

## PROFESSIONAL DIPLOMA FOR TRAIN-THE-TRAINER FOR PROFESSIONAL TRAINER

23. 30 May & 7. 14. 21 Jun (Training Session) &  
5 Jul 2014 (Project Presentation)

### OBJECTIVE

- ✓ Training as Strategic Business Partner
- ✓ Global Trends in Training & Development re ASTD 2013 Competency Model;
- ✓ Holistic Approach in Training and Business Performance;
- ✓ Hands-on practical tools and methods on Instructional Design, Training Delivery and Evaluations.

*“Good to Great  
Why Some Companies  
Make the Leap...  
And Others Don't.”  
- Jim Collins*

Organizer:



Co-Organizer:



# COURSE OUTLINE

6-hour face-to-face training sessions

## Session

1

### Session 1: Training as Strategic Business Partner

Goal: Understanding business, structure, logic and underlying competitive dynamics; participating in developing customer-focused business strategies and goals.

- The Value of Training
- Global Research: Training on Trail
- ASTD 2013 Competency Model
- Global Trend of Training & Development
- Training & Development Areas of Expertise
- Training & Development Foundational Competencies
- Training as Internal Consultant
- Understand Your Consulting Skills
- Training as Change Agent
- Understand Your Change Competencies

2

### Session 2: Holistic Approach in Training and Human Performance Improvement

Goal: Applying a holistic approach in training and using a systematic process of discovering and analyzing human performance gaps; planning for future improvements in human performance; designing and developing solutions (including training as a solution) to close performance gaps; partnering with customer when identifying the opportunity and solution; implementing the solution; monitoring the change; evaluating the results.

- Holistic Approach in Training
- Human Performance Improvement (HPI) Model
- Business Analysis
- Performance Analysis
- Cause Analysis
- Intervention Selection and Recommendation
- Training as a Solution
- Implementation
- Evaluation

3

### Session 3: Instructional Design

Goal: Designing, creating and developing informal and formal learning solutions to meet organizational needs; analyzing and selecting the most appropriate strategy, methodologies and technologies to maximize the learning experience and impact.

- Adult Learning Principles
- Characteristics of an Effective Training Program
- Instruction Design
- Synchronous vs. Asynchronous Training
- Informal vs. Formal Learning
- Learning Method Categories
- Learning Methods and KSAs
- Preparing Materials, the Environment, and Yourself
- Preparing the Logistics for the Session
- Preparing to Prevent Nervousness
- Know Your Training Preference



# 4

## Session 4: Training Delivery

Goal: Delivering informal and formal learning solutions in a manner that both engages the learners and produces the desired outcomes; managing and responding to learner needs; ensuring that the learning is made available in appropriate platforms and delivered in a timely and effective manner.

- Preferences for Learning
- Whole Brain Concept
- A Learning Cycle
- Cultural Uniqueness
- Establishing a Positive Learning Environment
- Facilitating, Training, Presenting: What's the Difference?
- Presenting: A Dynamic Delivery
- Lectures: Positives and Negatives
- Tips to Maintain Interest
- Presentation Tool Tips
- Critical Facilitator Techniques
- Asking/Answering Questions That Lead to Learning

# 5

## Session 5: Training Evaluations and ROI

Goal: Gathering, organizing and analyzing information regarding the impact of learning solutions against key business drivers; presenting the information in a way that is meaningful to the organization; using learning metrics and analytics to inform organizational decision making.

- The Importance of Evaluation
- Evaluating Progress
- Planning, Data Collection, Data Analysis, Reporting
- Evaluation and Performance
- Return on Investment (ROI)
- Evaluation Case Study

## SPEAKERS

Mr. Peter Yip

MBA, CPLP, FHKIB, FHKIoD, FHKIoE, SHKIM, ASTD Global Certified Facilitator, President - American Society for Training & Development (ASTD) Hong Kong (2009-2013), CEO - CSG Consultancy, Chairman - International Business Transformation Consultancy, Chairman - Asia Institute of Marketing, Chairman - Training Committee of Hong Kong Institute of Marketing, Fellow - Hong Kong Institute of Directors, Fellow - Hong Kong Institute of Economists & Fellow - Hong Kong Institute of Bankers.

