




Course Fee: HK\$2,110

\*75% of programme cost are subsidised by the Government

To stay competitive in the **NEW Normal**, companies need to analyse and identify their core **business gaps and opportunities** so as to adapt to the **new markets directions** and **expand their businesses**.

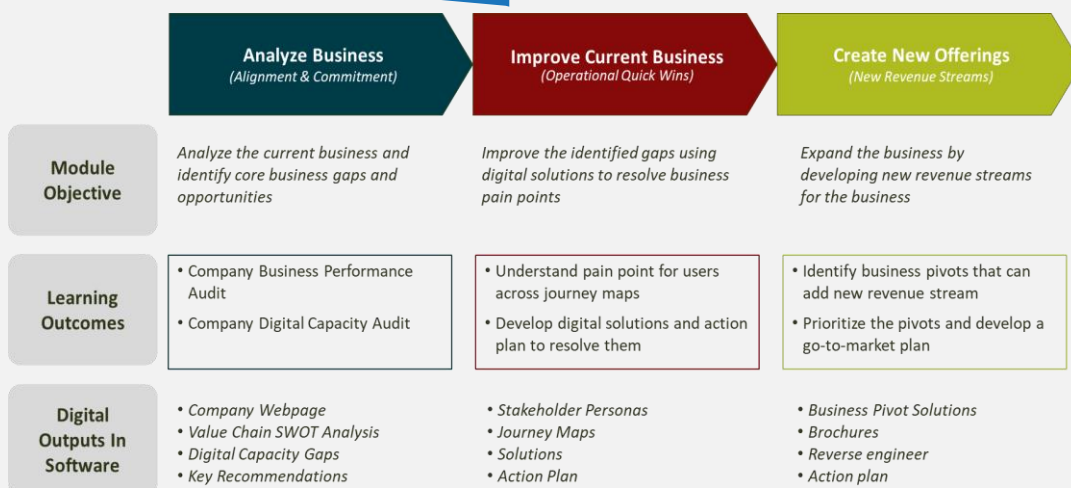
This programme uses an **action-based approach** of "IXL Center Winning in the NEW Normal Programme" and provides an **online business simulator** to help enterprises develop new revenue streams, go-to-market plan and business pivot solutions.

Programme code	10011567-03
Date and time	04 Oct – 17 Nov 2021 (Plus 6-month tech practicum)
Venue	HKPC Building and Online Broadcast 
Medium	Cantonese and English
Course fee	HK\$2,110
Target	Executive and management of companies looking for business improvement, continuity, transformation, change and process re-engineering

**\*10% off Discount For Members From Supporting Organisations**

## Learning Outcomes

Three key modules with specific learning objectives and outcomes:



