

ITP LINK

The Newsletter for Members of the Institute of Training Professionals

Forum “QF, an Easy Way (資歷架構容易做)”

By Dr. Eleanor Cheung, FITP

Nowadays organizations and individuals alike are looking for ways to upgrade themselves in order to stay competitive in a fast-changing and knowledge-based economy. Indeed, the government has established the Qualifications Framework (“QF”) in 2008 to encourage and promote lifelong learning so as to sustain manpower development of local workforce, which is important to Hong Kong’s ongoing business success. ITP (Institute of Training Professionals) has invited seasoned practitioners to share with members and other potentials practitioners their valuable QF experience at a half-day Forum held on 18 April 2015.

Speakers include Ms. Karen Fok, Secretary, Cross-Industry Training Advisory Committee (CITAC) for HRM, Qualifications Framework Secretariat; Mr.. Benny Chiang, Registrar of Vocational Accreditation & Development, ITP LINK, JANUARY 2016, ISSUE 45

Hong Kong Council for Accreditation of Academic and Vocational Qualifications; Mr.. K.F. Ho, Head, Human Resources & Administration Division, Dah Chong Hong (Motor Service Centre) Ltd.; Dr. Aaron Chiang, Head of Human Resources & Administration, Hong Yip Service Co. Ltd.; and Mr.. Sam Ying, Chairman of ITP Certified Trainers Scheme Accreditation Committee.



Prof. Alfred Ho, the Facilitator, and the Speakers at the Forum

Ms. Karen Fok and Mr. Benny Chiang focused

on the background, objectives, and related application procedures and processes of QF. Being seasoned practitioners, Mr. K. F. Ho and Dr. Aaron Chiang shared with participants their success stories in launching QF.

The key success factors as identified include support from senior executives and site managers; good communication, involvement and participation among different key stakeholders; clear understanding of QF requirements; involvement and commitment of staff from various departments in designing appropriate programs, and collaboration between the organization and tertiary institutions. However successful, there are difficulties encountered when applying QF which include accreditation fee, no experience, staff have very little knowledge of QF



Participants at the Forum

The seminar ends with the Q&A session where active participation has been found among participants sharing and raising various issues concerning the QF.



Group Photo of the Speakers and the ITP Working Committee Members

資歷架構容易做

很高興能出席是次由培訓專業學會舉辦，題目為“資歷架構容易做”的論壇。為了加深參加者對資歷架構的認識，學會邀請了多名有關講者到場為資歷架構不同的範疇作解說。首先由資歷架構秘書處霍小姐為資歷架構的背景和機制作解說，然後由香港學術及職業資歷評審局的蔣先生為我們解釋評審培訓課程的程序，讓各位參與先多了解資歷架構。接著分別由大昌行何先生及康業服務有限公司蔣先生介紹如何將資歷架構應用到其公司，當中有什麼困難及成功因素等等，將實踐經驗一一與我們分享，使我們各參與者獲益良多。最後學會委會成員邢先生介紹學會最近推出之認可培訓師計劃（Certified Trainer Scheme），而另一位執委會成員何世柏教授則為當天講座作出總結。

各講者預備了相當豐富的內容，令參與者更容易明白資歷架構的概念及其運作。而有興趣建立及舉辦資歷架構課程的朋友，更可從四位講者身上獲得更多相關資料，而實踐經驗更是難得的分享，相信各位對此課題能掌握到實用資訊。在整個論壇最使我印象深刻的是「過往資歷認可」機制，讓擁有不同知識、技能及工作經驗的員工都可以透過此機制而獲得一個資歷確認。

By Ms Florence Lau, Hong Yip Service Co. Ltd.

根據「過往資歷認可」機制，員工可以憑著工作年資以及相關經驗證明去申請不同級別的資歷確認。將多年累積的工作經驗及年資與不同公司聘用員工時提出的學歷要求互相掛鉤，令員工不再因為學歷問題而拒被聘用。此機制不單令員工自信心有所提升，同時亦提供更多就業機會予學歷不高但年資豐富的員工，更會達到鼓勵員工持續進修和不斷自我增值的效果。現在已有十個行業推行此機制，其他行業亦陸續開始為有關機制進行商討，相信日後將會有更多員工受惠。

到最後問答環節，多名參加者積極發問引發更深入的討論，令在座多位講者及參加者更清楚了解不同界別人士對資歷架構機制的看法及疑問。相信當日所有講者及參加者都滿載而歸，希望日後能再有機會參加類似活動！



Florence Lau (in the middle) served at Reception.