Mr. Yip has more than twenty years of talent development, human resource management and consulting experience in global financial institutions, including JPMorgan, Chase Manhattan Bank, Standard Chartered Bank, ABN AMRO Bank and The Bank of East Asia. Peter specializes in talent management, organizational integration, leadership alignment, change management, culture development, performance management and feedback management.

Stanley Chak is the Managing Consultant – LRT Consulting Group (strategic partner of CSG Consultancy), an MBA, MSc in E-Commerce Management, a Certified Practitioner of NLP. Stanley has over 20 years of people and organization development experience, and he focused on the topics of visioning and strategic thinking, organizational and team health audit, customer focus culture and internal partnership, performance feedback and mentoring programs, etc.

Mr. Stanley Chak

Mr. Philippe Tang

Philippe Tang is the Senior Consultant of the Intellectual Capital Development Division of the Hong Kong Productivity Council. He has over 15 years' extensive experience in delivering a range of consultancy projects, including strategic planning, culture reshape, talent management and integrated performance management system for various prestigious listed companies and multinational organizations.

Eva Lo is the Performance Consultant of CSG Consultancy. She has over 20 years' experience in training, specialising in customer service and business communication. She has a solid track record helping companies achieve business results, via superior and innovative training methods. Eva offers creative and insightful solutions, based on her in-depth knowledge and wide experience with key industries, e.g. banking, hospitality, logistics, retail, advertising, etc. She promotes international best practices and cross-cultural awareness, drawing from her extensive work and research in many countries and cultures. With her leadings and participation, the participating corporate won different awards from the American Society for Training and Development (ASTD), the Hong Kong Management Association (HKMA) and the Most Admired Knowledge Enterprise (MAKE) in different years.

Ms. Eva Lo

## ADMISSION REQUIREMENTS

Applicants should:

- ✓ Hold a bachelor's degree or equivalent; and
- ✓ Have 3 years' working experience  
[note: subject to training panel's discretion, applicant with less experience might be considered for admission]

## AWARD

AWARD of PROFESSIONAL DIPLOMA:

Participants who have successfully completed the program with overall 80% attendance rate, and get a PASS in the project will be awarded the "Professional Diploma for Train the trainer" by the Hong Kong Productivity Council and CS Global Consultancy Limited.

## CONTENT

Highly practical course consists of five 6-hour face-to-face training sessions, thirty self-learning modules (1 hour each), two individual project consultation sessions (1 hour each), and one project presentation session (1 hour), totaling 63 + hours.

## ENROLMENT PROCEDURES

- To enroll, please fill out the enrolment form below and email to [sandrachak@hkpc.org](mailto:sandrachak@hkpc.org) for seat reservation.
- Crossed cheque made payable to "Hong Kong Productivity Council" should be sent to Ms. Sandra Chak (Unit 2208), ICD, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Hong Kong Productivity Council for seat confirmation.

### ***Enquiry:***

**Miss Sandra Chak**  
**2788 5486**  
**[sandrachak@hkpc.org](mailto:sandrachak@hkpc.org)**

**DATE** : 23. 30 May @ 7. 14. 21 Jun (Training Session ) @  
5 Jul, 2014 (Project Presentation)  
**TIME** : 9:30am - 12:30pm @ 2:00pm - 5:00pm  
**VENUE** : 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon  
**LANGUAGE** : Cantonese with handouts in English  
**FEE** : HK\$18,800 / HK\$17,860\*

\* Discount Price:  
Early bird on/before 30 Mar 2014 OR  
groups of 2 or more enrollments at the same time

