

HKBN Sales Incentive Trip to the U.S.  
Golden Gate Bridge in San Francisco, Aug 2011

# Mindset Reset!

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22<sup>nd</sup> Sep 2011



# Business Achievements

## HKBN's Achievements



**2002**  
Launch of  
IDD0030 Service

**2005**  
Launch of bb1000  
Residential  
Broadband Service



**2010**  
City Telecom  
10 Years on  
NASDAQ

## My Achievements



200% Increase in  
Contract Sum  
over past 3 years

Upgrade of Selling Engagement



Expanded Management  
Role with Bigger Team

6 → 16



# Upgrade of Selling Engagement

## Yesterday



Minimal  
Preparation

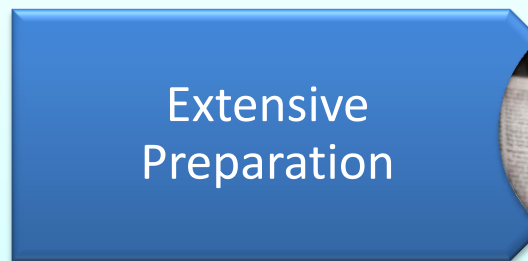


Minimal Customer  
Referrals



Avoid Speaking  
English

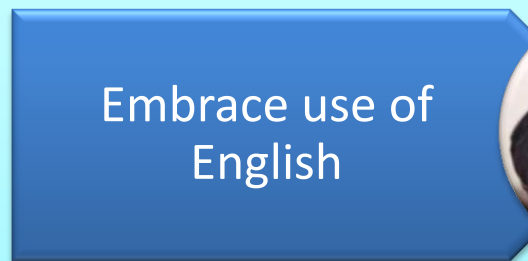
## Today



Extensive  
Preparation



Extensive  
Customers'  
Referrals



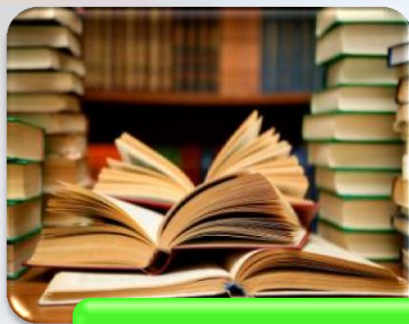
Embrace use of  
English



# Personal Achievements in Progress



Will graduate with MBA  
from the University of  
Northampton in 2012



Enjoy reading a lot  
(more than 12 books  
per year)

 GlobalEnglish®

**IELTS™**

Joined Global English  
online courses and  
took IELTS



Gave up smoking  
and pay attention to  
health



Set a good example  
for my niece

# From Being Trained to Self Learning



# Personal and Company Income Increase

## SALES CONTRACT SUM



**My income has been increased  
more than 2x in 3 years!**



# Personal Learning from Reading

“ 知彼知己，百戰不殆  
不知彼而知己，一勝一負  
不知彼，不知己，每戰必殆 ”

—— 孫子

“ Know your enemy and know yourself;  
In a hundred battles, you will never be defeated.  
When you are ignorant of the enemy but know  
yourself, your chances of winning or losing are equal.  
If ignorant both of your enemy and of yourself,  
you are sure to be defeated in every battle. ”

--- Sun Tzu



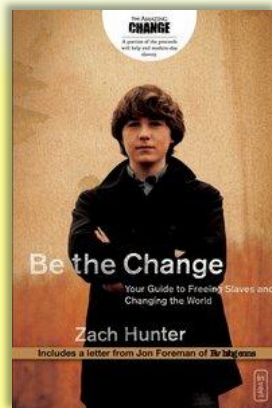
# What's in My Kindle?

Read more than 12 books per year



Many of life's failures are experienced by people who did not realize how close they were to success when they gave up.

--- Thomas Edison



Inspired by the book, I never give up and finally won a new executive service apartment with contract value of HK\$3.5m!

