

# STRATEGISING THE PROFESSIONAL DEVELOPMENT OF YOUR WORKFORCE



22 MARCH 2019



# Background

- ❖ UK born
- ❖ More than 20 Years Experience in Corporate Role
- ❖ 1994 MPA Consulting – [www.mpa-consulting.co.uk](http://www.mpa-consulting.co.uk)
- ❖ 2003 Michael A Potter International  
[www.map-int.com](http://www.map-int.com)
- ❖ 2015 Michael A Potter Media  
[www.michaelapottermedia.com](http://www.michaelapottermedia.com)
- ❖ Globalist / International Practitioner
- ❖ Writer/Speaker/Trainer/Consultant
- ❖ Fellow of CIPD (UK) and FRSA (UK)
- ❖ Not Related to Harry Potter





# Agenda

- ❖ **Top issues in Shaping Professional Development Strategies.**
- ❖ **Economic Outlook for Vietnam and Survey of Future People/HR Challenges.**
- ❖ **Professional Qualifications/Membership of Professional Bodies/CPD.**
- ❖ **Talent Management/Succession Planning.**
- ❖ **Graduate Training Programmes.**
- ❖ **Case Studies of Good Practice.**
- ❖ **Key Future Professional Development Strategies for Vietnam/South East Asia Region | Questions and Answers.**



Point 1

# TOP ISSUES SHAPING HR STRATEGY

# Top Issues Shaping HR Strategy



**Top HR issues continue to highlight the importance of proper talent management practices and programmes**



# Barriers and Opportunities to Enhance HR Performance

## Barriers

Capability of line managers in management of their people

Skills/competencies of HR staff

Cost constraints

Business perception of value which HR can bring

## Opportunities

Skills/competencies of HR staff

Business perception of value which HR can bring

Technology

HR functional leadership

- **Pressing need to implement people management & HR capabilities training programmes measured by business outcome results**
- **While progress is seen with core HR systems HR's customers on the business and workforce are yet to experience its potential**

Video

A world map is shown in a dark blue color against a black background. Overlaid on the map is a network of glowing white lines connecting various points across the globe. Each connection point is marked with a bright, glowing white starburst or node. The lines form a complex web, suggesting global connectivity or a network. The text 'FUTURE STATE 2030' is centered over the map in a bold, red, sans-serif font with a white outline and a slight shadow effect.

**FUTURE STATE  
2030**

[WATCH VIDEO](#)





Point 2

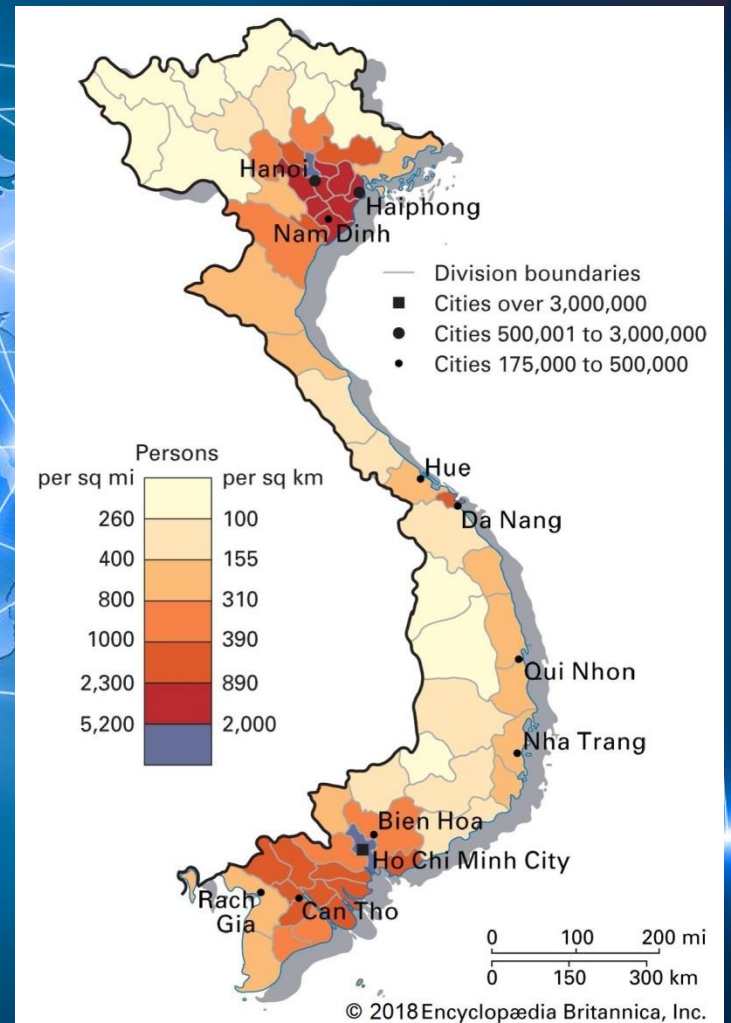
ECONOMIC OUTLOOK FOR VIETNAM AND  
SURVEY OF FUTURE PEOPLE/HR CHALLENGES.



