



下一站 大學

Next Station University

Inspiration for our 3,000 plus Talents

Stage 2 Graduation Ceremony - 04 Oct, 2010

Edith Kam, Learning & Development

+852-3145 4960, wingkitk@ctihk.com

*"To fulfill the desire of Self-Actualization
and "to become everything that one is
capable of becoming", extract from Group
Core Values, Nov 2006*



Why Are We Doing This?



Chinese proverb:

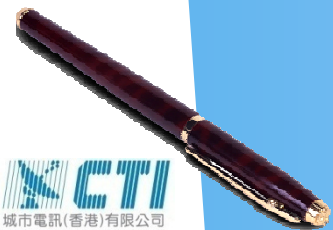
If you want one year of prosperity, grow grain.

If you want ten years of prosperity, grow trees.

If you want one hundred years of prosperity, grow people.

諺語:

十年樹木, 百年樹人



The Business Case



At a total cost of HK\$110,000/Talent to Graduation, 80-90% borne by the company, we fully expect to lose money on these 49 Talents going into Stage 3.

However, we expect these Talents to act as an Inspiration for our 3,000 plus Talents, for decades to come.

*NiQ Lai, CFO and Head of Talent Engagement
Sept 2010*

Contents



Objectives



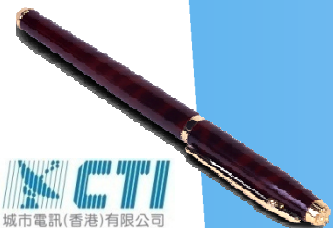
Program Framework



Stage 2 Graduation Ceremony



Stage 3 Talent Lists



Vision Statement – Core Purpose*



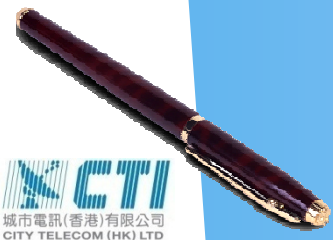
- To experience the emotion of competition, winning, and crushing competitors
- To experience the joy of advancing and applying telecommunications technology for the benefit of the public
- **To fulfill the desire of Self-Actualization and “to become everything that one is capable of becoming”**

