

ITP



LINK

The Newsletter for Members of the Institute of Training Professionals

The Certified Trainer Scheme (CT Scheme)

By Mr. Sam Ying, FITP

As the only association for training and development professionals in Hong Kong, we are proud to announce the launch of the “Certified Trainer Scheme”. Some years ago, the Institute had started to structure a scheme that aims to enable the general public to recognize those who have met the minimum requirements of a Training Professional. The scheme also stipulates the competencies that training professionals should possess.

The CT Scheme has just been launched in March 2014. Institute Members and the public can find out details of the Scheme on the ITP website (www.itp.org.hk).

At the first stage of the launch, the Scheme will target on those who are working generally as, in job description terms, “Training Officers” (which is equivalent to Level 4 of the Hong Kong Qualifications Framework, or “HKQF” in short); or to those who perform the duties of “training officers”, part-time or full-time. Under the Scheme, those who possess the required “training competencies” as stated in the Scheme can apply to the Institute for the title of “Certified Trainer”. The Scheme also applies to those beyond and above “training officers” level.

To be recognized as a “Certified Trainer” applicants have to submit evidence demonstrating that they have met the required competency standards. Applicants have to go through an assessment process.

Like most other professions, a grace period is granted to existing members enabling them to get grandfathering. Under the current membership requirements of ITP those at Member grade (MITP) or above can apply for direct election to Certified Trainer status between now and end of August 2014. Associate Members (AMITP) can apply for the title of Certified Trainer during the same period by making a claim of having accumulated no less than three years of field training practical experience. After that, all people wishing to acquire the title of “Certified Trainer”, be they members of the Institute or not, will have to go through the assessment process as stated in the CT Scheme.

Through the Scheme, it is the aim of the Institute to develop a publicly recognised standard for trainers in the Training and Development field.

ITP looks forward to your support to this Scheme.

ITP ExcOs and Members Rallied their Support to QF for the HRM Sector

By Prof. Alfred Ho, FITP

Five executive committee members plus a few members of ITP turned up at the Qualifications Framework Consultation Session for the HRM Sector organized by HKCAAVQ (Hong Kong Council for Accreditation of Academic & Vocational Qualifications) on Friday 21 February, 2014. The event that took place at the Auditorium of the Central Government Offices attracted over a hundred representatives from HRM-related professional institutions, local academic & vocational training institutes, and practitioners from NGO's and private sectors.

Five guest speakers were invited to present their views with the attendants, including the four major local HRM professional associations (Hong Kong Institute of Human Resources Management; Hong Kong People Management Association; Personnel Management Club of Hong Kong Management Association; and ITP). Chairman Fred Kwan represented our Institute to state our case to the session participants.

The General Manager of HKQF, Mr. Patrick Pang, started off this one-and-a-half-hour event briefing the attendants the progress thus far in introducing the QF system in Hong Kong. He pointed out that QF is now adopted in 19 industries/trades in Hong Kong, covering 46% of the local workforce. HRM is the first cross-industry sector that they wanted to consult practitioners in the profession on the feasibility and desirability of adopting this

competency approach like the other trade-specific subject areas.

Ms Pauline Chung, President of HK People Management Association, started off sharing her experience in launching QF in several fields, particularly in manufacturing technology. She observed that those possessing considerable experience (but no formal credential) tend to favor

this more as the accreditation of prior learning was perceived as giving them hope for recognition and promotion. She also felt that having a clear set of qualification - related competencies would help determine the level of competence of those that

are working in larger organizations while holding junior positions against those holding higher positions in smaller organizations.

Ms Margaret Cheng, Vice President of the HK Institute of Human Resource Management, next described the increasing challenges that HRM practitioners now face: more legislations (e.g. data privacy, equal opportunities), diverse environment across the border, aging workforce, generations X and Y, etc. Those untrained staffs who worked their way up from the very bottom all now need further training. Furthermore, Margaret informed the attendants that fewer people are now joining the HRM profession. She opined that having a qualification hierarchy would help attract more people to join the profession.



