



AWARD FOR EXCELLENCE IN TRAINING AND DEVELOPMENT 2018



Campaign Awards

Prestigious award conferred on excellence in training and development



Mr Anthony Rushton
Chairman of the Award for Excellence in Training and Development 2018 Organizing Committee

Organizations and individuals who have excelled in training and human resources development can look forward to recognition by the Hong Kong Management Association (HKMA), for their outstanding contributions in this specialist field.

Inaugurated by the HKMA way back in 1990, the Award for Excellence in Training and Development is divided into Campaign Awards and Individual Awards, which acknowledge sterling endeavors by companies and trainers.

Mr. Anthony Rushton, Chairman of the Award Organizing Committee, stresses that thorough preparatory work is the crux to success in training. "By diagnosing the needs and identifying critical gaps in knowledge and skills, trainers will be in a position to design programs that meet corporate goals," he observes. "Training needs to be business-oriented and focused, and be an integral part of the company's business strategy."

Rushton highlights that heavy capital investment is not a mandatory requirement in creating quality training programs; creativity and simplicity are the keys instead. "A highly accessible platform with appropriate contents will encourage more involvement, so trainers have to pay extra attention to the technological trends and keep improving with current inputs."

Looking to the future, Rushton points out that, in adapting to technological advances, training must not overlook the importance of building stronger social and interpersonal skills among employees.

Panel Of Adjudicators

Skills Training Category

Mr Patrick Lee
Executive Vice President, North East Asia and Australasia
Intertek Testing Services Hong Kong Ltd

Dr Victor Lee
Executive Director
The Hong Kong Management Association

Dr Gabriel Leung
Managing Director, Hong Kong and Macau
Hewlett Packard Enterprise

Dr William Leung SBS JP
Chairman
Employees Retraining Board

Mr Larry Sze
Chief Executive Officer
Gilman Group

Development Category

Mr S K Cheong
Executive Director and General Manager
Television Broadcasts Ltd

Mr Wes Jones
Managing Director
Dragages Hong Kong Ltd

Mr Patrick Lee
Executive Vice President, North East Asia and Australasia
Intertek Testing Services Hong Kong Ltd

Dr Victor Lee
Executive Director
The Hong Kong Management Association

Ms Anna Yip
Chief Executive Officer
SmarTone

Mr Lennard Yong
Group CEO
Tricor Group

People Development Management Committee

Mr Stephen Leung (Chairman)
Country Manager
Pfizer Corporation Hong Kong Ltd

Ms Catherine Chau
Head of Human Resources
Hongkong Land Ltd

Ms Ivy Cheng
Head of Human Resources
AMOREPACIFIC Hong Kong Co Ltd

Ms Kit Fan
Head of Corporate HR
The Hong Kong & China Gas Co Ltd

Ms Judy Feng
Head of Organizational Development
The Hong Kong Jockey Club

Mr Barry Ip
Director - One Road One Belt Initiative and Greater Bay area Research Center
Jian Xi University of Finance and Economics

Mr Ellis Ku
Head of Learning and Organization Development
Maxim's Caterers Ltd

Ms Maylie Lee
Chief Human Resources Officer
AIA International Ltd

Mr Teddy Liu
General Manager - Corporate and Talent Development
New World Development Company Ltd

Mr Anthony Mak
Former Principal Assistant Secretary (Civil Service)
Training and Development
Civil Service Training and Development Institute Civil Service Bureau

Ms Eliza Ng
Director, Human Resources
Fuji Xerox (Hong Kong) Ltd

Mr Anthony Rushton
Regional Head of Learning, Asia Pacific, Human Resources
HSBC

Ms Carmen Ting
Head of Talent People, Performance and Culture
KPMG

Mr Chester Tsang
Head of Management Training and Organization Development
MTR Corporation

