

A 2-Day Workshop on Managing the Training and Development Function

A strategic approach to move from
an administrator to a human resource
development consultant

Wednesday & Thursday

5 & 6 February 2020

or

Monday & Tuesday

6 & 7 July 2020

9:00 am - 5:00 pm



MANAGING THE TRAINING AND DEVELOPMENT FUNCTION

WORKSHOP OBJECTIVES

INTRODUCTION

If you are in charge of the training department in your organisation, are you aware that the role of the Training Manager, as well as that of the trainer, is gradually changing? With rapid changes in the business environment, in terms of the social, technological, economic and political milieu, the training manager is entrusted with the responsibility of constantly adapting the organisation to such changes, so as to help the organisation resolve new problems and grasp new opportunities thus arising. He has to be constantly alert to the impact of external and internal changes to his business, and to develop the innate potential of his working force to meet such changes. He has to constantly evaluate the training and development policies, approaches and strategies to keep the organization abreast of the new technological opportunities, and to ensure that the organisation can win a competitive advantage over others.

OBJECTIVES

Upon completion of the programme, participants will be able to:

- acquire insights on modern concepts in Human Resource Development and the impact of such concepts on the role of a Training Manager
- understand how to contribute more effectively to staff and organisational development
- adopt different approaches in identifying training and development needs, as well as in organisation development
- learn how to develop effective training policies
- recount training and development methods other than those used in the traditional classroom environment
- write behavioural objectives for training sessions as well as for training programme
- use visual aids and case studies more effectively
- acquire various skills in designing effective training programmes
- evaluate the effectiveness and efficiency of training programmes systematically
- project a professional image of learning & develop function to manage as their business partner

DESIGNED FOR

Managers who have the responsibility in enhancing the effectiveness of their staff through the training and development function.

ADMINISTRATIVE DETAILS

DATES & TIME

Wednesday & Thursday
5 & 6 February 2020
9:00 am - 5:00 pm
OR

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[Register Now](#)

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VENUE

The Hong Kong Management Association
1-6/Fs First Commercial Building
33-35 Leighton Road
Causeway Bay
HONG KONG

LANGUAGE MEDIUM

The language of instruction will be English. However, course leader may conduct the session in Cantonese where appropriate.

FEE (Inclusive of tea/coffee breaks)

HKMA Member: HK\$3,200
Non-member: HK\$3,450

Early Bird Discount: HK\$200 each
(For those who enrol and pay one month before the course commencement date)

Group Discount: HK\$200 each
(For those companies which send a total of two or more participants to this course and enrol of the same time)

DEADLINE FOR REGISTRATION

1 week before course commencement

METHODOLOGY

This workshop is conducted on a highly participative basis. The session will consist of discussions, individual and group exercises.

CONTENTS

1. PRINCIPLE OF TRAINING AND DEVELOPMENT
 - Strategic Role of Training and Development in Human Resources Management
 - The Positioning of Training and Development
 - Training as a Business Partner
 - Key Functions and Cycle of Training
 - Role of Training Manager
 - Training and Organisational Development
 - Core Competency and Training Curriculum
 - Establishing Learning Academy
 - Building a Learning Organisation
 - Creating the Ownership of Learning
2. IDENTIFYING TRAINING NEEDS
 - Training Needs to support Organizational Growth
 - Training Needs of Departmental Development
 - Training Needs for Individual Development
 - Gauging the Training Needs from Different Levels
 - Design and Consolidate Training Needs Survey
 - Training Needs Analysis and Training Programmes
3. FORMULATING TRAINING POLICY
 - Fundamental Concepts Underlying a Training Policy
 - Contents of a Training Policy
 - Writing Effective Training Policy
 - Key Success Factors for the Implementation
4. FUNDAMENTALS IN PROGRAMME DESIGN
 - Engaging the Adult Learners
 - Learning and Development Methodologies
 - Considerations in Selecting and Effective Learning Method
5. PRACTICAL STEPS IN PROGRAMME DESIGN
 - Setting Clear Programme Objectives
 - With the End in Mind: Behavioral Outcomes
 - Literature Review and Research
 - Designing the Structure
 - Deciding the Approach and Methodology
 - Writing the Key Learning for each Session
 - Building the Linkage
 - Writing the Content
 - Preparing the Trainer's Note
6. EFFECTIVE USE OF CASE STUDIES
 - Advantages of using Case Studies
 - Types of Case Studies
 - Searching the Right Materials for Case Studies
 - Key Elements and Tips in Writing Case Studies
7. VISUAL and AUDIO AIDS MANAGEMENT
 - Benefits of Using Visual and Audio Aids
 - Nature of different Training Aids
 - Effective Use of different Training Aids
8. TRAINING EVALUATION
 - Importance of Training Evaluation
 - Different Levels of Training Evaluation
 - Evaluating Effectiveness for Individual and Group
 - Training Evaluation and Business Results
 - Different Methodologies for Measuring the Training Effectiveness
 - Market Benchmarking

WORKSHOP LEADER

Ms Selina Kam (BA)

Selina is a seasoned training professional with extensive corporate experience. She joined HSBC in 2001 and developed various Leadership, Management, Sales & Service and the 1st Financial Planning workshop for executives from Asia Pacific region.

She received the Distinguished Trainer's Award of Hong Kong Management Association in 2007. In recognition of her expertise, China's first state-owned shareholding commercial bank invited her to mentor and develop their trainers in China.

Selina expanded her expertise to culture building, competency development, coaching and talent development in retail business when she headed the Learning and Development department of a listed company with business in HK, Macau and China. Currently, she provides learning and people development consultancy services to a wide spectrum of clients from various industries e.g. Banking, Insurance, University, NGO, Aviation, Research, Electronics & Home Appliances, Exhibition, Properties, Headhunting and Recruitment, etc.

Her interactive and pragmatic training approach will inspire participants to develop practical skills and to equip them with the tools as well as insights in unleashing their potentials. Selina is a NLP practitioner and has MBTI accreditation.

ENQUIRIES

For course details and the latest course schedule, please contact Ms Diana Li on 2774-8552 or dianali@hkma.org.hk; or visit the HKMA website: www.hkma.org.hk/seminar. For course enquiries and reservations, please contact Customer Service Department on 2774-8501 or hkma@hkma.org.hk.

Enrolment Form

MANAGING THE TRAINING AND DEVELOPMENT FUNCTION

SG-A6573-2020-1-FC 5 & 6 February 2020

SG-A6573-2020-2-FC 6 & 7 July 2020

FEE: HKMA Member: HK\$3,200 / Non-member: HK\$3,450

Name (Mr / Ms): _____
(Surname) (Other Names)

HKID Card No. (For verification of the applicant's identity): _____ Date of Birth (YY/MM/DD): _____

Position: _____ HKMA Membership No.: _____

Company: _____

Address of Company: _____

Job Function (e.g. Accounting), please specify: _____

Nature of Business (e.g. Retail), please specify: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

Email: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name and Title of Nominator (Mr / Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

Education Level: Doctoral degree Master's degree Bachelor's degree HKMA Diploma

Other Diploma Matriculation F. 5 / HKDSE Others (Please specify): _____

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA Direct Mail by Post

HKMA Website Others (please specify): _____

Note for application

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2365-1000**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Diana Li on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____