



# HKMA Award for Excellence in Training and Development What's in store for 2017?



## Details of Award Briefing Session

<b>Date</b>	Friday, 13 January 2017
<b>Time</b>	9.30am – 11.00am
<b>Venue</b>	The Hong Kong Management Association CYMA Charity Fund Management Development Centre Room 201, 2/F, PICO Tower 66 Gloucester Road Wanchai, Hong Kong
<b>Fee</b>	Free
<b>Contact</b>	Ms Ellis Yeung 2826 0532 / ellisyeung@hkma.org.hk Ms Nichola Wong 2826 0521 / nicholawong@hkma.org.hk
<b>Website</b>	<a href="http://www.hkma.org.hk/trainingaward">www.hkma.org.hk/trainingaward</a>

**BIANCA WONG**

*Group Human Resources & Corporate Communications Director  
Jebsen & Co Ltd.*

*This is an exciting time for those in L&D. Over the past five years numerous changes in L&D programmes have been rolled out—which are having an enormously positive impact on talent development. Across all industries, talent engagement and development has been pushed to the forefront of the HR agenda. HR Magazine spoke to Bianca Wong, Group Human Resources & Corporate Communications Director, Jebsen & Co Ltd. to discover what the Group is now doing to champion L&D.*

### Changing L&D landscape

Bianca Wong has been a Member on the HKMA Award Organizing Committee every year since 2013 and during this time has seen a number of positive changes in L&D. She explained, "Training programmes now have much clearer objectives that are designed to meet specific business challenges. This means that L&D has become more of a business partner than ever and it is a positive trend for the industry." Wong has also seen L&D programme designs become much more creative and diverse to help further enhance the learning experience and better engage the audience. She added, "L&D delivery

mediums have also become much more diverse including video, experiential learning and deeper management engagement."

### Awards for Excellence in T&D

There are many benefits to joining the HKMA Award for Excellence in Training and Development. Firstly, the structure of the Award gives clear direction to training and development practitioners on how to design and execute a solid programme. Secondly, by entering the Awards, an organisation's training team get the opportunity to review their programme design from a very objective perspective. Thirdly, during the process, the programme owners can also develop themselves by preparing for the judging panel, making presentations to a wide audience and showcasing their programmes. Finally, the Award provides the perfect opportunity to benchmark with other organisations and shares creative ideas with each other.

### Winning an award

When providing the submission, it is important for entrants to understand the

judging criteria and tailor their programme descriptions accordingly. Wong explained, "During the judging process and when facing the panel, it's important to not only highlight the programme design process, but also to provide detailed descriptions of the programme itself and how it's linked to the key learning objectives." The most crucial aspect of the evaluation process is how the learners have been trained or developed to gain the required skills, knowledge or competencies through the programme execution. Wong added, "Quantitative and qualitative objectives should both be highlighted to help demonstrate the programme's ROI."

### Successful staff development programmes

Successful staff development programmes have to be sustainable and HR must really understand the business needs and partner with senior management to ensure complete support for L&D programmes. Wong said, "To achieve this heads of L&D have to demonstrate solid influencing skills in addition to keeping a close eye on market dynamics, the changing business environment and continually evolving customer needs."