



Cultivating Enterprise Game Changers: Sparking Innovation, Leading Change, and Building the Future Workshop

CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

Game Changers

In today's rapidly changing AI digital era, enterprises face tremendous challenges and opportunities. Innovation and transformation are crucial for business survival and development, and game changers are the key figures leading enterprises out of difficulties and towards a successful future.

Programme code	10016366-01
Date and time	26 April 2025 (Sat), 10:00 – 17:00
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong. (Kowloon Tong MTR Station)
Medium	Cantonese supplemented with English
Course fee	HK\$1,980 *(Early-bird: HK\$1782, applicable on or before 11 April 2025)

Objectives

This workshop aims to help business managers/senior executives/business owners gain a deeper understanding of the importance of game changers, master practical methods and techniques for cultivating game changer thinking, learning strategies for leading change, and build networks to jointly create a successful future for their enterprises.

Course Content

Module 1: What are Game Changers?

Define the concept and characteristics of game changers:

- Explain the key qualities of game changers, such as innovation, leadership, entrepreneurial spirit, keen insights, building partnerships and continuous learning and growth.
- Discuss the role and importance of game changers in digital transformation.
- Analyse case studies of successful game changers to gain insights and learnings.

Module 2: Game Changer Thinking

Explore the core principles and characteristics of game changer thinking:

- Explain the key principles of game changer thinking, such as challenging the status quo, embracing innovation, and having a strong sense of mission and responsibility.
- Guide participants in developing their own game changer thinking.
- Provide practical activities and thought-provoking questions to help participants apply game changer thinking to problem-solving.

Module 3: Why Businesses Need Game Changers?

Explain the challenges and competitive pressures businesses face in the digital transformation era:

- Discuss the rapidly changing landscape of business and the need for innovation to stay ahead.
- Explore the role of game changers in driving innovation, increasing competitiveness, and expanding market share.
- Analyse case studies of businesses that have successfully introduced game changers to understand their value and impact.

Module 4: Factors for Successful Game Changers:

Analyse the common characteristics and behavioural patterns of successful game changers:

- Identify the key factors that contribute to success, such as innovation, leadership, risk-taking, and teamwork.
- Provide examples and stories to inspire participants to develop the qualities of successful game changers.

Course Content

Module 5: Cultivating Game Changers in Businesses: Implementation Recommendations

Define clear goals and needs:

- Identify the specific objectives and desired outcomes for developing game changers within the organisation.

Choose appropriate training methods:

- Explore various training methods, such as workshops, coaching, mentoring, and on-the-job training, to find the best fit for your organisation's needs.

Continuously monitor and evaluate progress:

- Implement a system for tracking the progress of game changer development initiatives and evaluating their effectiveness.

Trainer's Profile

Mr Kenneth Kong is a seasoned marketing and business planning professional with over 25 years of experience. His expertise extends to building business networks, personal branding, and HR knowledge, including designing the HRBP certification course. With comprehensive digital skills, he serves as President of the Digital Transformation Academy, delivering top-notch services.



Dr Keith Chau developed his 20 cumulative and continuous years of professional experience in talent management, corporate strategy and performance. He has engaged in business consulting and higher education for some years. He has been involved in major consulting projects for both the business, public and education sectors.

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 Ms Jenny Fung). Please indicate the course name and course code on the back of the cheque and envelope. Or

Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee. Office hours: Monday to Friday 09: 00 - 18: 00

