

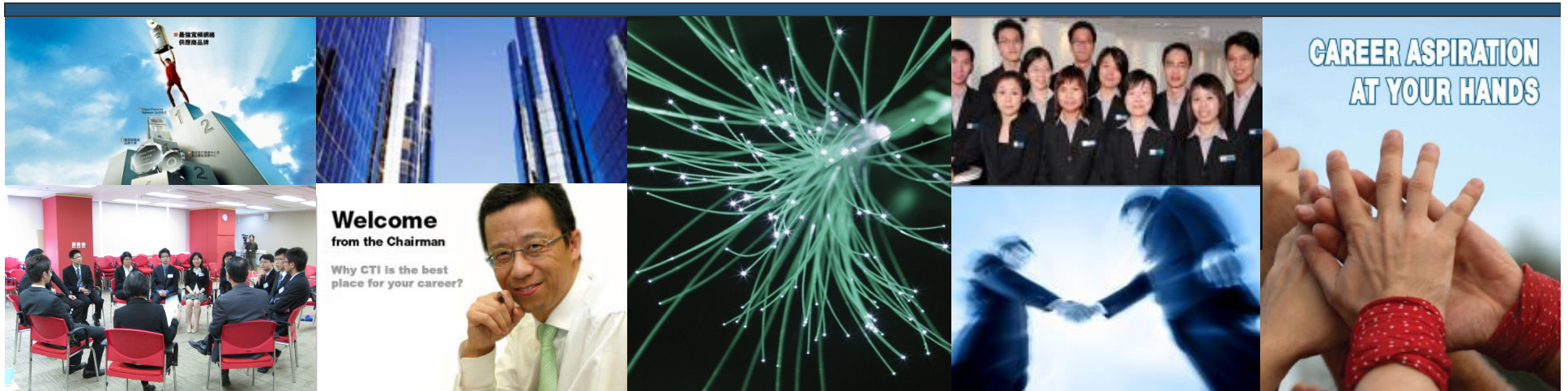
# “CXO of the Future” Management Trainee Program

Bonnie Chan / Ben Woo

Senior Officer – Talent Management / Talent Management Assistant

Telephone: +852 3145 5726 / 3145 5724

Email: [bonnie@ctihk.com](mailto:bonnie@ctihk.com) / [benwoo@ctihk.com](mailto:benwoo@ctihk.com)



March 2, 2009



# Corporate Background



## City Telecom (H.K.) Limited

- Established in 1992
- Listed on the Stock Exchange of Hong Kong Limited (Stock no. 1137) and NASDAQ (CTEL)

**100% owned  
subsidiary**



## Hong Kong Broadband Network Limited

- Established in 1999
- Self-build Optical Fibre network



# Extract from Vision Statement (Nov 2006)

## Core Purpose

- To experience the emotion of competition, winning, and crushing competitors
- To experience the joy of advancing and applying telecommunications technology for the benefit of the public
- To fulfill the desire of Self-Actualization and “to become everything that one is capable of becoming”

## Core & Aspirational Values

### **Core Value:**

- Continuous strive for the best as a way of life
- We are People’s Leader and Pioneer
- Direct and Action oriented

### **Aspirational Value:**

- Integrity
- We only work with smart, capable, competent and demanding people

## BHAG\*

- Be the largest IP provider in Hong Kong by 2016

*\* BHAG (pronounced “bee-hag”) is Big Hairy Audacious Goal – a term coined by authors Jerry Porras and James Collins in their book “Build to Last”.*



# Vivid Description of our Vision Statement



... My children would say:  
**“Dad, I love to have  
you as my Father”**



# CXO versus OX



## Management Trainee Search: CXO of the Future

At Hong Kong Broadband Network Limited, we are searching for Management Trainees to nurture into our Chief Executive Officer, Chief Financial Officer, Chief Technology Officer, etc of the future.