# Vietnam 2019 – Quick Facts



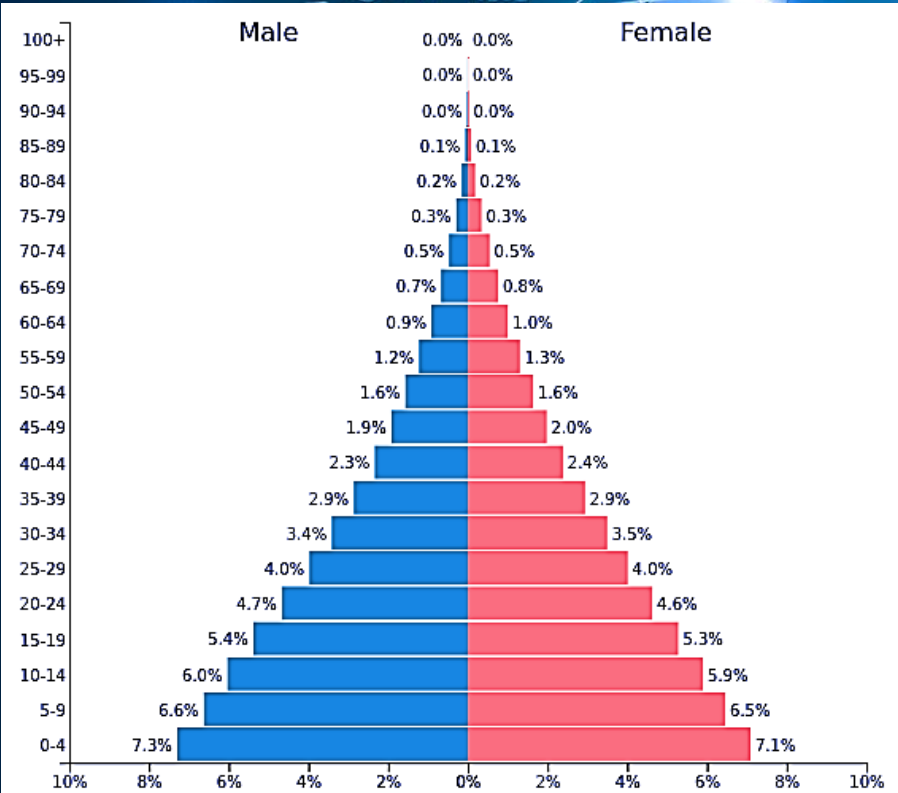
<b>Statistics</b>	<b>2019</b>
Population	97,150,421
GDP (PPP)	\$6,256
GDP – real growth rate	6.8% (2017 est.)
GDP per capita	\$6,172 (2018 est.)
Labour force	54.80 million
Unemployment rate	2.2% (2017 est.)
Ages 15-24	4.6%
Population below poverty line	6.7% (Final update 2018)
Education expenditure	18.79% (2012 est.)



