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*You are welcome to join other  
professionals in building skills to  
maximize human capital productivity  
in the work place.*  
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# CONVERTING CAPTIVES TO APOSTLES

MAXIMIZING HUMAN CAPITAL PRODUCTIVITY  
IN THE WORKPLACE



**↑ Peterson**  
Communications Ltd

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Communications Ltd

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A Training Programme by Peterson Integrated Communications Ltd  
On Human Capital Output Maximization

*“...If you put fence around people, you get sheep! However, if you illuminate light for the team and liberate everyone to do their best, you manufacture apostles...”  
PICL*

“This programme will provide you the skills and tactics for achieving the best performance levels for your Human Capital. It will also show you how the contrary can, sadly, happen”

At Peterson, we embrace the philosophy that effective Human Capital Management is fundamentally an interactive process. It is thus a process of continuous mutual adaptation, of give and take, of move and countermove.

**You can't afford to miss this stimulating and exciting programme!**

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# NATIONAL WORKSHOP ON CONVERTING CAPTIVES TO APOSTLES

## REGISTRATION FORM

### DELEGATE INFORMATION

Prof/Dr/Mr/Mrs/Ms .....

Position ..... Telephone .....

Email .....

Organisation.....

Telephone .....

Email of contact person .....

### AUTHORIZING OFFICER:

Prof/Dr/Mr/Mrs/Ms.....

Position ..... Telephone .....

Signature .....

Email:..... Postal Address .....

**YOUR INVESTMENT:** This training attracts an investment fee of KES 65,000 (USD 650 for non-residents). This fee covers for training materials, certificate and conference facilities. Delegates will pay for their accommodation and upkeep during the training.

Bank Transfer to **Co-operative Bank, Nairobi Business Centre Branch, Account 01148696195200**

**Account Name: PETERSON INTERGRATED COMMUNICATIONS LIMITED**

Bank Swift Code : **KCOOKENA, Branch Code 11051**

### TERMS AND CONDITIONS

**Payment:** Payment must be completed 14 DAYS prior to the training. However, in some special incidences, and with prior arrangements, payment will be accepted at the registration desk on day one of the training.

**Scheduling:** For reasons beyond the control of PICL, the scheduling of the course may change. In such an eventuality, delegates will be admitted in subsequent training. PICL is absolved from and indemnified against any losses or damages as a result of rescheduling or cancellations.

**Delegate Cancellations:** Cancellations must be received by PICL in writing 14 days prior to the training. Any cancellations coming later than that will attract 50% cancellation fee. Non-attendance does not constitute cancellation. No show will be charged the full registration fee. However, substitutions at no extra charge are welcome.

## INTRODUCTION

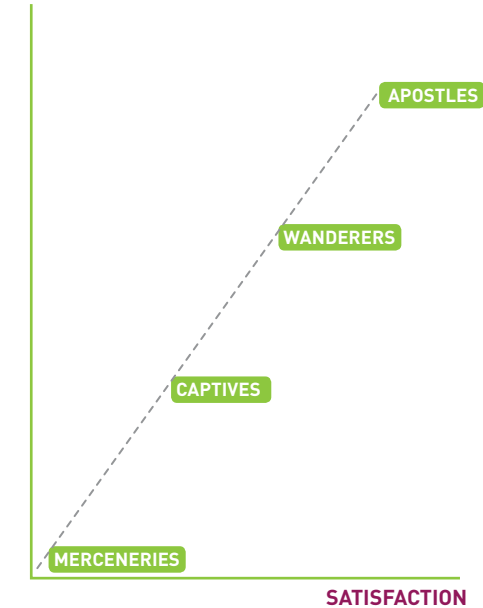
In the workplace, there are employees who perform exceptionally well.

Research has shown that these star performers are equally highly satisfied. In figurative terms, these star performers are known as Apostles.

The opposite also occurs in the workplace – very poor performers who are very dissatisfied. And these we call Mercenaries.

In between the Apostles and the Mercenaries are the Captives and the Wanderers, who are average performers and can transit to Apostles or, sadly, drop to the dominion of Mercenaries.

## PERFORMANCE



The daunting challenge that faces leaders in corporate organisations is how to grow and keep apostles in the workplace. Unfortunately, very many of them fail to do because of one fundamental reason – they just don't know how to do it!