Mr Kenneth Wai
Director of Human Resources
Island Shangri-La Hotel

Ms Bianca Wong
Regional HR Head Asia
Hilti Asia

People Management Committee

Ms Margaret Cheng (Chairman)
Human Resources Director
MTR Corporation

Ms Florence Chow
Head of Group Human Resources
HKT Ltd

Ms Connie Lam
Human Resources Director
CLP Power Hong Kong Ltd

Ms Nita Law
Regional Head, Human Resources, Greater China and North Asia
Standard Chartered Bank (Hong Kong)

Mr C K Lee
Managing Director
C.K. Lee & Associates

Ms Carrie Leung
Chief Executive Officer
The Hong Kong Institute of Bankers

Ms Christina Leung
Director, Human Resources and Administration
Guardforce Group

Mr Peter Leung
Senior Human Resources Manager
Hospital Authority

Mr Thomas Ng
Human Resources Advisor
The Hong Kong Jockey Club

Prof Wong Chi Sum
Professor
Department of Management
The Chinese University of Hong Kong

Ms Janet Yeung
Director of Human Resources
Cordis, Hong Kong

Skills Training Category

Gold Award

• "PUPA"

Direction Association for the Handicapped

Silver Award

• "We Love to Care"

Hotel ICON

Bronze Award

• "Nurturing a New Generation - Premier Agents Program"

AIA International Ltd

Excellence Awards

• "Go for Success Training Program"

Jardine Aviation Services Group

• "Ramp Service Excellence Training Program"

Jardine Aviation Services Group

• "Artmall Ambassador Training Program"

K11 Concepts Ltd

CTgoodjobs Citation for Organizations with 500 Employees or Less

• "PUPA"

Direction Association for the Handicapped

Manulife (International) Citation for Learner-Centric Program

• "Service with a Human Touch"

ISS Facility Services Ltd

The Hong Kong Jockey Club Citation for Commitment to Continuous Learning

• "Quality Assurance Scheme"

Kinetics Medical and Health Group Company Ltd

Recruit Most Innovative Award

• "PUPA"

Direction Association for the Handicapped

Best Presentation Award

• Ms Angela Yip

Director of Learning and Development

• Mr Charles Yeung

Learning and Development Manager
Hotel ICON

Development Category

Gold Award

• "QHMS 'People First' Program"

Quality Health Care Medical Services Ltd

Silver Award

• "Everyone is a Leader"

Pfizer Corporation Hong Kong Ltd

Bronze Award

• "Make A Difference' Program (MAD)"

Ocean Park Corporation

Excellence Awards

• "Driving Business through 6D Breakthrough Coaching"

AIA International Ltd

• "Passion for Fashion - hit Together!"

Laws Fashion Group Ltd

• "The Sun Elite Executive Director (SEED) Program"

Sun Life Hong Kong Ltd

Chow Tai Fook Citation for Commitment to Young Talent Development

• "Management Trainee Program"

CITIC Telecom International CPC Ltd

CTgoodjobs Citation for Organizations with 500 Employees or Less

• "Passion for Fashion - hit Together!"

Laws Fashion Group Ltd

Recruit Most Innovative Award

• "Everyone is a Leader"