**What we expect:** exceptional grades, passion to make Hong Kong a better place, to pass Chartered Financial Analyst (CFA) Level 1 and run a half marathon within the next twelve months and more.

**What we offer:** comprehensive 18 months program that rotates across all our major business lines, personal mentoring by a management committee member, exposure to senior internal and external meetings and more.

## How to obtain more info?

Please go to JIJIS or [www.ctigroup.com.hk](http://www.ctigroup.com.hk)

Hotline: (852) 3145 5726

Email: [CXO@tm.hkbn.net](mailto:CXO@tm.hkbn.net)

Fax: (852) 2199 8755

Facebook: [resume@ctimail.com](https://www.facebook.com/resume@ctimail.com)



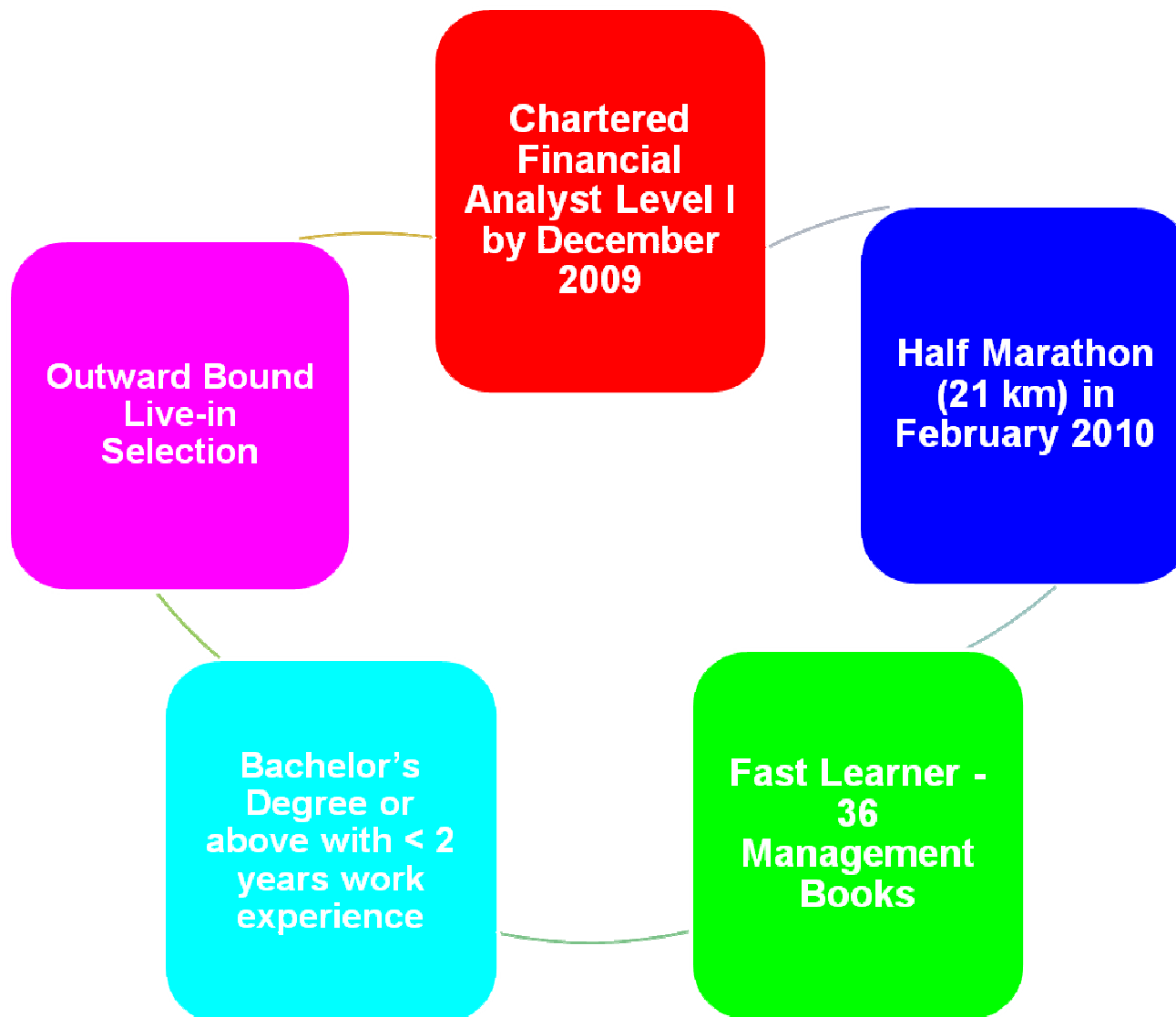
# Path for “CXO of the Future”