* CTI Corporate Vision Statement, Nov 2006

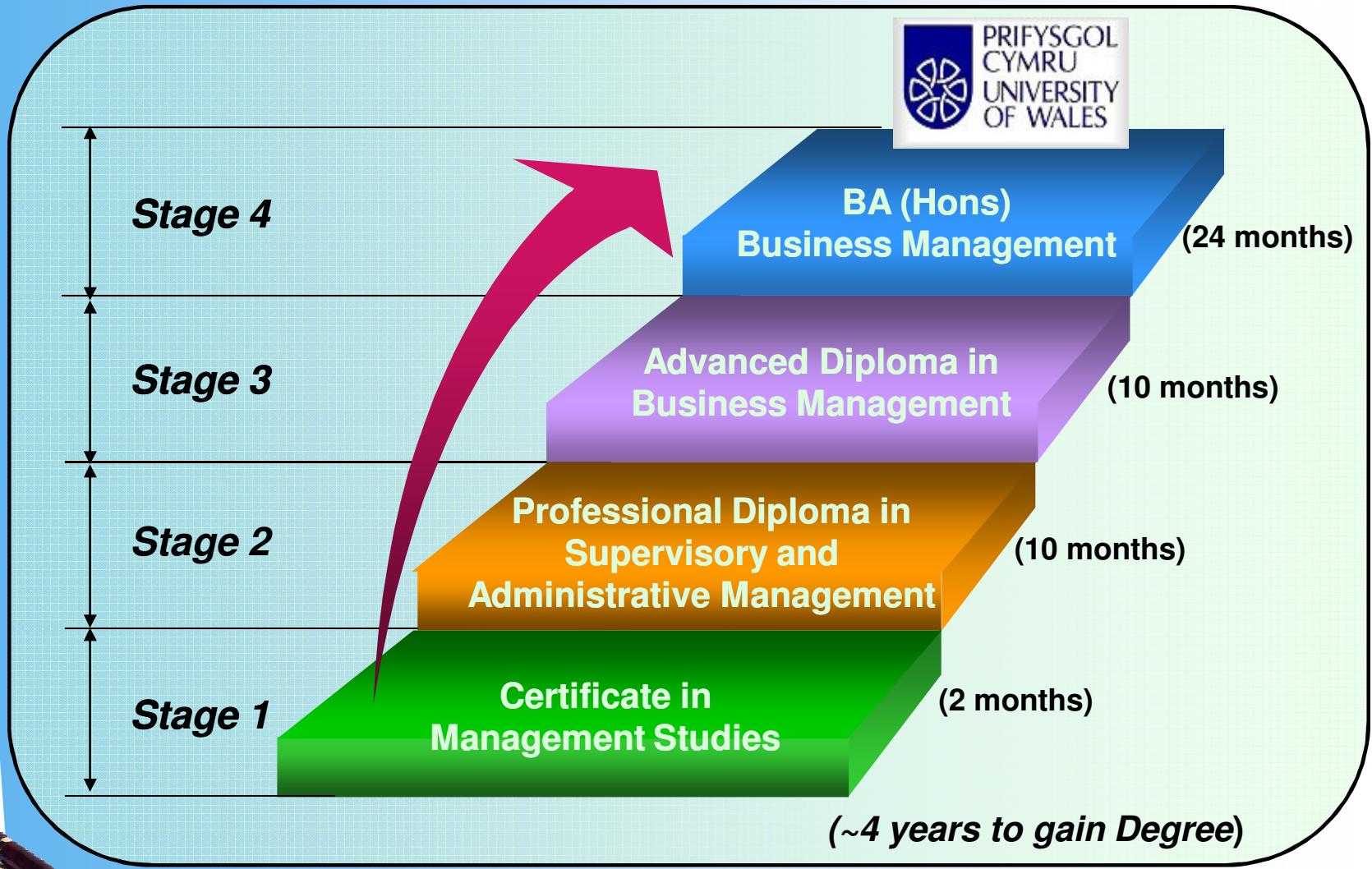


Achieving University Dream

Stage Details



Program Framework



Details of Stage 1

Period: Feb – Apr 2009 (completed)



Certificate in Management Studies

HK\$2,900
/ Talent

- **30 teaching hours in 10 lessons**
 - Maintained minimum of 80% attendance and
 - 50% grading in project work and 50% in examination
- **Course contents:**
 - Introduction in Management
 - Business Objectives
 - Human Resources Management
 - Financial Management
 - Production Management
 - Marketing Management
 - Risk Management
 - Business Information

Details of Stage 2

Period: Aug 2009 – July 2010 (completed)



Professional Diploma in Supervisory and Administrative Management

HK\$18,000
/ Talent

- **180 teaching hours with 6 modules**
 - Maintained minimum of 80% attendance
 - Graded in project work, assignment and examination
- **Course contents:**
 - Organizational Behaviour
 - Operation Management
 - Customer Service Management
 - Marketing
 - Admin & HR Management
 - Information Technology

Details of Stage 3

Period – Oct 2010 - Sep 2011 (next step)



Advanced Diploma in Business Management jointly organized by HKMA and Lingnan University

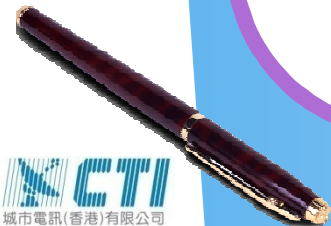
•180 teaching hours with 6 modules

- Maintained minimum of 80% attendance
- Graded in project work, assignment, management project and examination

HK\$20,000
/ Talent

•Course contents:

- | | |
|-------------------------|-----------------------|
| ■ Economic Environment | ■ Business Law |
| ■ Accounting Management | ■ Enterprise Strategy |
| ■ Sales Management | ■ Management Report |



Details of Stage 4

Period: Oct 2011 – Oct 2013 (target)



Bachelor of Arts (Hons) Business Management University of Wales

HK\$73,000
/ Talent

- **24 months with 15 modules**
 - Maintain minimum of 80% attendance
 - Graded in project work, assignment, management project, presentation, examination, etc.



Course Benefits – Customized for City Telecom Talents



Language

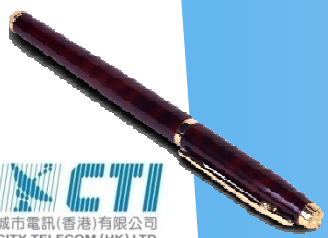
All programs are conducted in **Cantonese** (supplemented with English)

Venue

World Class Professors teach at **CTI offices in Hong Kong and Guangzhou** (save time and travel cost)

Recognition

Recognized degree program awarded by **University of Wales (UK)**



World Class University Degree



University of Wales, UK



- Founded in 1893 and is the second largest degree-awarding body in the United Kingdom
- Consist of 9 institutes in Wales, more than 80,000 students in University of Wales and accredited over 15,000 degree annually
- Quality Assurance Agency for Higher Education (QAA) UK *commented its qualification accreditation :*
“Overall the validation operation is working effectively.”
- **Awarded BA (Hons) Business Management**