**ENROLMENT DEADLINE: 16 May 2014**



# Enrollment Form

## 報名表

課程編號 Programme Code :	課程名稱 Programme Title :	學費 Programme Fee:
<b>10000234</b>	<b>Professional Diploma for Train the Trainer</b> 23. 30 May & 7. 14. 21 Jun (Training Session ) & 5 Jul, 2014 (Project Presentation)	<input type="checkbox"/> HK\$18,800 x ____ / <input type="checkbox"/> HK\$17,860 <sup>#</sup> x ____

#(Discounts will be offered to Early bird on/before HKT & CFI OR groups of 2 or more enrollments at the same time

請以正楷填寫此表格 Please complete this form in BLOCK LETTERS.

\* 請刪除不適用者 Please delete whichever inappropriate

### 甲部 (Part A): 申請者資料 Applicant Information

公司名稱 Company Name :			
通訊地址 Correspondence Address :			
英文姓名 Name in English (必須與香港身份證/護照相同 Must be the same as shown on ID card/Passport) :	職位 Position :	電郵地址 E-mail Address :	電話 Telephone :
1. (Mr / Mrs. / Ms*)			
2.(Mr / Mrs. / Ms*)			
3.(Mr / Mrs. / Ms*)			

### 乙部(Part B) 繳費方法 Method of Payment :

<p><b>請選擇一項 Please select one only</b></p> <p><input type="checkbox"/> 現金 Cash</p> <p><input type="checkbox"/> 支票號碼 Cheque No. : _____, ( 公司 Company / 私人 Private* )。</p> <p>(支票請劃線, 抬頭人為「香港生產力促進局」。The cheque has to be crossed and made payable to the "Hong Kong Productivity Council.")</p> <p>Is the programme fee sponsored by your employer? 課程費用由僱主贊助? <input type="checkbox"/> YES是 <input type="checkbox"/> NO否</p>	*Please delete whichever is inappropriate / 請刪去不適用者
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#### 聲明 Declaration :

本人聲明在此報名表格及隨附文件所載的資料, 依本人所知均屬完整、真實及準確。本人已細閱並接受報名表內的所有條款及細則。  
I declare that all information provided in this enrolment form and the accompanying documents are, to the best of my knowledge, true, accurate and complete. I have read and accepted all the terms and conditions of this enrolment form.

☐ 本人反對香港生產力促進局使用本人的個人資料, 包括但不限於姓名、年齡、性別、電話號碼、傳真號碼、職位、會員身份、繳費資料包括信人卡資料(如適用)、學術及專業資格、通訊地址及電郵地址 ("個人資料") 於推介該局最新發展、工業支援服務、顧問服務、培訓課程及相關的活動及其他由生產力局的推廣活動的用途。I object to the proposed use of my personal data including, without limitation, name, age, gender, phone number, fax number, job title, member status, payment details including credit card information (where applicable), academic and professional qualification, correspondence address and email address ("Personal Data") for the purpose of sending me information relating to HKPC's latest developments, industry support services, consultancy services, training courses and related events, and other marketing activities as may be organized by HKPC..

申請者簽名 Applicant's Signature : (1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_ 日期 Date : \_\_\_\_\_

#### 報名程序 :

請填妥報名表、連同相關課程需要的文件及費用, 親身或以郵遞方式遞交。  
郵寄地址: 九龍達之路 78 號生產力大樓香港生產力促進局生產力培訓學院  
(請於信封面註明報讀課程名稱及編號。)