# Shifting Demographics

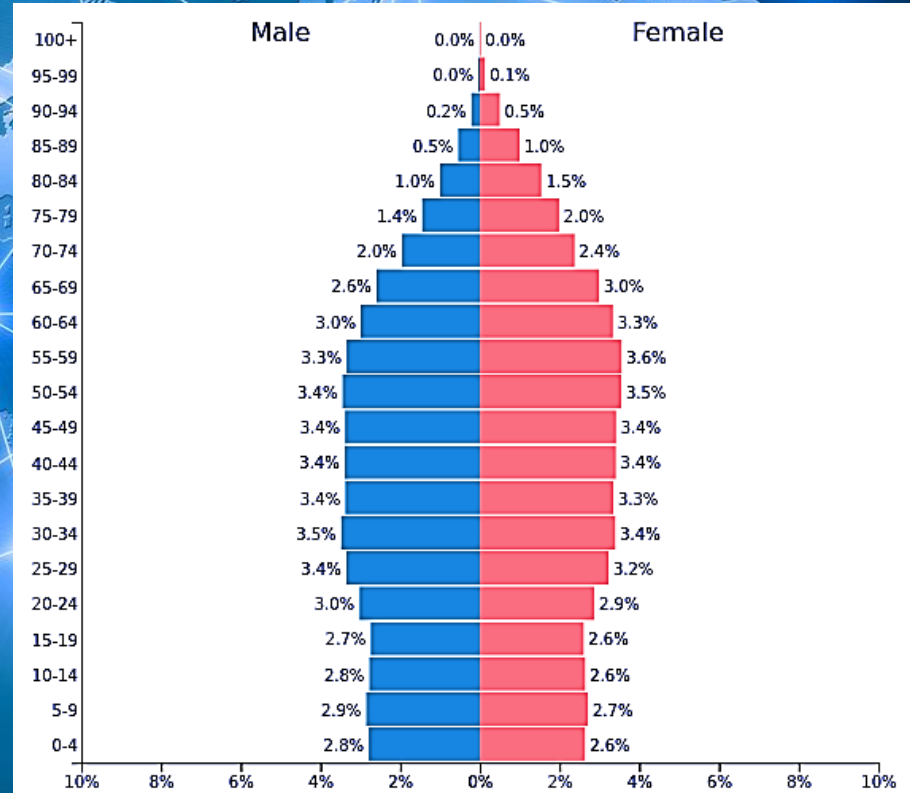
## Population in **LESS** developed countries