Partnership Rather than Subsidy



The Talent	CTI Group
<ul style="list-style-type: none">• Talent pays 10-20% of fees upfront	<ul style="list-style-type: none">• Company sponsors 80-90% fees, with totally ~ HK\$110,000 / Talent for full program completion
<ul style="list-style-type: none">• Talent invests personal time to attend classes	<ul style="list-style-type: none">• Company provides on-premise World-Class lectures in Hong Kong and Guangzhou

Stage 1 – Application Letters



Application Letter – Next Station-University

Dear L & D,

I'm writing to express my interest for the program of [Next Station-University]. I gave up my university life due to I need to move to HK from China Mainland about 10 years ago. And, I joined this company before 7 years. In the period, I have been promoted to District Service Engineer II from Junior Technician. At the same time, as a leader of a CPE team, I need to manage daily operation of my team including staff coaching, to communicate with other department and to be a bridge between company and CPEs. But, I know that I lack for management knowledge. I have an idea to join some management course, but I never take any action on it because I haven't enough money and time to do. Until now, I'm excited to meet this program, Next Station-University. It wakes up my university dream. The contents of the course can offset my shortcoming on management knowledge. That's why I decide to join the program.

If I got management knowledge from the course, I think that I could move my job duty from technicality to management smoothly. And, it could help me to build up a more efficient team then now. Then, I would have more than opportunities to be promoted in the future and I would keep working for the company with higher productivity. It would be a WIN-WIN situation.

Yours sincerely,

Wong Wai Ki

Department: CRB

Direct Line: 3561-0134

E-mail: wk Wong@hkbn.com.hk

姓 名：謝思維
現職部門：PTVNP
員工編號：BF064420

題目：你為何想報讀此課程？在未來三年，你認為此課程對你的事業有甚麼幫助？

本人自中五畢業後，一直醉心幕後工作技能的培養，以為把興趣化成事業已是成功的人生。然而隨著年歲的過去，本人發現這些微成就未算真正的成功。現代社會競爭激烈，單是一方面的專業技能已不足以應付社會的轉變。若自己仍是固步自封，不思進取，遲早只會被社會淘汰。

本人深信自身成就必不只於此，只是欠一個機會，讓自己有更大的發揮空間，努力增值自己，開闊眼界，倘若有機會，未來事業或不只局限於新聞製作。這次課程是一個難得的機會，讓我能認識自己工作範圍以外的知識，加深對公司的了解，明白大企業的運作，並學習如何管理及運用資源，不再像以前般只靠經驗來管理，而是透過系統化的方法，從一個新的角度了解自己的部門、自己的公司、同業競爭對手甚至其他行業的運作。

本人深知公司以「2016年全港最大寬頻供應商」為目標，自己亦希望能在當中出一分力。要協助公司達成目標，作為基層人員，單單做足本份是不足夠的。我希望自我增值後能回饋公司，更好地配合公司的政策，甚至促進部門同事的合作，發放正能量，改善工作氣氛，使公司產品（新聞資訊頻道）的質量提升。

所以，希望公司給予機會，讓我能修讀課程，進一步發揮自己的長處及能力，協助公司發展。

Stage 2 – Video Testimonials



“My Second Chance”

**Mr Lam Lui, Customer Relations – M Division,
Sales Promoter**

“I didn’t take advantage of my 1st chance provided by my parents. Now with my 2nd chance, I must complete it as there may not be a 3rd or 4th chance”

http://www.youtube.com/watch?v=f_NKdV7ULYg

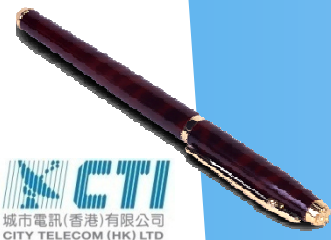


“My Second Chance”

**Mr Yager Chow, Customer Relations – A Division,
Customer Premise Equipment Technician**

“Avoid “555”, i.e. 1) Form 5 (high school) only education, 2) 50 years old, 3) 50K/month salary, and then being the first to be retrenched in a down cycle”

