

STAFF ENGAGEMENT

“Empowering your people with resilient mindset”

17 May 2017



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We are currently living in a turbulent world, with rapid changes in the global economy and continual emergence of new technologies. Some business leaders have described our age as volatile, uncertain, complex and ambiguous, while some others strongly advocate that changes will bring forth tremendous possibilities. Business in general, regardless of whether it is in the public or private sectors, is perceived to be one of the most vulnerable areas, where today’s executives have to handle public demands, headline news reports as well as incidents of every day nature. They have to be prepared for any kind of inevitable disruptions, or even crisis and its psychological impact on employees. While upholding the organisational values and goals, it is also important to prepare them with resilient mindset and skills in leading and motivating team to adopt a positive attitude, to champion change, and to go the extra mile.

This workshop on Staff Engagement comprises two sessions. The morning session is designed to lead the participants to understand the changing market dynamics and its implications for staff management. The afternoon session will equip the executives with practical tools on how to embrace these challenges and turn them into opportunities. Highly interactive learning activities will be led by our experienced trainers/ facilitators. Professor Royce Yuen will lead the morning session and Ms Amy Chan will lead the afternoon session. A combination of mini-lectures, discussions, experience sharing, case studies, role plays and debriefing sessions will be used to facilitate participants to link learning to the real work context.

Programme Objectives

The broader aim of this one-day workshop is to enable modern executives to grasp the essence of staff engagement and resilience against challenges in their profession through provision of theoretical framework, practical tools and experience sharing. Upon completion of the programme, participants are expected to achieve the following outcomes:

- Appreciate and adhere to the organisation’s vision, mission and values for organisational development;
- Explore, recognise and embrace challenges in staff management; and
- Identify strategies and actions needed to motivate staff, build and engage team.

Sharings from those who joined “Staff Engagement”

“The content is inspiring and boost self-reflection.”

“To the point, stimulating and thought-provoking pictures and videos, interactive and good diversity of participants.”

“Prof. Yuen’s examples are most relevant to our organisation.”

“Interactive!”

“Speakers are excellent.”

“Speakers’ presentations are inspiring!”

Speakers



Prof. Royce Yuen
Professor of Practice (Marketing),
PolyU

Prof. Yuen was formerly the Group Chairman of Ogilvy & Mather Hong Kong and the HK4As (The Association of Accredited Advertising Agencies of Hong Kong). He has helped building mega brands across China and Hong Kong for three decades. As the Co-CEO of MaLogic, he and his team are offering innovative business solutions by integrating the insights from research, branding and big data.

Prof. Yuen is a Vetting Committee Member for the SME Development and BUD Fund and an advisory member for arts development under the HAB. He has also served as a Council Member of the Hong Kong Trade Development Council as well as The Academy for Performing Arts. He was also an advisory committee member for the Hong Kong Museum, the Education Bureau, the Commerce & Economic Development Bureau and the ICAC. He is also the Vice-Chairman of Plan International HK which is one of the world's leading development organisations, specifically focused on children.

Prof. Yuen has a keen interest in education and executive training. He is very active in the education field has been lecturing Marketing, Branding and Leadership at a post-graduate level for more than 15 years in both Hong Kong and China. He has conducted training programmes for large corporations such as MTRC, Angliss, Hysan, Shui On, A.S. Watsons Group, Oregon Scientific and Li & Fung. He is also a frequent speaker at conferences and has been invited by HKTDC, InvestHK, as well as the Intellectual Property Department of the HKSAR to promote Hong Kong's creative sector by delivering talks in various overseas conferences.

In 2007, Prof. Yuen was awarded the "Hong Kong Top 10 CEO Award" coorganised by Metro Radio Hong Kong and the Zonta Club of Hong Kong. He was also the recipient of PolyU's "Outstanding Alumni Award in 2009". Prof. Yuen was appointed as Justice of The Peace by the HKSAR in 2010 and was conferred Honorary University Fellow by PolyU in 2015.

Amy is a passionate facilitator and coach. She strongly believes that every individual has his/her own talents and deserve to have a happy and satisfied career, and has a mission to inspire and support various organisations on developing engaging workforce for business success.

She has more than 17 years of regional corporate learning and talent development experiences with a number of multi-national corporations across diverse industries. Her comprehensive experience covers not only formulating learning and development strategies, managing talent pipeline, succession planning and performance management system but also delivering various organisational development and cultural change initiatives as an internal consultant.

She has a broad range of coaching and training experience with all levels of employees and is a catalyst for transformation in people and organisation. Full of passion and energy, she has made a significant impact on the cultural transformation of the organization. She has a talent to read people accurately and to give insightful feedback to the clients as well as her workshop participants.