## Population in **MORE** developed countries



**Least developed countries - 2018**  
Population: **999,754,823**

PopulationPyramid.net



**More developed regions - 2018**  
Population: **1,257,723,491**

PopulationPyramid.net

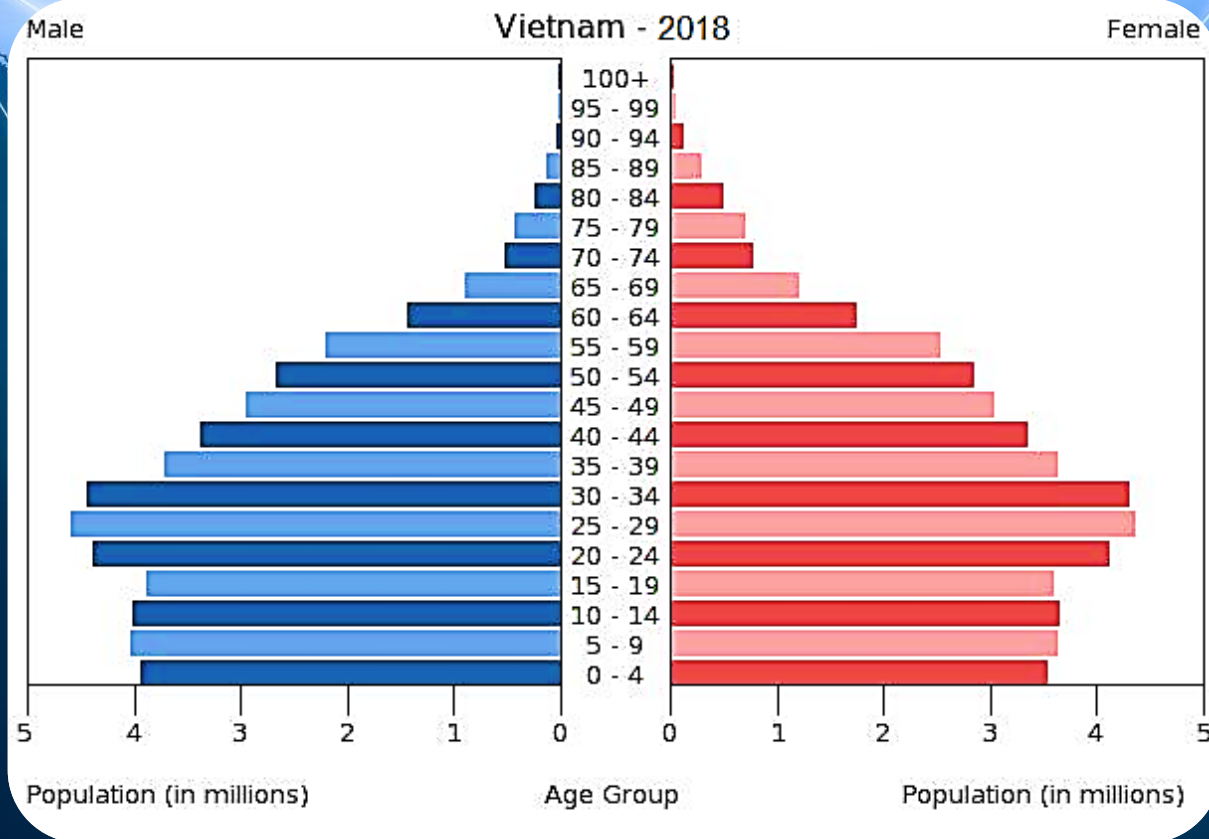
# Vietnam Population Pyramid

## Age Structure:

0 -14 years: 23.27% (male 11,876,141 /female 10,704,895)  
15-24 years: 15.81% (male 7,967,981 /female 7,371,016)  
25-54 years: 45.67% (male 22,378,768 /female 21,939,925)  
55-64 years: 8.9% (male 4,014,622 /female 4,620,177)  
+ 64 years: 6.35% (male 2,404,304 /female 3,762,505)

## Population growth rate

0.9% (2018 est.)







Point 3

**PROFESSIONAL QUALIFICATIONS/MEMBERSHIP  
OF PROFESSIONAL BODIES/CPD.**

# MONITORED PROFESSIONAL DEVELOPMENT SCHEME (MPDS)

## What is the Monitored Professional Development Scheme (MPDS)?

- **MPDS is an accredited company scheme, which follows an agreed structured programme, which can facilitate developing engineers in reaching the competence requirements for professional registration.**
- How can it help your business?
- Engineering businesses benefit from having professionally registered engineers – EngTechs, IEng and CEng. MPDS is an efficient way of supporting your engineers since it's based on your existing training and development strategy.
- There is ongoing support from our business development team – including workshops, presentations, individual feedback sessions and interview preparation. So applicants via MPDS have a very high success rate at professional review interviews, so it is good for the company and the engineers.

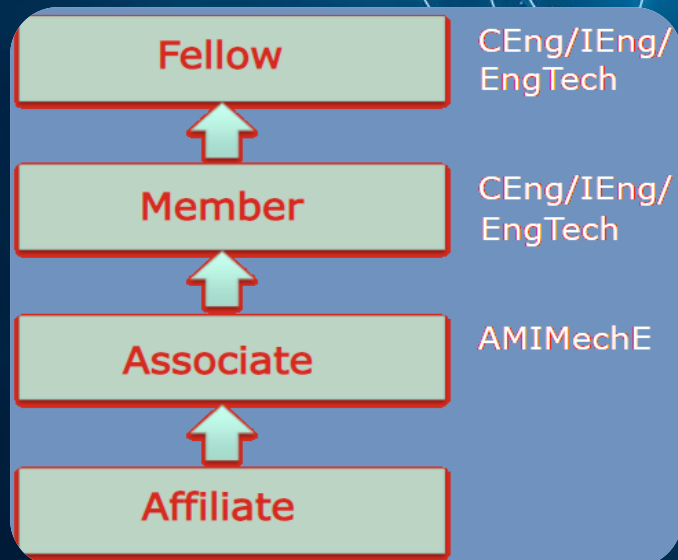


# Guide to IMechE Membership

- THREE LEVELS OF PROFESSIONAL REGISTRATION
- Demonstrate your commitment to you own development ;
- Increase your earning potential
- Improve your career prospects
- Provide international recognition of your expertise Increase your influence within your industry/organisation Gain access to life-long learning from IMechE
- Gives you post nominal letters after your name that will demonstrate that you are a Registered Engineer EngTech/IEng/CEng)