-- Ken Kwong



# Work-life Balance

## Career



### Weekly Schedule

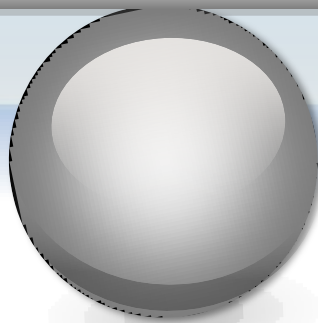
10 x Customer appointments  
2 x Sales reviews

## Personal Life



### Weekly Schedule

10km Running  
20km Cycling / 10km Hiking



# U.S. LEARNING TRIP (NOT TRAINING TRIP)

# We Dream, Achieve & Enjoy

Talent Engagement



## Golden Gate Bridge in San Francisco, Aug 2011

15 Colleagues from Cross Departments [from left to right]

1st row: Corporate Sales - Tony Hau, Ken Kwong, Tommy Kwan, Finance - Andrew Wong, Corporate Sales - Keith Cheng

2nd row: Customer Service - Demi Chuen, Marketing - Shirley Lai, Project Management - Martin Kan, Corporate Sales - Jacky Mei

3rd row: Managing Director of Corporate Division - John Chong, Associate Director of Corporate Division - Eric Wong



# Impossible is Nothing



Grand Canyon Skywalk

## An Unbelievable Mission

- Located **4,000 feet** above the Colorado River
- Weighs **1.2 million pounds**
- Strong enough to support about **71 million pounds** – the equivalent of 71 fully loaded 747 airplanes
- It took **2.5 years** to build



*With HKBN,  
Nothing is  
Impossible!*



**Our Dream Place and Our  
Close Partner's Office**

**CISCO  
Headquarters**

**San Jose, U.S.**



# Nice Dinner at Sundance The Steakhouse in San Jose

Enjoying the best U.S. steak!



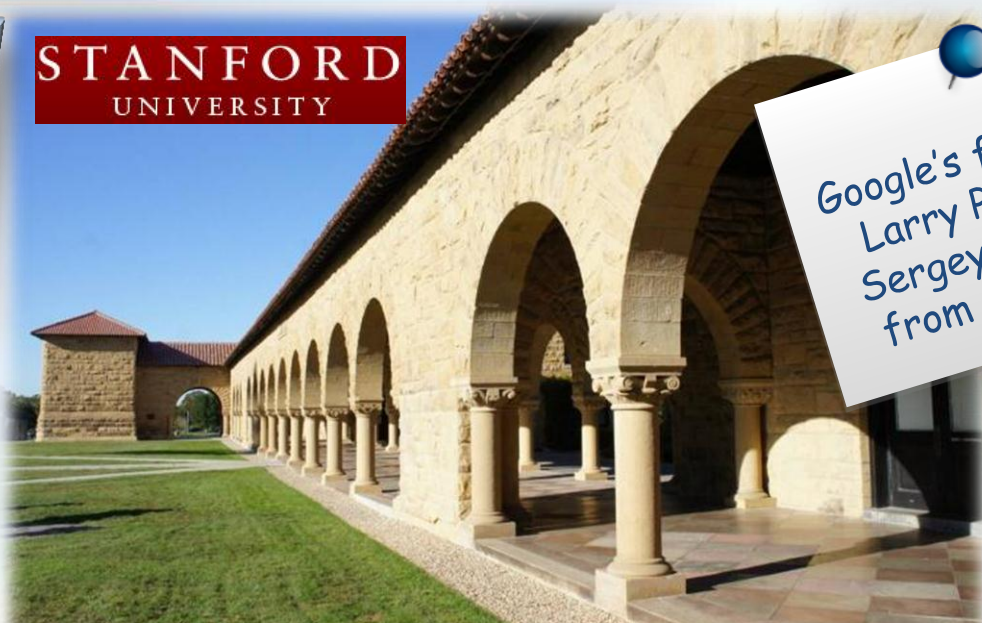


# Lifelong Learning



STANFORD  
UNIVERSITY

Google's founders,  
Larry Page and  
Sergey Brin, are  
from Stanford!



HKBN supports Talents to pursue  
lifelong learning through “Next  
Station University” program

Studying in Stanford University  
no longer is an impossible  
**DREAM!**

# Benefits from the Trip

- Like how CISCO treated us as VIP, I'll be **well-prepared** before meeting with customers
- In-person learning of the **latest technologies** in Silicon Valley

Grand Canyon  
Las Vegas, Aug 2011



**...My Dreams Come True**