*\*Depend on the effort of the Trainee*



# What we expect





# What we offer

## CXO OF THE FUTURE

Rotation in  
all major  
business  
lines

Mentorship  
by a  
Management  
Committee  
Member

Department  
Head as Big  
Brother /  
Sister

HK\$15,000  
per month +  
Discretionary  
Bonus after  
the  
completion  
of program





# Attachment Schedule – First 12 months (Sample\*)

Dept	No. of day)	Learning Objectives
Corporate (INC)	20	Understand & follow through the selling & installation process
Finance	15	Language of Finance
Operation Marketing	10	How it facilitates residential operation
Network Operation Centre	5	HKBN Network Structure
Product Marketing	5	Promotion of VAS
PayTV	2	News channel operation
Management	2	How Management thinks & acts
Information Technology	7	How IT supports various depts
International Business	2	How IB / CB generate business
Technical Development	2	Technical terminology of our fibre network
General Affairs & Control	5	Feel our GZ operation
Network Development	10	Procedure in laying fiber on street to building
Network Operation Centre – Voice Network	5	Way to control voice quality
Internal Audit	1	Benefit of internal control on operation
Marketing – Residential Acquisition & Retention	20	Ways to source distribution channels & to increase customer loyalty
Marketing – Strategic Marketing	5	Role of Strategic Marketing
Learning & Development	5	How L&D achieve sales target
Marketing Communication	5	Principles of Market research & brand building
Corporate Communication	3	The way to promote brand image
Talent Management	5	How to acquire, develop and retain Talents
Administration	5	Role to support the operations
Legal & Company Secretarial	1	OFTA regulations and its compliance
Customer Care & Support / Retail Business Development / Sales Fulfillment	30	Roles of respective departments
Customer Relations – 5 different districts	90	Experience different district management

\* The above is for reference only. Actual program will be customised for the individual Talent.



