

## Peter F. Drucker “Creating the Future Today” Advanced Leadership and Management Programmes

1. From Strategic Thinking to Result-Driven Execution  
Wednesday, 25 November 2020
2. Advancing Innovation for Making High-Impact Decision  
Thursday, 15 October 2020
3. From Personal Effectiveness to Mission-Driven Leadership  
Friday, 11 December 2020

9:00 am – 5:00 pm



彼得·德魯克管理學院  
Peter F. Drucker Academy  
[www.DruckerAcademy.com](http://www.DruckerAcademy.com)

# Peter F. Drucker “Creating the Future Today” Advanced Leadership and Management Programmes

Peter F. Drucker was hailed as the “Father of Modern Management”, because he didn’t only introduce the concept of modern management; he was also the first one to turn “Management” into a discipline at University. Drucker was also a pioneering thinker, who predicted that computing technology would change both the world and business operation in 50s; On the other hand, he foresaw the rise of industrial Japan in 1961, and the fall of Japan’s Economy in the 80s. Drucker believed that a company could attain success only if it took social responsibility, as well as created values for clients, thus the profit would be produced as by-product after satisfying customers.

The Institute of Advanced Management Development of The Hong Kong Management Association works together with the Peter F. Drucker Academy to launch a series of programmes on Leadership and Motivation, Innovation and Entrepreneurship as well as Strategic Thinking.

## 1. From Strategic Thinking to Result-Driven Execution

### OBJECTIVES

Set up effective strategies and achieve entrepreneurial vision and train managers in taking initiatives to create change and manage change.

### CONTENTS

#### 1. The Theory of the Business

- What is the Business? (Traditional)
- What will the Business be? (Transitional)
- What Should the Business be? (Transformational)

#### 2. Result-Driven Execution

- Revisit Corporate Mission
- Assessment of Core Competences
- Market Environmental Scan for Change
- Innovation: The Heart of Strategic Planning
- Eight Key Objectives Setting
- Putting Right People for Right Positions
- Build Effective Habits for Working
- Compare Results with Preset Objectives

#### 3. Key Success Factors for Strategic Implementation

- Three Strategic Assumptions Fit Reality
- Three Strategic Assumptions Fit Each Other
- Strategic Planning throughout the Whole Organization
- Testing Strategic Assumptions Constantly

## 2. Advancing Innovation for Making High-Impact Decision

### OBJECTIVES

To help managers develop innovation, to nurture entrepreneurship in a systemic approach, to seek opportunities with aggressive attitude and to make high-impact decision.

### CONTENTS

#### 1. Creativity, Innovation and Entrepreneurship

- The Linking of Creativity, Innovation and Entrepreneurship
- The Differences between Problem Solving and Decision Making

#### 2. 7 Windows of Innovation's Opportunity

- The Unexpected Success and Failure
- The Incongruity
- New Process Development
- Changes in Industry or Market Structure
- Changes in Demographics
- Changes in Perception and Meaning
- New Knowledge Development

#### 3. 5 Principles of Innovation's Execution

- An Analysis of the Opportunity
- Marketable New Value Creation
- Be Simple and Clearly Focused
- Start from Small
- Aim at Market Leadership

#### 4. Effective Decision-Making Model

- Problem Classification
- Problem Identification
- Boundary Conditions Setting
- Alternatives Creation and Selection
- Organization and Action Plan
- Feedback and Hypothesis Test

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## 3. From Personal Effectiveness to Mission-Driven Leadership

### OBJECTIVES

- To enhance management effectiveness through practical time management, focus on contribution, decision-making and human resources arrangement to empower “ordinary” people to achieve extraordinary results
- Managing resistance to change through influence and persuasion, and enhancing leadership style and self-awareness in leading roles

### CONTENTS

#### 1. Executive’s Personal Effectiveness Development

- Effective Time Management
- Making Strength Productive and Weaknesses Irrelevant
- Making Unique Contribution with Highest Impact
- Set Priority and First Things First
- Effective Decision Making

#### 2. Leadership and Motivation for New Generations

- Define Leader and Leadership
- Differentiate Leadership and Management
- Do and Don’t for Great Leaders
- Motivation and Demotivation for New Generations
- Integrity, Humility and Generosity with Mission for Leadership

#### 3. 5 Most Important Questions for Organizational Development

- What is our mission?
- Who is our customer?
- What does the customer value?
- What are our results?
- What is our plan?