A 'WOW' Experience at Lanson Place Hotel

Ms Angela LEE, MITP

Despite the heavy rain in the Saturday morning on 23 May 2015, I was much excited on my way to a hotel that is located in Causeway Bay, the heart of our city. I knew that the hotel was never opened for study visit, and I felt delighted that ITP was given this opportunity. It was the Lanson Place Hotel, the LPH in short.

When I arrived at the hotel entrance, I was hurrying to pick out a plastic holder from my handbag for my wet umbrella. At that moment, a gentleman from the Concierge of LPH, with a warm smile on his face, instantly passed on to me a plastic bag for my use. When I told him that I came for a company visit and was waiting for other companions, he politely replied that I could go inside to the lobby and to take a seat. So, I thanked him and accepted his kind offer.

After all registered participants have reported attendance, we were invited to go to the Conference Room at the 2/F. Inside the room, Mr. Ian Brewis, General Manager of LPH, and his colleagues extended their warm welcome to the ITP delegation. Then, Ms. Ana Cheng, Learning & Development Manager, gave us a very precise and lively presentation about the hotel's company background and its corporate culture.



Mr. Ian Brewis, General Manager of LPH, and his colleagues welcomed the ITP delegation.

LPH is a boutique hotel under the hospitality investment and management of Wing Tai Properties Limited. Its slogan, 'My life, my style', well explains its mission in becoming a lifestyle expert in the service industry. Its main objective is to create a second home for the business executives and travelers from overseas.

Apart from projecting a warm living set-up, Anna shared that the management would like to cultivate a concept of 'better living coming from within' to its employees. Hence, the Management promotes 'WOW Culture' to its staff. Actually, 'WOW' means 'We Offer Wonders' to our guests. Staff members are encouraged to do something, not necessarily big surprises, but could touch the guests' hearts warmly.

Anna introduced that there was a 'WOW Learning Culture' named as 'Lanson Place Experience'. This scheme tells that all the employees are performers who have to go through the following six stages of 'performing':

1. Setting the stage
2. The first impression
3. The moment of truth
4. The service performance
5. The curtain call
6. Stubble review

In other words, the above scheme is an inspiring process to train and to transform the employees as ambassadors of 'care' and 'concern' for the residents. The employees do not only provide basic services to their guests, but also offer customized services which fit to their social lives.

Ana shared with us some touching and impressive stories of 'WOW Actions' happened in the Group. Every month, there is voting for excellent 'WOW Action' internally. Colleagues with high votes are awarded at birthday parties or Annual Party.

The Management even compiled the 'WOW' stories into a book well illustrated with lovely pictures. Each participant of this study visit was given one copy.

Ian shared with us that while a service

company spends money on advertising to its external customers, it is also very important to advertise the company's core values to its internal customers – the employees. It is necessary to make a balance.

After the brief presentation, participants were split into two groups and followed the hotel crews to have tour of the hotel rooms.

One of the not-so-common yet remarkable installations of this hotel is that there is electric stove provided in guest room so that residents can cook and enjoy their meals inside the room. This special facility well explains that LPH would like to create a 'home' feeling for their guests.

After the tour, a participant asked Ian, 'How do you select your employees?' Ian replied that the candidates should be open-minded, willing to understand others' needs and be able to act swiftly. No matter how skillful and well educated he or she may be, **ATTITUDE is No. 1 in the service industry.**

Another participant asked Ian how they keep the staff turnover rate low. Ian pointed out that staff must be motivated to build up confidence. For example, the Management would get them involved in some projects so that they can gain more valuable experience. Most important of all, the employees are treated as family members. LPH is also a

‘home-from-home’ for the employees as well!

Ian emphasized, “Happy Employees, Happy Guests!” It is a golden rule in the service industry.



Presentation of souvenir from Ms. Angie Yu, Chairman of ITP, to Mr. Ian Brewis.

(Remarks: More photos of the visit can be found at the Photo Gallery of ITP website: www.itp.org.hk.)

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