<http://www.youtube.com/watch?v=m3a-dK6Pw-0>



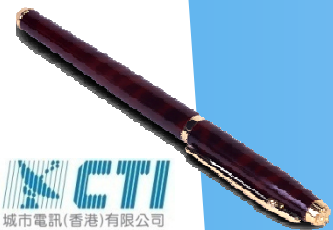
The Next Station: University



Stage 2 Graduation Ceremony

Hong Kong - Sep 27, 2010

Guangzhou- Sep 30, 2010



Road Paving Ceremony



1



Mr. NiQ Lai, CFO & Head of Talent Engagement

3



Mr. William Yeung, CEO

2

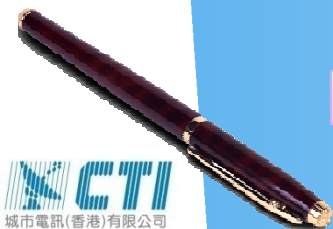


Ms. Berry Liu, student representative

4



Dr. Tony Wo, HKMA Assistant Director and Mr. Victor Yip, student representative



Graduate Sharing & Toasting



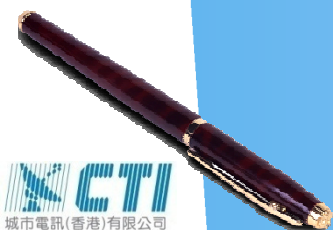
Henry Ma, Stage 2 Hong Kong graduate, sharing his gratitude for the support of his supervisors



Kelly Yu, Stage 2 Guangzhou graduate, sharing desire to overcome challenges towards degree graduation



CTI management and guests wishing the Hong Kong graduates every success in their upcoming stages of study

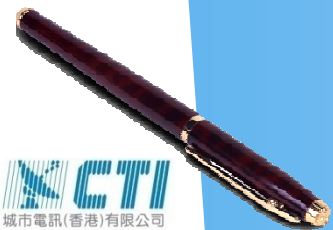


Group Photos with the Supportive Supervisors



Hong Kong graduates with their supporting supervisors, Stage 2 of Next Station University

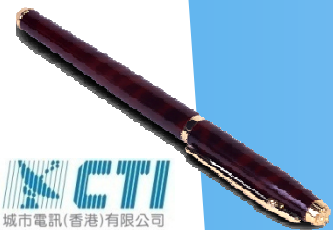
Guangzhou graduates with their supporting supervisors, Stage 2 of Next Station University





Stage 3 Talent List

Hong Kong & Guangzhou

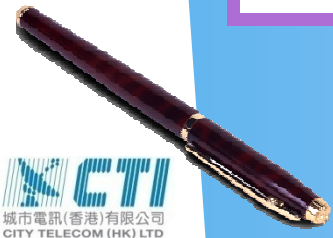


Participant's Background



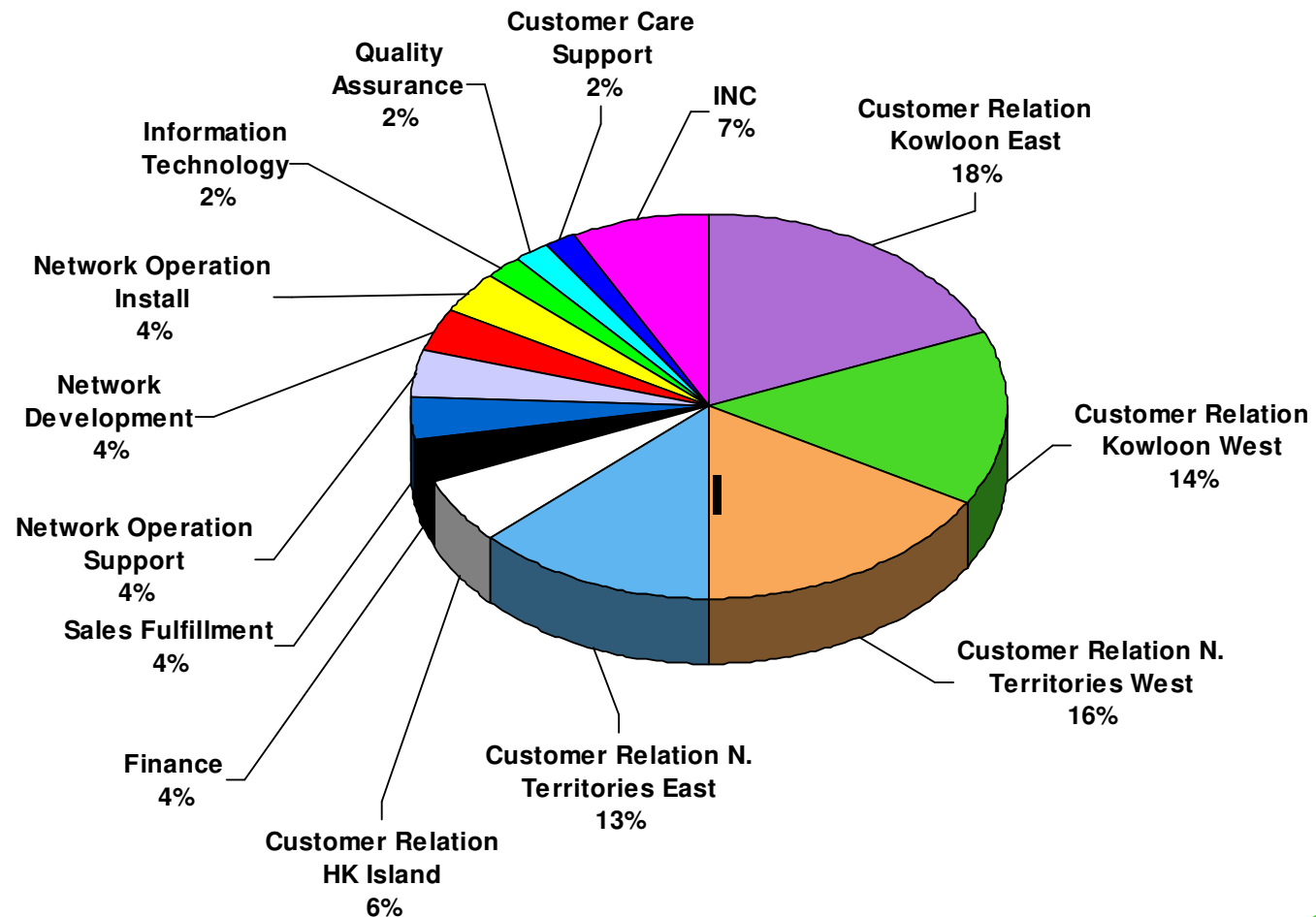
**Joining Next Station University Stage 3 –
Advanced Diploma in Business Management**

