delighted to welcome Mr Kenneth Leow, Partner, Strategic Talent Advisory (Asia) of The People at Work.

Synopsis of Kenneth's presentation: Due to stakeholder and strategic market shifts, many companies have been undergoing transformation. Many C-Suite executives realized the importance of leveraging their Human Resources to achieve success. HR must align to the business context the firm is operating in for growth, transformation or restructuring-- and become fully connected with key stakeholders, understand customer expectations and co-crafting strategic agendas. During the session, Kenneth will be sharing his research concerning Board members, CEOs, Head of Sales, Head of Channels & Head of Marketing on how to translate HR language into business speak and transform existing HR processes to align closer to business needs.

Date: Thursday, 15 October 2015

Time: 6.30 pm Networking, drinks and finger food
7.00 pm Presentation and discussion
8.30 pm Networking ends

Venue: The Swedish Residence, 39 Andrew Road

Fee: \$50 for SBAS members, \$60 for guests

Please reply to swedbiz@singnet.com.sg by 9 October indicating name, company and contact details. You could either pay by cheques to SBAS which can be presented at the event or by internet banking to:

DBS Bank

Account No: 001-016410-4, Swedish Business Association of Singapore

Bank Code 7171

Branch Code 001

Kindly observe that cancellation is only possible until closing date. No-shows will be billed.

You are all very welcome!

Jan B Djerf
President

HRG (Human Resource Group) is a forum for HR professionals and other groups with a keen interest in Human Resource issues. Its main objective is to lay the firm groundwork for supporting the Swedish companies' human resource agenda in Singapore and to share knowledge and HR experience.