## About the Programme

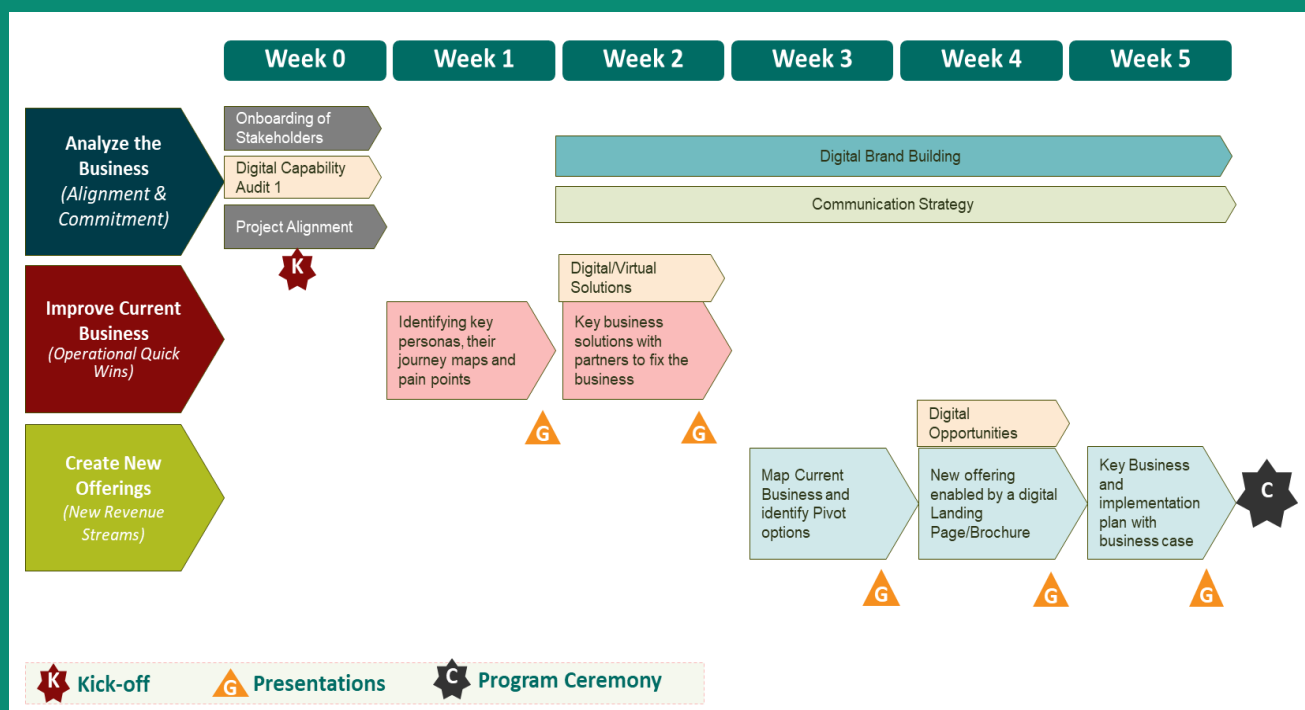
The programme spans over 5 weeks with an additional preparation and kick-off week to get started. The overall duration will be 80 hours. Around 70% of the time will be allocated for lectures with case studies as well as team coaching/mentoring, and 30% of the time will be allocated for group work, practice and online software exercises.

Format	Programme Content	Duration
Compulsory	Lectures via ZOOM	35 hours
Self-study	Team Practice Exercises	27 hours
Elective + By Appointment	Team Coaching / Mentoring Sessions via ZOOM <i>*Each Team can choose maximum 3-hour team coaching / mentoring session per week. Appointment is requested.</i> <i>*All coaching sessions will be held at 11:00 am to 12:30 pm and 06:00 pm to 07:30 pm.</i>	18 hours
		80 hours

### Remarks:

1. All teams should submit their exercises on time, which will be assessed by trainer
2. Participants are required to attend 75% of compulsory lectures so as to fulfill the programme attendance requirement
3. No attendance requirement for Team Practice Exercises and Team Coaching / Mentoring Sessions

Below is a visual presentation of the program rundown:



## Major Themes and Learning Focus

### Week 1: Analyse the Business

**Date: 04 to 08 Oct 2021**

**Theme: Give the participants clarity around the business opportunities and gaps**

#### Key Learning Outcome:

1. Onboarding of stakeholders (Programme Kickoff, onboarding, and alignment)
2. IT Training for software simulation
3. Business digital audit to understand the current state of business (Case for Change)
4. Mentor coaching to understand 'What's Next' strategic focus from the business owners

Content	Duration
<b>Lecture 1A [COMPULSORY]</b> <b>04 Oct: 10:00am – 01:00pm @ HKPC Building</b> Theories, Framework & Tools, Case Studies and Business Simulations	3 hours
<b>Lecture 1B [COMPULSORY]</b> <b>04 Oct: 02:30pm – 04:30pm @ HKPC Building</b> Business simulations practice on online platform	2 hours
<b>04 - 08 Oct: Team Practice Exercise @ ZOOM [Self-study]</b> Online digital assessment & business audit	4.5 hours
<b>06 Oct: Team Coaching/Mentoring Sessions @ ZOOM [Elective + By Appointment]</b>	3 hours

### Week 2: Improve Current Business (Part 1)

**Date: 11 to 15 Oct 2021**

**Theme: Create operational quick wins to energise and fix the core business**

#### Key Learning Outcome:

1. Develop key stakeholder personas
2. Map their Journeys and identify pain points
3. Identify quick wins for fixing the core business