Pfizer Corporation Hong Kong Ltd

Best Presentation Award

• Ms Anita Chan

Marketing Director

• Ms Geraldine Wai

HR BOS Lead-HK
Pfizer Corporation Hong Kong Ltd

Individual Awards

Hong Kong Land Trainer of the Year

Mr Edward Lo

Hang Lung Properties Ltd

AIA Distinguished Trainer Award Winners

Mr Edward Lo

Hang Lung Properties Ltd

Ms Angela Wong

Hang Seng Bank Ltd

Outstanding New Trainer Awardees

Ms Cheung Pui Ying

AIA International Ltd

Ms Claire He

CLP Power Hong Kong Ltd

Mr Lee Hon Ming

Prudential Hong Kong Ltd

Ms Windsor Lee

Chow Tai Fook Jewellery Group Ltd

Mr Amen Lo

China Life Insurance (Overseas) Company Ltd

Mr Duke Ng

China Life Insurance (Overseas) Company Ltd

Ms Julia Ng

MTR Corporation

Mr Peter Pun

Hilti (Hong Kong) Ltd

Ms Kim Qiu

AIA International Ltd

Ms Kim Sin

Maxim's Group - Japanese Chain Restaurants

Mr Wong Pak Yin

Manulife (International) Ltd

Ms Ronnie Wong

MTR Corporation

Mr Charles Yeung

Hotel ICON

Mr Larry Yik

K11 Concepts Ltd

Mr Jeremy Yu

New World Development Company Ltd

Award for Excellence in Training and Development Organizing Committee 2018

Mr Anthony Rushton (Chairman)
Regional Head of Learning, Asia Pacific, Human Resources
HSBC

Ms Connie Chan
Head of Human Resources, Hong Kong
Oath Hong Kong

Dr Salina Chan
Senior Director, Regional Learning & Development
Fossil (East) Ltd

Mr Vicmond Chan
Human Resources and Administration Director
Dragages Hong Kong Ltd

Ms Kyon Chow
Head of Talent Management
Johnson Electric

Ms Joyce Chow
Managing Director, Learning and Development
FedEx Express

Mr Ian Choy
Senior Director - People Resources
McDonald's Hong Kong

Ms Mimi Fu
Director, Learning and Development
Ocean Park Corporation

Ms Sara Ho
Human Resources Director, Jebson Group
Jebson & Co Ltd

Mrs Claudia Hodges
Member
Training and Development Awards Organizing Committee

Ms Ivy Leung
Head of Human Resources and Administration
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Ms Janet Man
General Manager, Talent Management
Group Human Resources
Jardine Group

Ms Janet Poon
General Manager - Human Resources
Hang Lung Properties Ltd

Ms Felicity Sam
Senior Director, Learning and Development
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Ms Anne Tsui
Senior Director, Human Resources and Administration
adidas Hong Kong Ltd

Ms Bianca Wong
Regional HR Head Asia
Hilti Asia

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AWARD FOR EXCELLENCE IN TRAINING AND DEVELOPMENT 2018

HKMA



CAMPAIGN AWARD WINNERS - DEVELOPMENT CATEGORY

Gold Award

Quality HealthCare Medical Services Limited
QHMS "People First" Program



Quality HealthCare Medical Services Limited (QHMS) strives to strengthen its talent pipeline via investing in people and developing them to take up the current and future centre management roles in clinics of different size and configuration.

The development program consists three major aspects, including People Management skills, Functional Knowledge, together with Field Visit and Networking.

The "People Management" modules comprise of trainings on conflict management, assertive communication and influencing skills, whilst "Functional Training" modules cover the basics in center management, as well as a broader understanding of QHMS service scope and different key client groups. Field visit and networking events facilitate participants

to connect with different internal/external stakeholders and enabled them to leverage service/operation experience via visiting a 6-star hotel.

The beauty of the program lies with its strong linkage with staff career development and the outcomes achieved are evidences for proving the significances of the program. It was conceived by both QHMS line managers and program participants as an exceptionally effective training intervention with good learnings that worth sharing.

The success of the program was evidenced by stronger talent mobility in particular 90% of participants upon program completion have been taking up a more advanced/expanded role in the career ladder of the company.

Silver Award

Pfizer Corporation HK Limited
Everyone is a Leader



For over 168 years, Pfizer has been a leading biopharmaceutical company, committed to applying science and our global resources to improve health and well-being at every stage of life.

The "Everyone is a Leader" Development Program emphasizes a holistic approach, focusing on leadership at every level of the organization, not just formal leaders. It aims to build quality excellence in our service delivery so that all colleagues feel a sense of pride and confidence that they are contributing to the Pfizer business and the greater social and healthcare responsibility.

The components of the Development Program were conceived by soliciting input from all colleagues, developing themselves as taskforce members and forming core value teams, together with ensuring that every function of the organization takes part in the implementation, which directly contributes to the success of the program.

Pfizer has effectively transformed their people into one of the most stable and engaged workforce, where the work culture drives sustainable talent development.