## THREE LEVELS OF PROFESSIONAL REGISTRATION



Formal qualifications and/or work based learning will lead to:

**IEng**

Incorporated Engineer

*Manage, Maintain, Develop*

**CEng**

Chartered Engineer

*Innovate, Create, Analyse*

## FORMAL QUALIFICATIONS

**IEng**

BEng / BSc

HNC/HND  
Foundation Degree

+  
Further Learning

**CEng**

MEng

BEng (Hons)  
+  
Further Learning



# CONTINUING PROFESSIONAL DEVELOPMENT (CPD)

## CPD comprises:

Updating specialist areas of competence so that practice is in line with current requirements  
Development of personal and management skills  
Broadening of experience leading to new career opportunities

## Activities may cover:

- Work experience
- On-the-job learning opportunities
- Formal structured learning

## And include:

- In house and external courses
- Distance learning programmes
- Self-directed and private study and reading
- Preparation and delivery of lectures and papers
- Attendance at lectures, seminars, conferences and exhibitions
- Achievement of post graduate qualifications
- Coaching, tutoring, mentoring and teaching
- Secondment and special projects
- Relevant voluntary work

# PROFESSIONAL DEVELOPMENT AND CPD

## Route to Membership

- Whether you're working towards professional registration, undertaking Initial Professional Development (IPD), or keen to demonstrate your Continuing Professional Development (CPD), we can help.
- We've got advice and a suite of online tools to help you manage your career and demonstrate your progress.
- As a member of the Institution, we'll support you in your career progression and help you gain a competitive edge in the workplace. You'll have access to our resources, advice and expertise as well as a network of similarly minded engineers. We'll also keep you up-to-date with the latest trends and information within your industry.





# CIMA Professional Qualification

Three levels of progression

## Operational level:

- 1) Prepare financial statements.
- 2) Provide management accounting information.
- 3) Use appropriate tools for decision making through a broad understanding of business.

## Management level :

- 1) Prepare group accounts
- 2) Make pricing and product decisions based on a robust analysis.
- 3) Manage projects and relationships

## Strategic level :

formulate financial strategy  
manage strategic relationships  
identify and manage risk

On completion of the CIMA Professional Qualification, you will be awarded the Chartered Global Management Accountant (CGMA) designation, recognising your value and showcasing your professionalism, business and leadership skills, ethics and commitment.

The CIMA Professional Qualification is recognised worldwide as the most relevant global finance qualification for a career in business.

By studying with CIMA you will be joining a global organisation powered by two of the world's leading accounting bodies (*AICPA – the American Institute of Certified Public Accountants and CIMA*). We work together to make management accounting the most valued profession in business worldwide.





# Chartered Institute of Personnel and Development

**Which level of membership do you aspire to?**



## **Associate member (Assoc CIPD)**

Recognises HR and L&D professionals who demonstrate excellence in people practice by supporting the delivery of HR and L&D solutions, or hold a relevant CIPD qualification



## **Chartered Member (Chartered MCIPD)**

Recognises HR and L&D professionals who deliver organisational performance by leading, driving and delivering people plans and solutions



## **Chartered Fellow (Chartered FCIPD)**

Recognises HR and L&D professionals who deliver sustained long-term business performance by leading and developing people strategy

### **Your options are:**

- Study a CIPD Certificate or Diploma qualification and be awarded Associate membership on successful completion.
- Study an Advanced Diploma then upgrade to Chartered Member or higher with the right experience.
- Undergo Experience Assessment - a flexible and time-efficient route designed for busy professionals.