Total number of participants	32 HK Talents 17 GZ Talents
Involved departments	14
Average length of service	5 years
Average highest education level	Form 5 (High School)



Wide Cross Section of Participants

Departmental distribution of Stage 3 Talents



Hong Kong Talents



No	Name	Title
1	Au Ho Kai	District Service Engineer
2	Chan Chi Lok	Assistant Engineer
3	Chan Tik Sum	Network Engineer
4	Cheng Yi Kit	Senior Telesales Supervisor
5	Chow Sze Wan	Senior Customer Service Executive
6	Chow Tak Yin Yager	Assistant District Service Network Consultant
7	Chung Pui Kwan	Senior Officer
8	Doo Fung Ting	Telesales Executive
9	Fu Ho Lam	Telesales Executive
10	Ho Ying Tsuen Benny	Sales Executive
11	Ip Chi Yuen Tim	Assistant District Service Engineer
12	Lam Cheuk Ki Jeffery	Clerk
13	Lam Ka Fai Allen	Senior Field Manager
14	Lau Ka Ki	Senior QA Executive
15	Law Kwong Kin Colo	District Service Engineer
16	Law Yuk Fung Jeffery	Technician
17	Leung Chi Wai	Coordinator
18	Li Hoi Hong	District Service Engineer
19	Li Pak Ming	Technician
20	Liu Suk Hang	Officer - Finance
21	Lo Ka Chung Jacky	Assistant District Service Network Consultant
22	Lui Siu On	Unit Manager - Residential Sales
23	Ma Wai Kit Henry	Field Assistant Manager
24	Ng Lung Wai Wilson	Network Solution Planner
25	Tsang Wai Ling	Senior Telesales Executive
26	Tse Ki Man Joey	Telesales Supervisor
27	Tso Tsz Lung	Coordinator
28	Wong Sung Kwong	Sales Executive
29	Wong Wai Ki	District Service Engineer
30	Yip Man Tat	Accounting Assistant
31	Yiu Kin Hei	Coordinator
32	Yu Yee Ka	Senior Customer Service Clerk

32 talents

Guangzhou Talents



No	Name	Title
1	Aki Lee	Telesales
2	Bicky Wu	Senior Customer Relation Executive
3	Cheng Wing Tim	Operation Support Office
4	Colan Chan	Customer Relation Supervisor
5	Dandy Wong	Assistant Unit Manager
6	Fatas Leung	Senior Customer Relation Executive
7	G.K Wu	Senior Programmer
8	Gelly Lu	Customer Relation Executive
9	Hui Wai Lim	Telesales Manager
10	Jenny Chan	Senior Customer Relation Executive
11	Jims Hui	Unit Manager
12	Joe Law	Senior Telesales Manager
13	Kelly Yu	Assistant Unit Manager
14	Li Kam Nin	Telesales Manager
15	Ronald Ko	Telesales Supervisor
16	Sally Man	Senior Customer Relation Executive
17	Sykes Ng	Senior Customer Relation Executive

17 talents



Our Colleagues, Our Inspiration

Thank You