# Placement – Final 6 months



Get an in-depth experience in respective departments

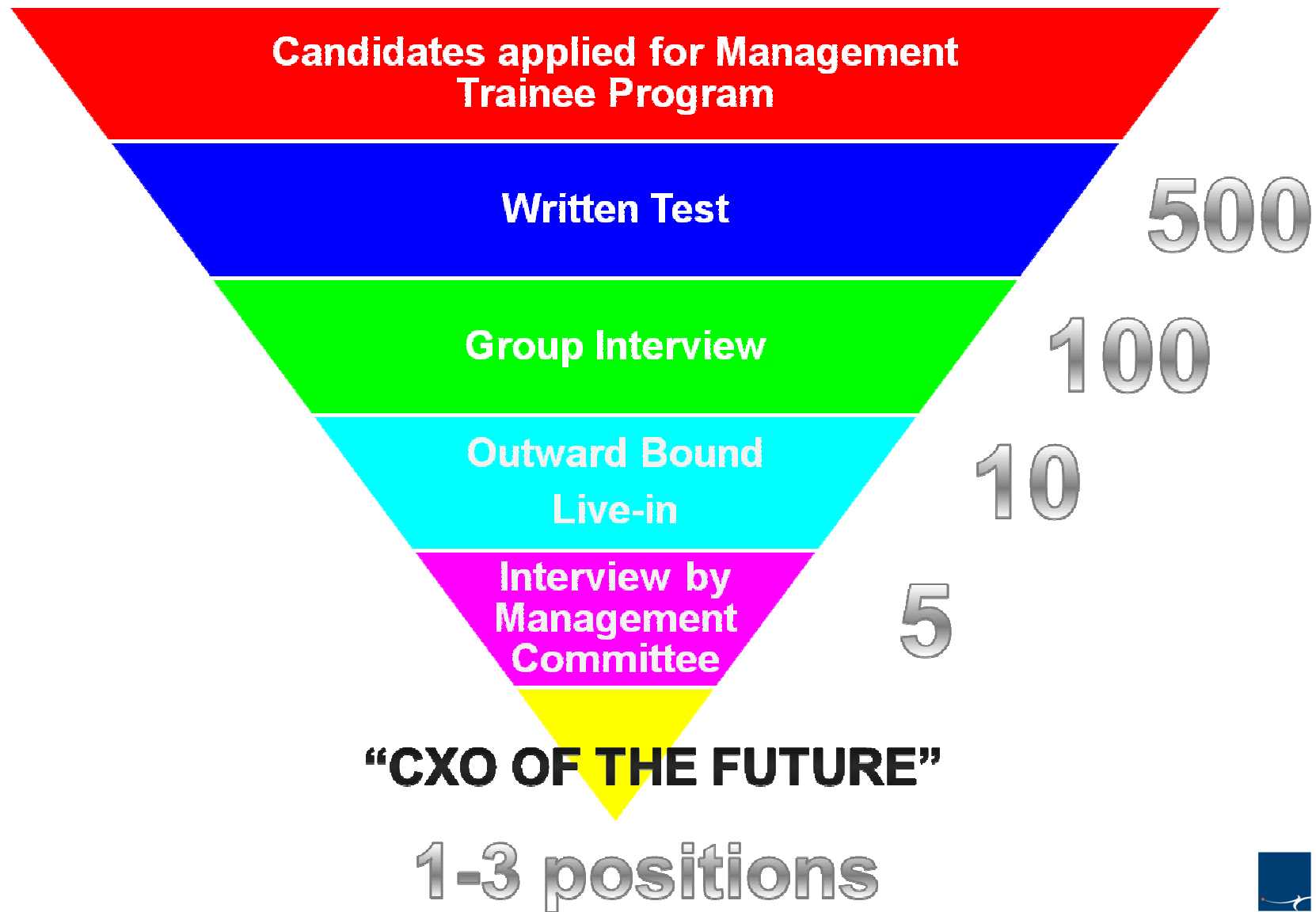


# Campus Career Talk

University	Date	Time	Venue
City University of Hong Kong	March 5	1530 - 1630	LT16
The Chinese University of Hong Kong	March 9	1630 - 1730	LT6, Lady Shaw Building
Hong Kong Baptist University	March 10	1530 - 1630	NAB 209, David C. Lam Building, Shaw Campus
The Hong Kong University of Science & Technology	March 12	1430 -1530	Career Center - Function Room (Room 4001)
The Hong Kong Polytechnics University	March 23	1300 - 1400	PQ303 Lecture Theatre
The University of Hong Kong	March 30	1300 - 1400	Theatre 6, 1/F, Meng Wah Complex



# Selection Process





# For Details / Queries,

[www.ctigroup.com.hk](http://www.ctigroup.com.hk)

Facebook: [resume@ctimail.com](mailto:resume@ctimail.com)

Email: [CXO@tm.hkbn.net](mailto:CXO@tm.hkbn.net)

Hotline: +852 3145 5726



# How to Apply?

## “CXO of the Future” Management Trainee Program

Resume + 1 page

***“Why HKBN’s “CXO of the Future”  
Management Trainee Program is your choice?”***

**Email:**

**CXO@tm.hkbn.net**

**Fax:**

**+ 852 2199 8755**

::: END :::

Bonnie Chan / Ben Woo  
Talent Management Department