# NLNG'S GRADUATE TRAINING PROGRAMME



- All technical graduates recruited by NLNG are developed through a structured Graduate Development Programme in Bonny Island.
- Graduate recruitment for technical staff involves a detailed recruitment process.
- Minimum university qualification of 2.1 is required;
- The development programmes vary in duration ranging from 3-5 years depending on the technical skill pool area;
- The graduates are responsible for their own development.
- Attention is paid to both professional and personal development of all the graduates;
- All graduates are assigned mentors throughout the development phases;
- Graduates' progress is managed through the staff succession planning process;
- Graduates normally progress to the next job group level after 3-4 years, subject to performance;

# Seabed-to-Surface Graduate Development Framework

subsea 7

## Four main elements:

- ❖ **Formal training sessions:** A series of training sessions on technical and nontechnical subjects, delivered by Subsea 7 experts and take place in various offsite locations around Europe.
- ❖ **On-the-job development:** Work placements where you will be allocated to a specific project or functional position.
- ❖ **Mentoring:** All our graduates are supported, coached and mentored from within their home department, providing guidance and support which is so important in the early stages of your engineering career.
- ❖ **Personal development:** A series of tools to support you in producing and implementing your personal learning and development plan.
- ❖ **All participants** are expected to complete the scheme in approximately two years.

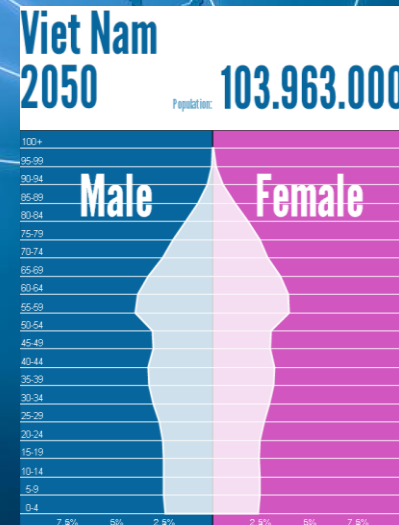
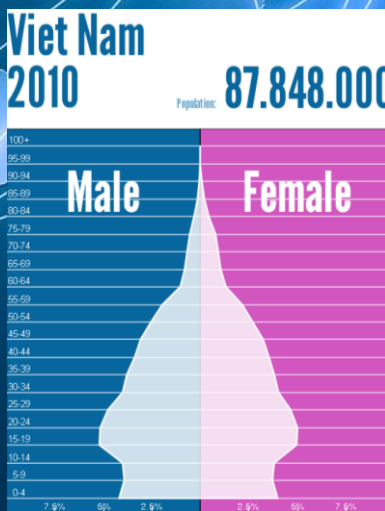
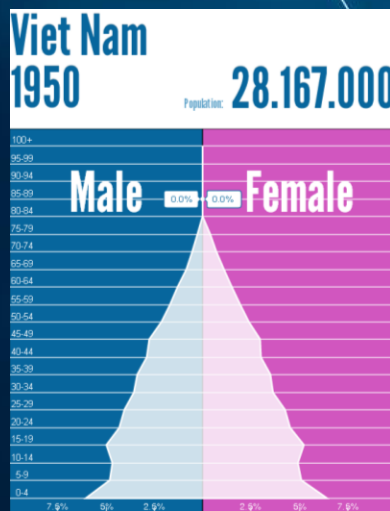
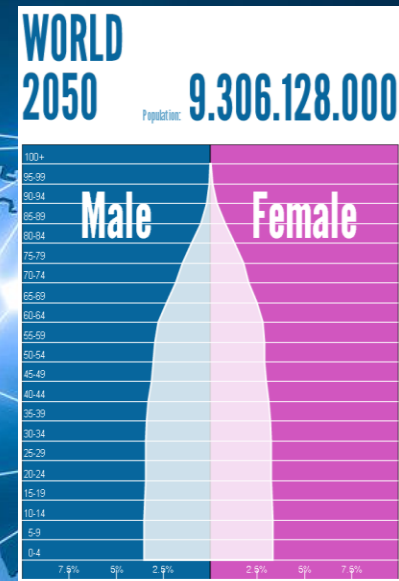
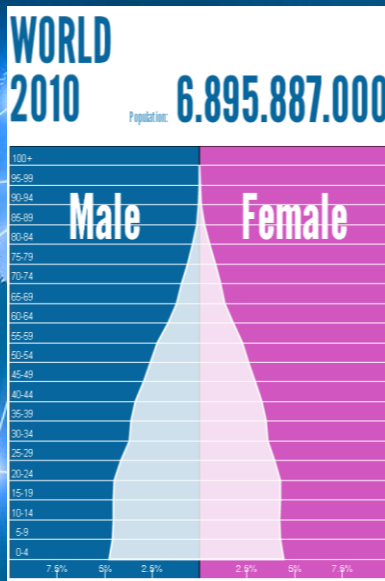
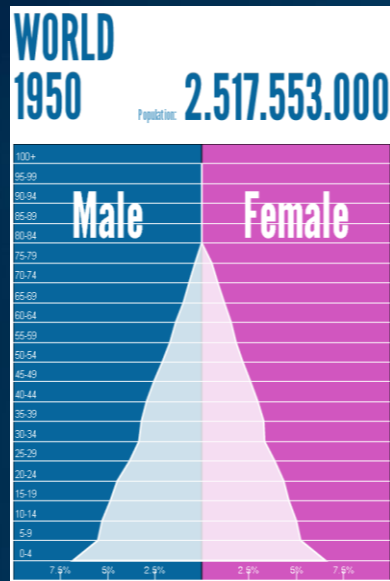