Amy is an Associate Certified Coach from International Coaching Federation 2 (ICF). She holds a Master of Science degree in Strategic Human Resources Management, and a Bachelor degree (Hon) in Labour-Management Relations and Economics.

She is the Director, Community Development of International Association of Facilitators, Hong Kong Chapter (IAF-HK) which intends to actively promote, support and advance the art and practice of professional process facilitation in Hong Kong.



Ms. Amy Chan
Senior Consultant and Coach

Programme Structure

Morning session

- Welcome and Introduction
- The Changing Market Landscape and Customer Expectations
 - Changing competitive set
 - Being good may no longer be good enough
 - Different expectations from different stakeholders
- Coping with the Challenges
 - Re-defining leadership
 - Turning challenges into opportunities
 - Internal and external branding
 - Staff members as brand ambassadors
- How to Build a Resilient Team
 - Factors that contribute to success or failure of leading organisations
 - Strategic implications
- Q&A of morning session

Afternoon session

- Motivation with Impetus
 - Building an Emotional Bank Account
 - How does motivation impact engagement?
 - The X Y Theory by Douglas McGregor: How does it impact my engagement at organisation and what I can do differently?
- Communicate to Engage
 - Building Conversations for Clarity
 - Active Listening - The three stages of listening and overcoming 'blocks' to active listening
 - Giving feedback using the positive "Even Better If" (EBI) message structures
- My Action Plan
 - How to motivate staff and build an engaged team?
- Review of Takeaways and Concluding Remarks

INSTITUTE OF ADVANCED EXECUTIVE EDUCATION

The Institute of Advanced Executive Education (IAEE) at The Hong Kong Polytechnic University (PolyU) is *Your Learning Vista for Dynamic Transformation*. Established in January 2011, IAEE develops advanced executive education and provides interdisciplinary courses. We embrace PolyU's promise of "Opening Minds · Shaping the Future" in designing programmes for senior executives, organisations and business professionals.

The Institute draws on PolyU's strengths to offer interdisciplinary executive education programmes in niche areas. Through our programmes, senior executives develop innovative thinking, enhance their leadership skills for strategic and operational excellence.

Advanced Executive Education is one of the four priorities set by the President of PolyU, Professor Timothy W. Tong, in his Inaugural Address in 2009. Led by Mrs Georgina Chan, Director of Institute of Advanced Executive Education, IAEE aims to enhance the University's reputation and connections with the private, public and professional sectors locally, nationally and globally. Mrs Chan possesses senior management experience with strategic development capabilities, extensive knowledge and skills in education and training gained locally and overseas. Prior to joining PolyU, Mrs Chan had held senior positions with two prestigious professional accountancy bodies, Institute of Singapore Chartered Accountants and the Hong Kong Institute of Certified Public Accountants (CPAs).

BESPOKE PROGRAMMES

We work collaboratively with our clients to identify and understand their company needs, helping them develop strategic business solutions that address the unique challenges they face. The format, framework, content, duration and methodologies of each programme are completely customisable. Developed and delivered by leading professors and experts in the field, our customised programmes inspire, enrich and empower participants, leading to significant outcomes for their organisations.

OPEN PROGRAMMES

IAEE has developed a portfolio of executive education programmes that offer senior executives and business professionals flexible learning in the development of their careers. All our programmes help participants acquire strategies and techniques to transfer what they learn back to their organisations. As a participant you will be inspired by our faculty members and reputable speakers, who are renowned for their ability to offer cutting-edge insights to senior executives and professionals at all levels. They will engage, challenge and equip you with knowledge, skills and expertise that will place you ahead of your peers.

AWARD-BEARING PROGRAMME

IAEE partners with PolyU's Department of Computing to offer an interdisciplinary *Executive Master in Digital Leadership* programme that specially designed to provide forward looking executives with genuinely innovative professional development experience to become well-equipped leaders in today's digital economy.

Registration & Enquiry

A completed registration form with cheque payable to "The Hong Kong Polytechnic University" should be sent to IAEE on or before **4 May 2017 (Thu)**. Spaces are limited, registration will be accepted on first-come-first-served basis.



Date: 17 May 2017 (Wed)
Time: 9:30 am - 5:00 pm
Venue: PolyU campus
Fees: HK\$6,000 per person
(Lunch and refreshments are included)

Tel: (852) 3400 8476
Email: iaee.enquiry@polyu.edu.hk
Website: www.polyu.edu.hk/iaee
Address: GH267, GH Podium Annexe,
The Hong Kong Polytechnic University,
Hung Hom, Kowloon

Combo Programmes

Enjoy **10% discount** for registrations of any two of the IAEE Senior Executives Series programmes.

Enjoy **5% discount** for registrations on or before 19 April 2017.

Looking for training topic?

Talk to us to learn about the wide array of programmes on offer and tailor a combo that best suits your needs.

CONTACT US

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