Content	Duration
<b>Lecture 2A [COMPULSORY]</b> <b>11 Oct: 10:00am – 01:00pm @ ZOOM</b> Theories, Framework & Tools, Case Studies and Business Simulations	3 hours
<b>11 to 15 Oct: Team Practice Exercise [Self-study]</b> 2-page worksheet of a plan to fix core business (All teams should submit their exercise on time which will be assessed by trainer)	4.5 hours
<b>13 Oct: Team Coaching/Mentoring Sessions @ ZOOM [Elective + By Appointment]</b>	3 hours
<b>Lecture 2B [COMPULSORY]</b> <b>15 Oct: 10:00am – 01:00pm @ ZOOM</b> Case studies and Feedback on Team Practices	3 hours

## Major Themes and Learning Focus

### Week 3: Improve Current Business (Part 2)

Date: 18 to 22 Oct 2021

Theme: Create operational quick wins to energise and fix the core business

#### Key Learning Outcome:

1. Prioritise digital solutions and identify key solutions
2. Create a primary action plan for solution implementation
3. Align on the budget for implementation of the prioritized solutions

Content	Duration
<b>Lecture 3A [COMPULSORY]</b> <b>18 Oct: 10:00am – 01:00pm @ ZOOM</b> Theories, Framework & Tools, Case Studies and Business Simulations	3 hours
<b>18 to 22 Oct: Team Practice Exercise [Self-study]</b> 2-page worksheet of a plan to fix core business (All teams should submit their exercise on time which will be assessed by trainer)	4.5 hours
<b>20 Oct: Team Coaching/Mentoring Sessions @ ZOOM</b> <b>[Elective + By Appointment]</b>	3 hours
<b>Lecture 3B [COMPULSORY]</b> <b>22 Oct: 10:00am – 01:00pm @ ZOOM</b> Case studies and Feedback on Team Practices	3 hours

### Week 4: Create New Offerings (Part 1)

Date: 25 to 29 Oct 2021

Theme: Develop new revenue streams to expand the business and capture lost customer demand

#### Key Learning Outcome:

1. Identify & Prioritise new business opportunities for the company
2. Develop Brochures and action plan for prioritized 3 options

Content	Duration
<b>Lecture 4A [COMPULSORY]</b> <b>25 Oct: 10:00am – 01:00pm @ ZOOM</b> Theories, Framework & Tools, Case Studies and Business Simulations	3 hours
<b>25 to 29 Oct: Team Practice Exercise [Self-study]</b> 2-page worksheet of a plan to breakthrough business (All teams should submit their exercise on time which will be assessed by trainer)	4.5 hours
<b>27 Oct: Team Coaching/Mentoring Sessions @ ZOOM</b> <b>[Elective + By Appointment]</b>	3 hours
<b>Lecture 4B [COMPULSORY]</b> <b>29 Oct: 10:00am – 01:00pm @ ZOOM</b> Case studies and Feedback on Team Practices	3 hours

## Major Themes and Learning Focus

### Week 5: Create New Offerings (Part 2)

Date: 8 to 12 Nov 2021

Theme: Develop new revenue streams to expand the business and capture lost customer demand

#### Key Learning Outcome:

1. Find partners to go faster to the market
2. Develop a go-to-market plan for the 3 prioritized options

Content	Duration
<b>Lecture 5A [COMPULSORY]</b> <b>8 Nov: 10:00am – 01:00pm @ ZOOM</b> Theories, Framework & Tools, Case Studies and Business Simulations	3 hours
<b>8-12 Nov: Team Practice Exercise [Self-study]</b> 2-page worksheet of an execution plan of solution (All teams should submit their exercise on time which will be assessed by trainer)	4.5 hours
<b>10 Nov: Team Coaching/Mentoring Sessions @ ZOOM</b> <b>[Elective + By Appointment]</b>	3 hours
<b>Lecture 5B [COMPULSORY]</b> <b>12 Nov: 10:00am – 01:00pm @ ZOOM</b> Case studies and Feedback on Team Practices	3 hours