#### 條款及細則:

- 報名表(可用影印本) 必須連同學費於開課前一併繳交, 否則報名無效。
- 所收集的個人資料將會作入學申請、登記、學術、行政、研究、統計及市場分析及用於推介本局最新發展、工業支援服務、顧問服務、活動和培訓課程的用途。個人資料會嚴格保密處理。除非獲得閣下的同意, 本局不會將個人資料轉移予第三者。本局已制定收集、使用及保留個人資料的政策, 於報名處供索閱, 閣下亦可向本局個人資料管理主任查詢。
- 閣下可以信用咭、易辦事或支票繳交學費。學費收據以本局機印方為有效, 支票收妥作實。
- 除非本局於以下期限前收到申請者書面通知退學, 否則已繳學費(不論全費或部份)概不退還:
  - 由本地講師教授的課程, **最少於開課前五個工作天通知**
  - 由外地講師教授的課程, **最少於開課前十五個工作天通知**
 閣下申請退還學費需繳交手續費**二百元正**。如申請者以信用卡繳交學費, 則需額外支付學費之**3%作銀行手續費用**。
- 閣下可提名他人代替其本人出席課程, 惟事先須得本局同意。閣下不可轉換其他課程。
- 生產力局保留在任何情況下及以任何原因拒絕任何入學申請的權利。閣下繳付學費後, 仍須符合入學的所有條件, 其申請方可獲得接納。
- 生產力局保留在有需要的情况下更改講師及/或課程內容、授課地點、日期及/或時間的權利。
- 颱風及暴雨警告: 如課堂時間是在早上(09:00-13:00)、下午(14:00-17:00)或晚間(6:30-10:00), 將在下列情況下取消: (一)八號或以上颱風訊號或黑色暴雨警告訊號在早上 6:00-11:00 或下午 4:00 仍然懸掛; 或(二)香港天文台在早上 6:00-11:00 或下午 4:00 或之後, 宣佈將懸掛八號或以上颱風訊號或黑色暴雨警告訊號。本局將盡早通知閣下補課的日期及時間。
- 以上“條款及細則”內容均以本院課程單張及網頁公佈之最後更新版本為依歸。

#### ENROLMENT PROCEDURE:

Please complete and send this enrolment form with requisite documents and fee to the Institute in person or by mail.

Mailing Address: Productivity Training Institute, Hong Kong Productivity Council, HKPC Building, 78 Tat Chee Avenue, Kowloon. (Please mark the programme title and programme code on the envelope.)

#### Terms and Conditions:

- Course fee must be accompanied with this form (or photocopy) before course commencement, otherwise enrolment will be rejected.
- Personal Data collected will be used for processing your application for admission, registration, academic, administrative, research and statistical purposes and will also be used for marketing purposes, specifically for the purpose of sending you information relating to HKPC's latest developments, industry support services, consultancy services, events and training courses. Personal Data will be treated in strict confidence. Unless otherwise agreed by you, Personal Data will not be transferred to any third parties. HKPC implements a policy governing the collection, use and retention of Personal Data, which is made available at the enrolment counter. You may also contact Personal Data Controlling Officer of HKPC for further details.
- You may make payment by credit cards, EPS or cheques. Amount received will be imprinted on the official receipt. Cheques are subject to bank clearance.
- Enrolment fee (in full or in part) is not refundable except if HKPC is notified in writing of your withdrawal:
  - at least 5 working days** before the course commencement for training program run by **local speaker**
  - at least 15 working days** before the course commencement for training program run by **overseas speaker**
 A handling charge of **HK\$200** will be levied. For payment made by credit card, an additional **bank charge of 3%** of the enrolment fee will be imposed.
- You may, subject to the prior approval of HKPC, nominate a person to attend the course on your behalf. Course switching request will not be accepted.
- HKPC reserves the right to reject any application in any circumstances and for whatever reasons. Payment of fees should only be construed as conditional acceptance of application.
- HKPC reserves the right to replace the speaker and/or change the contents, venue and/or time as may be necessary.
- Classes in the morning, afternoon or evening will be cancelled if typhoon signal No. 8 or above OR black rainstorm warning remains hoisted after (or is announced by the Hong Kong Observatory to be hoisted at/after) 6:00 a.m., 11:00 a.m. and 4:00 p.m. respectively. You will be notified of the re-scheduling arrangement as soon as possible.
- These terms and conditions are subject to revisions as may be set out in the course pamphlets and the latest updates in the Institute's website.