*The training programme – Converting Captives To Apostles – is a product of well demonstrated approaches of maximizing workplace productivity by populating an organisation with star performers. The overriding objective of this training programme is to build skills for corporate leaders to convert the human capital to apostles and eliminate mercenaries.*

In today's challenging business and operational environment, partnerships and collaborations in the workplace are increasingly the most effective approaches to maximum productivity. From SMEs to multinationals, corporate leaders are constantly bombarded with new challenges of managing the ever evolving human capital. Yet this breathing, living resource is the key contributor to outstanding performance.

There is no doubt that achieving effective collaboration among employees, who, many a times have different values, missions, cultures, aspirations and needs is not a walk in the park. Requisite skills are needed to create motivation, networks, mutual understanding, away from the traditional methods of top-down approach.

The contemporary cutting edge approach to achieve maximum productivity requires creativity, mindsets shifts, internal communication skills and accountability obligations.

*Peterson Integrated Communications Limited (PICL), a leading consultancy and training firm, has now developed an executive programme **Converting Captives to Apostles: Maximizing Human Resource Productivity to address critical challenges in human capital performance, provide best practices of successful collaborations and put forward innovative ways of executing cutting edge productivity maximization and business sustainability actions.***

This programme is facilitated by distinguished professionals of global repute and provides participants with the skills needed to fortify performance in the workplace.

## MODE OF DELIVERY CONVERTING CAPTIVES TO APOSTLES

This is an intensive practical two-day residential programme that focuses on current approaches to enhancing satisfaction in the workplace so as to achieve outstanding performance. (The in-house module of this programme runs half day for three days) The programme is facilitated by leading Management Professionals of global repute.

The programme puts into perspective the latest infusion to Human Capital Management, and articulates Strategic Internal Communication approaches for captivating performance in the workplace.

The mode of delivery combines presentations, group interactive sessions, experience sharing as well as real case analysis. At the end of the programme, participants are expected to develop a matrix of interventions that will enhance satisfaction and performance.

## PROGRAMME OBJECTIVES

The programme aims at making the participants:

1. Understand the frameworks for Human Capital Communication, Engagement, Assessing satisfaction-performance relationships and taking remedial action.
2. Infuse Strategic Internal Communications skills and qualities that Human capital managers of the current and future organisations will require.
3. Build collaborative mindset based on common shared values to foster relationships among employees within their organisation, across organisations and with clients.
4. Develop skills to address contemporary management challenges arising from diverse workforce, shifting business environs and disruptive technological advancement.

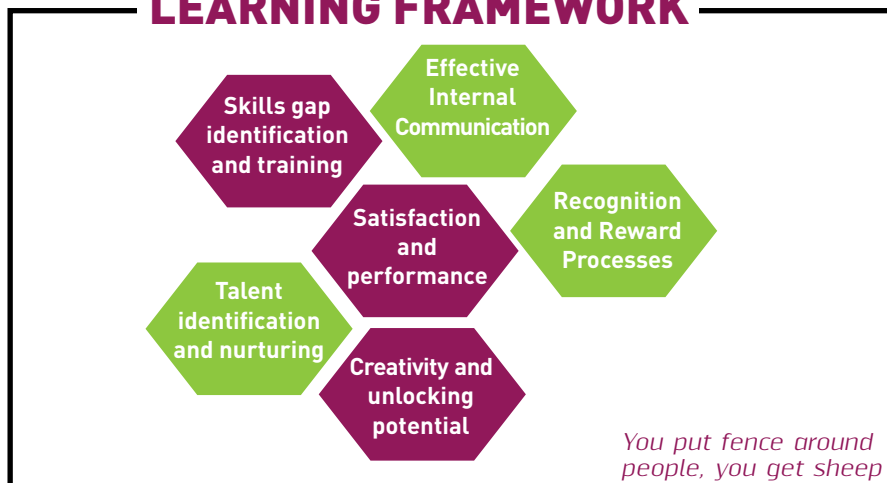
## WHO TO PARTICIPATE

- Human Capital Managers.
- Departmental Heads.
- Other officials involved in Human Capital management.
- Corporate Communications professionals

## DATE AND VENUE OF THE PROGRAMME

April 19 – 20	Mombasa
September 6 – 7	Mombasa
October 18 – 19	Mombasa

## LEARNING FRAMEWORK



*“Our concept of effective management is based on rapid, flexible and opportunistic manoeuvre. The essence of manoeuvre is taking action to generate and exploit competitive advantage to influence people so as to accomplish our objectives as effectively as possible.*

*AND OUR ACHIEVEMENTS MUST BE MEASURED  
TIMELY AND ACCURATELY”*

*Peterson Integrated Communications Limited*