Bronze Award

Ocean Park Corporation
"Make A Difference" Program (MAD)



Ocean Park believes that having fun at work is crucial under the concept of "Happy Employees equals Happy Guests". Thus, "Make A Difference" (MAD) is the program developed to realize its objective, through positively influencing oneself, his peers and eventually the organization as a whole.

MAD adopts a progressive learning structure in four major development levels, from Foundation, Advance, Pioneer to Champion. Each level carries its own unique development focus, ranging from self-awareness to the three most critical competencies being identified for current and future leaders. Employees at different career stage from junior members, supervisors to senior management team, are subjected to specific development initiatives.

The most innovative element of the MAD rests upon the MAD Studio - a volunteer support group formed by MAD Trainees who create different outreach programs for Ocean Park employees. These acts of love have truly touched many Ocean Park employees, and created a continuous learning platform.

Remarkably, over 35% of MAD trainees have been formally recognized internally and externally, they become more willing to join the Corporate Trainer Program to share their experiences to newly joined employees; meanwhile, MAD Studio volunteers expressed high perceptions of happiness at work, high engagement level, and willingness to continue their MAD volunteering services.

Excellence Award

AIA International Limited
Driving Business through 6D Breakthrough Coaching



AIA International Limited (AIAHK) Partnership Distribution envisioned building a robust sales coaching habit in the company's partner bank sales by Business Development Managers (BDM) of AIAHK. Besides, to better serve customers on protection needs, a structured selling model, namely Bancassurance Sales Effectiveness Program (BSEP) was introduced to facilitate the building of Total Wealth Management selling process.

Hence, a development program known as, "Driving Business through 6D Breakthrough Coaching" was developed for uplifting the coaching and sales competence of AIAHK's BDM, together with bank sales on developing genuine Total Wealth Management (TWM) solution for customers.

Behavior of participants is one of most significant changes made in this program. A strong sense of giving feedback by the sales leaders was witnessed throughout the process. Bank sales were eager to get feedback from their sales leaders and BDM, while the sales leaders were used to give specific and timely comment or appreciation to the bank sales on their sales competence and performance.

The collaborative efforts between AIAHK and the partner bank in working on a well-formed business outcome and development process are the critical success factors in this program. This ultimately contributed to uplifting the commitment and competence of the bank sales in driving the business performance in long run.

Excellence Award

Laws Fashion Group Limited
Passion for Fashion - hit Together!



Since 2012, the Laws Fashion Group Limited has formulated the solid and generic core values of "Happiness, Integrity, and Teamwork (HIT)" culture, in order to drive positive changes with its employees across different units with various age groups.

Subsequently, the company figured out getting employees to understand leadership development has long-term benefits in achieving better business performance, and cultivating corporate culture (HIT). Therefore, it determined to arrange HIT with The Leadership Challenge (TLC) as learning syllabus is to drive the staff to be leaders.

The program has enhanced the competences of its employees to be leaders, by organizing all-inclusive seminars, interactive workshops, sharing sessions, group outings and team building events with different theme

each year. What's more, it built a harmonious culture of appreciation by using the e-praise format, which generated more than 250 praises.

Apart from talent development program - HIT with TLC, the company also initiated "i-Program Self-learning Scheme" to encourage continuous learning by employees in their spare time. Participants will be rewarded by taking part in continuous learning through internal or external work related courses, joining volunteer or recreational activities, or conducting reading reports related to work.

The company is proud to say that many new leaders born in LAWS platform, with enhanced organizational capability, performance as well as business results. Different external awards and accolades further recognize the achievements of the program.

Excellence Award

Sun Life Hong Kong Limited
The Sun Elite Executive Director (SEED) Program



Despite Sun Life experienced a steady double-digit growth in sales during the past 5 years, the growth in Agency headcount is far behind the industry average. Therefore, Sun Life realizes the need in revitalizing the stagnant Agency-force and a 3-year SEED (Sun Elite Executive Directors) Program was launched in 2017 to drive for the significant growth of both headcount and sales.

