



## **Raed S. Haddad**

Mr. Haddad serves as managing director of ESI for the Asia-Pacific region. He will deliver on ESI APAC's strategic plan in the most effective and efficient manner that serves our clients in the region and increases ESI's presence in markets we serve as well as expanding into new markets. He will be accountable for the overall performance of the company and will focus on ensuring that our global, project-based, training is making a difference to our clients' organization. Prior to this role, he was based in the US where he was responsible for Global Delivery Services with ESI. His focus was ensuring flawless delivery of ESI services where he leveraged automation, creative vendor management, and other strategies to ensure ESI's competitive advantage. Mr Haddad worked directly with clients to develop innovative training strategies that drive performance improvement and led ESI's Measurement Strategy where a global solution was implemented to measure training effectiveness and Value of Investment (VOI) for ESI's clients.

Mr. Haddad's more than 25 years of project management expertise across a range of industries including health care, technology, government, telecommunications and financial services has brought a lot of insights to ESI's clients especially in how to leverage project management for strategic advantages.

Highly respected in the arenas of project management, talent management and measurement, Raed is an in-demand speaker at conference, events and with executive audiences worldwide. Till 2011 he was a Professorial Lecturer at The George Washington University School of Engineering Management and Systems Engineering in Washington, DC, where he taught graduate level courses related to program and project management.

Raed holds a bachelor's degree in Civil and Environmental Engineering and a master's degree in Engineering, both from the University of Rhode Island. Additionally, he holds an MS in Engineering Administration in Project Management & MIS from The George Washington University.

## **Is Your PM Learning 'Sticky'? How to Design the Best Transfer Climate**

It's not just what you know; it's how you use what you know. Attending a training class without proper post-course knowledge integration is a futile, yet common practice. In fact, a recent study shows that when organisations estimate a high level of learning transfer, the reality does not bear that estimate out.

This presentation will explore the gap between the hope for learning transfer and the reality within today's organisations. Readers will identify the characteristics of a high knowledge transfer climate, and learn which tools, frameworks and resources work best for continuous knowledge application on the job.

Then, based on real-life scenarios and research collected from the industry, this presentation identifies the top methods for creating a supportive environment to maximise your teams' skill application and foster continuous learning.

In addition, we will explore the importance of measurement and the ability to predict the impact of learning programs with tools that can pragmatically assess the impact of post-learning strategies to improve overall knowledge absorption and adoption. With proper planning, PM training can be 'sticky' and result in learning transfer that impacts project performance on an individual and organisational level.