Point 4

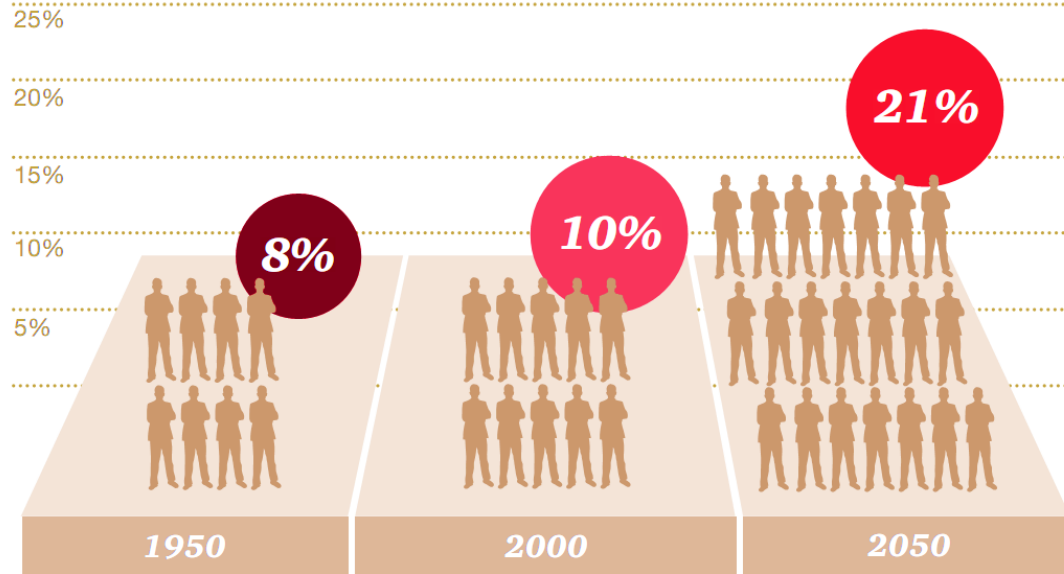
Talent Management/Succession Planning.

# Changing Age Structure



# World Ageing Population

## Proportion of the world population aged 60 years or more



Source: UN report World Population Ageing 1950–2050



## Median age

	2011	2050
World	26 years	36 years
Lowest median age	Yemen (15 years)	Niger (20 years)
Highest median age	Japan (41 years)	Spain (55 years)

Source: PWC – Talent Mobility 2020 and Beyond



# A Global Talent Shortage?

ASIA PACIFIC: % HAVING DIFFICULTY FILLING JOBS



# Talent Mobility



## 1990-2010

- Off-shoring gathers pace
- New breed of workers meet globalisation demands through commuter, rotational, and technology-enabled virtual assignments
- West to East or intercontinental flow of talent



## 2020 and beyond

- Global mobility continues to grow and becomes part as the new normal
- Mobility of talent is fluid

# The World of Work Changes Profoundly...

Challenges towards 2020 and beyond



An Ageing  
Workforce

Increased  
Worker  
Mobility

Rise of the  
Freelance  
Economy

Retention of  
Key Talent

Lack of Critical  
Talent



# Competition For Key Talent Will Intensify

- Major economies will face severe labour shortfalls
- New job profiles and skills will be required
- Mobility will become a key ingredient of talent development
- Demand for project-based and temporary work will increase