The SEED program comprises a series of interventions, covering District Development, Recruitment Supports, and Sales Supports to help engaging the six SEED Directors and their 225 SEED members.

There are four development and execution strategies which generate remarkable results of the SEED program. Firstly, District Needs Analysis (DNA) is the key to get a thorough understanding of the development needs

of each SEED district. Secondly, Work-Life-Learning Integration maximizes the effectiveness in learning, generates business results and promotes the living of fulfilling life. Next, effective Process and Result Management aims to organize pre-event briefing, nimble adjustment during the event and stringent post-event evaluation. Finally, principle of the Race with Time challenges SEED Directors to take immediate actions in shortening the promotion timeline from nine years to three years.

Accordingly, expansion in headcount and sales exceed non-SEED districts by 10 times and 100% respectively in 2017. More importantly, the growth is organic and sustainable which explicitly testifies the success of the SEED program.



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CAMPAIGN AWARD WINNERS - SKILLS TRAINING CATEGORY

Gold Award

**Direction Association for the Handicapped
PUPA**



The "PUPA" training program aims at building a life education team, which the Association's life speakers share what they see the abundance in life and how they live graciously, despite their experience from encountering an accident or sickness, going through intensive surgery, to being handicapped, and sitting on a wheelchair for the rest of their lives.

On top of that, it targets to help Direction Association for the Handicapped to enlarge the source of funding, in realizing the spirit of "turning Disability to Ability and Ability to Making Contributions to the society".

Various skills had been taught during the workshops, including presentation skills, communication skills,

skills in leading role-play and small group discussion, understanding different types of people, techniques in transferring ideas or concepts, and identifying customers' needs.

After participating in the program, the life speakers enhanced their storytelling, public speaking, and teaching skills. At the same time, they have become more aware of how to interact with the audience. By sharing in various lectures and school seminars, the Association witnessed their speakers touched the hearts of many lives, and built positive influence to the community.

Silver Award

**Hotel ICON
We Love to Care**



Hotel ICON Limited established "We Love to Care" Training Program to genuinely inspire and develop existing and emerging talents for the hospitality industry, and to conceptualize a unique experience for its international rooms, local food and beverage services provided. The program aims at "bringing brilliant together" by escalating the service quality of the existing 360 staff and interns to another level.

In addition to creating the service standard, other content, such as Listening Skills, Communication Skills, Complains Handling, and Team Spirit are covered, which ultimately improves the service quality. Trainings emphasize developing employees' service skills as it values the building of good connections with guests.

For example, the classroom training is very interactive. Discussions are held throughout each training session to encourage sharing of ideas. Experiential exercises are introduced in order to let colleagues experience and understand conceptual content. Sequencing exercises are used to structure colleagues' learning on service steps. Pre-opening type role plays are also conducted so that colleagues can practice necessary skills covered in the training. Employees are trained to become all-round hoteliers, hence the service quality is raised.

Since the program's initiation, Hotel ICON has moved up on TripAdvisor from 5th to 3rd in Dec 2017 and they have been able to maintain the ranking until now.

Bronze Award

**AIA International Limited
Nurturing a New Generation -
Premier Agents Program**



AIA International Limited (AIAHK) launches AIA Premier Academy (AIAPA) to help the young generation to develop a life-long career in the insurance industry. The company specifically designed a training programme with a framework that covers Knowledge, Attitude, Skill, and Habit (KASH) to nurture a group of young high-calibre financial planners, and to instill in them a "customer-centric" value.

Young financial planners are groomed to understand the different needs of customers at different stages in their lives, to help protect what customers value most, and to provide them with a comprehensive protection and financial plan.

As digital technology becomes an essential part of customers' lives, AIAHK has therefore invested substantial resources into developing and driving the digitalisation of training, enhancing our facilities and curriculum with more varieties and interactive elements.