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## **PROGRAMME LEADER**

### **Dr Joey Wan (Chief Drucker Educator & Certified Corporate Coach)**

Dr Joey Wan, who is the Chief Drucker Educator at Peter F. Drucker Academy, provides professional trainings and teachings to senior executives of multi-national corporates, non-profit organisations and government. With the focus of his research area of "Entrepreneurial Intention", Joey is passionate in sharing his unique insights on Talent Management, Positive Leadership, Strategic Thinking and Planning, as well as Creativity and Innovation in the Entrepreneurial perspective.



He has served Prince of Peace Group (US based) as the General Manager (Asia Pacific) to overview branch offices' operations in Hong Kong, Macau, Kula Lumpur, Beijing, Shanghai, and Guangzhou, after working in USA head offices for years. Joey received his Bachelor of Science (International Business), Master of Business Administration from San Francisco State University and Doctor of Business Administration from Hong Kong Baptist University.

## **DATES & TIME**

1. From Strategic Thinking to Result-Driven Execution  
Wednesday, 25 November 2020 9:00 am – 5:00 pm
2. Advancing Innovation for Making High-Impact Decision  
Thursday, 15 October 2020 9:00 am – 5:00 pm
3. From Personal Effectiveness to Mission-Driven Leadership  
Friday, 11 December 2020 9:00 am – 5:00 pm

**FEE** (Per One-Day Workshop) (Inclusive Of Tea/Coffee Breaks)

HKMA Member: HK\$2,500

Non-member: HK\$2,700

Group Discount: HK\$200 each

(For companies which send a total of two or more participants to attend the same session of workshops and enrol at the same time)

## **VENUE**

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

## **LANGUAGE MEDIUM**

Cantonese (supplemented with  
English materials)

## **ENQUIRIES**

For course details, please contact Ms Diana Li on 2774-8552 or [csw@hkma.org.hk](mailto:csw@hkma.org.hk); or visit the HKMA website: [www.hkma.org.hk/seminar](http://www.hkma.org.hk/seminar). For course enquiries and reservations, please contact Customer Service Department on 2774-8501 or [hkma@hkma.org.hk](mailto:hkma@hkma.org.hk).

# Enrolment Form

## Peter F. Drucker "Creating the Future Today" Advanced Leadership and Management Programmes

1. From Strategic Thinking to Result-Driven Execution Wednesday, 25 November 2020 (SG-A6920-2020-1-FC)  
 2. Advancing Innovation for Making High-Impact Decision Thursday, 15 October 2020 (SG-A6918-2020-1-FC)  
 3. From Personal Effectiveness to Mission-Driven Leadership Friday, 11 December 2020 (SG-A6919-2020-1-FC)

**FEE: HKMA Member: \$2,500 / Non-member: \$2,700**

**Group Discount: less \$200 each (For companies which send a total of two or more participants to attend the same session of workshops and enrol at the same time)**

\* Chinese version of brochure is available on website: <http://www.hkma.org.hk/peterdrucker>

Name ( Mr /  Ms): \_\_\_\_\_  
(Surname) (Other Names)

HKID Card No. (For verification of the applicant's identity): \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_

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 **2774-8500/2774-8501** (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 2774-8500/2774-8501 or Ms Diana Li on 2774-8552. Website: [www.hkma.org.hk](http://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. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.
- 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.
- Please tick the box to indicate your consent.  
 Please tick the box to indicate your objection.

### 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: \_\_\_\_\_