Dr. Oliver Yau (the only non-HRM speaker in the panel who represented the small business sector and runs an IT consultancy serving mainly the SME's) found from his experience that many HRM practices commonly implemented in large organizations are not found, or cannot be executed, in SME's. Not only the employees but also the SME owners/bosses would see the room for self-improvement/development if there are qualification-linked training offerings in the HRM field.



The representative from HKMA's Personnel Management Club, Dr. Aaron Chiang, shared his trouble of trying to figure out the various HRM job titles held by HRM people coming from organizations of different sizes. He pointed out that a QF for HRM would help provide a common yardstick for measuring people's capabilities. Having a qualification standard, similarly named positions that actually have varying job descriptions/content will now become comparable. For those who have been practicing in the profession for many years without formal training/not possessing formal education awards can now be properly measured. This would also enhance their promotion prospects.

ITP Chairman Mr. Fred Kwan made the last input of the panel, focusing more on the training implications. He opined that having a QF for the HRM sector can help practitioners understand what they do not yet know; and educational & training institutions also will know more accurately what elements should be included in their programs & courses. Companies will be

able to gauge to what extent that their line managers were engaged in training up their subordinates and plan on how better to utilize their staff training capabilities. Line managers performing training duties part-time may also see a

new career option – that of moving into the T&D field.

The session was then open to the floor for consultation. Along with other participants ITP representatives present, namely: Mr. Sam Ying, Professor Alfred Ho, and Dr. Denny Chow also made use of this opportunity to actively express their views.

Their opinions are summarized below:

- The idea of having a QF for the HRM sector was generally favored;
- HRM and HRD (human resource development) should better be differentiated;
- A QF in HRM can help integrate education (academic sector), training (corporate section) and learning (individuals), and enhance workforce development;
- QF must be linked with remuneration and promotion in organizations before employees will feel any interest;
- HRM personnel may not be capable of performing T&D roles; QF-linked training will help them;
- Not only should QF be implemented but should also be pushed forth promptly;
- Besides the professional institutions' membership grades that HRM personnel possess, QF can more clearly indicate their level of competence in specific areas;

- QF standards can clearly identify the capability level of HRM practitioners through comparison;
 - Having trade-related professional institutions' help, blessing, and recognition will help the adoption of QF (Dr. Aaron Chiang cited the case of the Institute of Housing recognizing the QF of property management that helped its launch and quick adoption in the trade);
 - When organizations and people seeing others are adopting and practicing it (QF), then more will be attracted to join the band wagon.
- ITP also seized the opportunity to let attendants know in advance of its competency-based Certified Trainer Scheme that was about to be launched, citing that as a good proof (through real action) of the Institute's support of the government's QF initiative.

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工業貿易署中小企業支援與諮詢中心講座 「中小企員工培訓DIY」

By Ms Catherine Lee, MITP

這天很高興能夠參與此講座，並從中向何世柏教授學習有關中小企業開辦員工培訓的心得。當天超過 100 人出席，座無虛設，好不熱鬧。



何執委先向與會人士介紹 ITP

作為 ITP 執委成員之一，何教授先簡要地向出席人士介紹學會歷史、愿景和活動，並鼓勵他們加入，然後才進入主題。他預備了相當豐富的內容，由學習動機、成人學習特性開始，到 DIY 培訓設計、培訓後檢討與跟進等等，都能夠精簡及具體地將設計培訓時需要注意及準備的事項，一一娓娓道來，讓在座各位參與者可以在短時間內對培訓有一清晰概念，相信他們於企業內進行培訓時，便可按步就班地進行，收事半功倍之果效。

我雖然從事培訓行業多年，亦能藉著何教授今次的講座，再次重溫當中的內容。最後他更分享了作為一個導師所扮演的角色，一些講解技巧及講解準備清單，相信各位參與者都能藉此了解到培訓工作的要點。



於提問環節時，各位參與者都積極發問，當中討論到一星期內哪些時間舉辦培訓比較合適，一時眾說紛紜，何世柏教授作最後總結，其實培訓沒有一個特定的合適時段，最重要是培訓安排能夠配合公司的文化，並符合員工的需要。此外，大家亦討論到培訓成效，這一直是企業老闆所關注的，亦是培訓人員經常要思考的課題，怪不得在座各位都很投入討論呢!