Featuring an innovative digital classroom, iClassroom, coupled with the paperless eLearning system, iAcademy, new financial planners are able to learn and further their knowledge anytime, anywhere with a brand new learning experience, equipping them with the skill sets to genuinely address customers' needs and preferences.

Excellence Award

**Jardine Aviation Services Group
Ramp Service Excellence Training
Program**



Jardine Aviation Services Group (JASG) has over 70 years of ground handling service experience at the Hong Kong International Airport, serving more than 60 airlines.

Since fewer young locals nowadays are interested in manual work, the group has targeted to recruit from those with ethnic minority backgrounds for injecting more young labours. At present, there is over 100 ethnic minority staff working in the group's ramp team.

JASG recognised that cultural and language differences could cause miscommunication among the team, therefore, the ramp training team has launched the "Ramp Service Excellence Training Program", to adopt new training methodologies and materials, to make sure that staff from minority ethnic backgrounds fully integrate into the local workforce for a safe and smooth operation.

For example, ramp training team developed an eLearning platform for staff to learn safety requirements as well as operational procedures, and conduct driving mock exams. They also help identify capable ethnic minority staff pro-actively and train them to take up more senior positions. The group also mixes the Chinese speaking ethnic minority new joiners with the locals in new joiner classes so that they can get to know each other from the start and later work as a team after the training.

All these measures are proven to be a great success with enhanced staff productivity and retention rate. In 2017, the number of Aircraft Ground Damage Incidents of JASG has reduced to zero, and the company was rewarded an international safety award.

Excellence Award

**Jardine Aviation Services Group
Go For Success Training Program**



As a member of the airport community, Jardine Aviation Services Group (JASG) has the responsibility to contribute to Hong Kong's reputation as the world's tourism hub by maintaining a high service level.

The group endeavors to ensure its service standard has met the requirements of our airline customers and international organizations. In response, all new joiners of passenger services are required to undergo a one-month comprehensive training program.

Understanding over 80% of the new joiners are aged 18 to 26 tech-savvy millennials, JASG launched the "Go For Success Training Program", which aims to improve staff competency on the aspect of technical knowledge, and on-the-job confidence by making greater use of technology. The training is designed based on an

interactive scenario, together with a tailor-made eLearning platform developed in-house to provide mobile friendly and instant support to its staff.

Apart from that, the scenario-based training allows new joiners to receive real life training at the terminals, and being taught how to handle different situations through role-plays conducted by internal trainers. As a result, staff became much more confident and comfortable when they started working independently at the airport.

Compared with former programs, new joiners acquire knowledge and skills more effectively from the new teaching methodology and eLearning platform, and thus, become more confident when serving passengers. Staff retention and productivity have also improved correspondingly.

Excellence Award

**K11 Concepts Limited
Artmall Ambassador
Training Program**



Founded by a cultural entrepreneur, Mr Adrian Cheng in 2008, K11 Concept Limited (K11) is the world's first original high-end lifestyle brand to pioneer a "Art x Commerce" hybrid business model, creating the "Museum-Retail Concept", including Artmall, offices and residences in Hong Kong and China.

Given the unique proposition K11 is offering to the market, the company has created a new role - Artmall Ambassador, to help communicate the brand culture to its customers, and to support the very specific needs of the business. Not being able to find the right candidates within the talent market, K11 thus designed a tailor-made "K11 Artmall Ambassador Training Program".

The program has effectively equipped their newly hired with customer engagement skills, ability to design customized customer journeys, knowledge to introduce

the right kind of services, events and merchandises according to customer needs, in addition to art-touring skills to support the brand vision.

An effective two-part training program is developed, comprising "An Eight-day On-boarding Training" and a series of "Life-style Workshops", to ensure the team can thoroughly understand what customer needs and enhance the general knowledge of employees on current market trends and hot topics, for better engagements with its customers.

"K11 Artmall Ambassador Training Program" considerably drives a prominent jump in member total spending, and productively organized over 3,000 art tours at the Tsim Sha Tsui K11 Artmall to stimulate its business growth.