# Workforce Challenges - Vietnam

- **Lack of key skills (Sales & Marketing)**
- **Undeveloped cooperation between education/training providers and the industrial sector**
- **High staff mobility/turnover**
- **Engagement, reward and retention strategies**
- **Loss of talent / talent outsourcing**





# Solutions

- **Establish Employment Value Proposition (EVP)**
- **Develop a total reward strategy beyond just compensation**
- **Make talent management unique to individual organisation/culture – embrace talent management process.**
- Rethink organisation structure, staffing strategies and management approaches
- Define your target talent segments
- Differentiate performance and rewards
- Engage high performers and transform them into next generation leader candidates





# Critical Talent Scarcity

Globally, **45% OF EMPLOYERS** are having **DIFFICULTY FILLING JOBS** in 2018

## Countries experiencing MOST DIFFICULTY filling jobs in 2018

Japan	86%
Peru	69%
Hong Kong	69%
Turkey	66%
Romania	72%

## Countries experiencing LEAST DIFFICULTY filling jobs in 2018

Czech Rep	17%
Netherlands	15%
Spain	17%
UK	18%
Ireland	12%

# Top 10 Jobs Employers Are Having Difficulty Filling

## • Global

1. Skilled Trade Workers
2. Sales Representatives
3. Engineers
4. Technicians
5. Drivers
6. Management/Executives
7. Accounting & Finance Staff
8. Secretaries, Administrative Assistant & Office Support Staff
9. IT Staff
10. Production/Machine Operators

## • Asia Pacific

1. Sales Representatives
2. Engineers
3. Technicians
4. Skilled Trade Workers
5. IT Staff
6. Accounting & Finance Staff
7. Management/Executives
8. Secretaries, Administrative Assistant & Office Support Staff
9. Sales Managers
10. Drivers

# Global Twin Crisis

- Shortage of jobs

**VS.**

- Shortage of skills

**76 million YOUTH are UNEMPLOYED GLOBALLY**

- 1/2 of youth are not sure that their postsecondary education has improved their chances of finding a job.

**59% of GLOBAL EMPLOYERS find it difficult to source SKILLED ENTRY-LEVEL TALENT**

- McKinsey Global Institute estimate that by 2020 there will be a global shortfall of 85 million high-and middle-skilled workers.





# Closing the Skills Gap: Collaborative Approach

## Employers

- Influence on materials taught
- Partner with universities to provide technical and vocational-skills training

## Governments

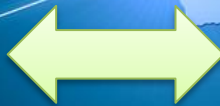
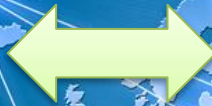
- Promote skill development through state funded initiatives
- Simplify immigration rules for skilled workers
- Encourage entrepreneurship

## Universities

- Align curriculum more closely with labour market needs
- Must prepare students for unemployment

## Individuals

- Enrol in curricula that prioritise practical experience
- Invest in personal career development
- Choose apprenticeship route



# In Summary

- There is a clear gap between the skills that businesses are looking for and the skills available in the labour market.
- To close this gap there needs to be a closer collaboration between the stakeholders
  - Employers
  - Universities
  - Government
  - Individuals

**Thank you very much for your  
attention**



**QUESTIONS?**

**OR**

**COMMENTS!**





A world map with a blue color scheme, overlaid with a network of white lines and glowing blue nodes, representing global connectivity. The map is centered on the Atlantic Ocean, with North and South America on the left and Europe, Africa, and Asia on the right. The network lines connect various points across the continents, with some nodes appearing as bright blue stars.

All products are available to purchase from  
our website

<http://www.map-int.com/products/>

Books and journals are also available to  
download as eBooks

Please visit our website at:

[www.map-int.com](http://www.map-int.com)

# Contact Details:



**Michael A Potter**  
International



A world map with glowing blue lines connecting various points across the continents, representing a global network.

Tel: (+44) 1617 764 383  
Fax: (+44) 1617 764 384

[michael@map-int.com](mailto:michael@map-int.com)

[www.map-int.com](http://www.map-int.com)