工貿處中小企支援中心主管向講者頒感謝狀

參觀鴻福堂感想

何雪瑩

香港專業教育學院(摩理臣山)人力資源管理學高級文憑四年級學生

在參觀鴻福堂這個活動之前，我也很好奇他們的人力資源團隊是如果運作，因大多數在店舖工作的員工都是媽媽級別和新移民員工。在培訓和發展方面可能會有些困難，但透過這次的分享會，原來鴻福堂背後有一個強大的人力資源團隊。



Sonia Tsang, the Manager of Organizational and People Development of Hung Fook Tong, addressing the visitors

這次的演講者是鴻福堂的人力資源 SONIA。鴻福堂憑著「真心製造，自然流露」這個宗旨來經營涼茶事業。SONIA 透露他們的流失率在 7、8 年前是約 15%，到現在下降到只有大約 5%。問他們的成功方法，她說沒有特別採取措施去減少流失率，員工工作開心自然就不會離開。鴻福堂經常舉辦活動去提升員工士氣、團隊精神和歸屬感。例如 Day Camp，生日會和關鍵時刻。關鍵時刻是分派高層的行政人員在店舖幫手一整天，體會前線員工的辛苦。有員工表示他們很驚喜，很開心；亦有高層經理反映他們在炎熱天氣派傳單其實很辛苦，在店舖企

大約 4 小時已經很累。透過一整天的幫忙，感受到前線員工的辛苦，明白到後勤人員要多支持和支援前線員工。



Group photo

雖然鴻福堂是一間規模不太大的公司，但我深深感受到他們團隊的人情味，好像定時安排身體檢查、生日派對、Mailbox。這些看似微不足道的關心，其實員工會感受到的。有努力打拼的員工才能令鴻福堂的發展更好。



Dr Denny Chow and Miss Catherine Lee presenting an ITP souvenir to Miss Sonia Tsang

Visit to Hong Kong Post Office Training Centre

*By Nigel Yip, MITP & Serena Fung
Karrie Int'l Holdings Co*

People have always been the most valuable asset in a company. But how to retain and utilize such an asset is never an easy task. We wish to express our gratitude here to both ITP and Hong Kong Post for organizing such a meaningful event, to share the success of Hong Kong Post on their staff training and development. Their generosity in sharing ideas and giving down-to-earth advice makes every minute fruitful in this 2-hour event.



Group photo

It is not hard to understand the formula behind the success of Hong Kong Post in their training and development. Their determination and passion in people development is clearly shown by their performance pledge mentioned right at the beginning of the sharing session. Giving a firm promise of training hours for everyone in the company is one way to make their T&D goals clear and solid. It is courageous to make such an open pledge to all the colleagues given their operations are restricted by a Trading Fund from the Hong Kong Government.

Their training program list is, no doubt, a

comprehensive one. A wide-spectrum of programs such as refresher, skills enhancement and management impress not only their staff, but also us as the audience of the sharing session. We find it inspiring to see how Hong Kong Post make good use of resources to cultivate the atmosphere of continuous learning within the company. From delivery of duty training to dog-bite prevention training, their T&D is definitely playing a significant role in smoothening the work of every postman.



Mr. Yuen, Assistant Manager of Hong Kong Post briefing the delegates in a training room

The visit is more than merely a sharing with their T&D team. We are grateful to have a chance to visit the training centre, management resources centre, library and other facilities which also contributed to the success of their T&D work. In order to facilitate work efficiency and occupational safety and health at the same time, the appliances for mail handling are all tailor-made for postmen. It is fascinating to see that their training centre is filled with simulated settings and machines. Such training facilities for

training postmen are pragmatic and effective as the trainees can quickly relate and transfer their learning to actual work. It is not surprising, therefore, that postmen in Hong Kong are well recognized for their outstanding performance.

We all witness, and benefit from the excellence service of the Hong Kong Post. Honored with many outstanding service awards, the T&D team of Hong Kong Post earns a big credit for their achievements. Their team is definitely a role model for other counterparts to learn. Last but not the least, as members of ITP, we are very much

delighted to participate in such insightful and thought-provoking events that ITP had organized. We also wish Hong Kong Post all the best in the future.



Souvenir presentation to Hong Kong Post

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