### Week 6: Programme Warp Up

Date: 15 to 17 Nov 2021

Theme: Design the implementation and investment plan

#### Key Learning Outcome:

1. Develop a communication strategy and plan to activate demand
2. Develop a consolidated implementation plan for solutions
3. Outline the investment plan with ROI
4. Create a business case highlighting key recommendations

Content	Duration
<b>Lecture 6A [COMPULSORY]</b> <b>15 Nov: 10:00am – 01:00pm @ ZOOM</b> Theories, Framework & Tools, Case Studies and Business Simulations	3 hours
<b>15 to 17 Nov: Team Practice Exercise [Self-study]</b> 2-page worksheet of a business case with financial plan (All team should submit their exercise on time which will be assessed by trainer)	4.5 hours
<b>16 Nov: Team Coaching/Mentoring Sessions @ ZOOM</b> <b>[Elective + By Appointment]</b>	3 hours
<b>Lecture 6B [COMPULSORY]</b> <b>17 Nov: 10:00am – 01:00pm @ ZOOM</b> Case studies and Feedback on Team Practices	3 hours

## Principal Trainer



**Mr David CHUNG**

David has more than 20 years of experience in management consulting of business transformation, innovation management, and design thinking across different sectors. He is the partner of IXL Center in Hong Kong.

He managed over 35 large-scale projects and 350 training workshops of business transformations for hundreds of enterprises in Hong Kong, China and Asia across different business sectors, including aviation, banking, insurance, hotel, retail and OEM/ODM. Six of these projects generated breakthrough business results in their industries, and three of them created a significant business impact at a global level.

## Guest Speaker



**Dr Hitendra PATEL**  
Managing Director  
IXL Center

Dr PATEL was a co-founder of Monitor Group's Innovation Practice and was responsible for Asia and Latin America. Prior to Monitor, he was a senior manager at Arthur D. Little. As a management consultant, he has made lasting impact with all types of companies by helping them identify new engines for growth and develop their own capacity to innovate.

He has also helped and published articles at the regional and region level on the topic of economic development in Brazil, India, Indonesia, Singapore, US and the UK. Prior to consulting, he worked at Motorola in the portable energy space and is the owner of six patents. He is also a founder of various venture-backed companies.

## Guest Speaker



**Mr Rohan SAKPAL**  
Country Managing Director  
IXL Center Asia

Mr SAKPAL is an experienced management consultant, MBA from Hult International Business School and MSEM from Tufts University, Rohan is currently working as Country Managing Director, Asia & Mauritius Operations at IXL Center, Cambridge, USA. He has worked with over ten fortune 500 companies globally helping them identify new growth opportunities to bridge the future growth gaps.

He has coached over 100 global MBA teams through IXL Innovation Olympics, one of the largest innovation consulting competition. The teams helped his corporate clients, and their executives solve complex market entry and growth challenges.

## 6-month Technical Practicum

After completion of the programme, participants will use an online stimulation platform for 6 months as technical practicum to develop the customer-engaged, high business return and quickly business solutions for their real businesses.

## Team Practice Exercises and Assessment Criteria

All participants will work in teams and will be assessed through their team practice exercises as below. Further guidelines will be provided by trainer.

Week 2: A team presentation with a comprehensive deck of Value Chain analysis, Persona and journey map

Week 3: A team presentation with a comprehensive deck of action plan for business improvement

Week 4: A team presentation with a comprehensive deck of major business concepts

Week 5: A team presentation with a comprehensive deck of feasibility study of business concepts

Week 6: A team presentation with a comprehensive deck of Go-To-Market strategies with financial plan

Remark: The templates of the presentation deck will be provided

## Attendance

Participants have to fulfil 75% attendance rate of the COMPULSORY sessions.

## Certification

A Certificate of Completion will be awarded to participants who have obtain the passing rate and fulfill 75% attendance rate of the compulsory sessions.

## Class Arrangement

The first compulsory class will be delivered at the HKPC Building which is subject to change depending on the development of pandemic in Hong Kong. Participants will be notified before class commencement.

## Enrolment Method

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr. Ken CHEUNG). Please indicate the course name and course code on the back of the cheque and envelope. Enrolment form can be downloaded at <https://www.home.hkpcacademy.org/enrollment/>



Supporting Organisations

