

## From Personal Effectiveness to Mission-Driven Leadership

Thursday, 9 May 2019

or

Thursday, 12 December 2019

9:00 am - 5:00 pm



彼得·德魯克管理學院  
Peter F. Drucker Academy  
[www.DruckerAcademy.com](http://www.DruckerAcademy.com)

# FROM PERSONAL EFFECTIVENESS TO MISSION-DRIVEN LEADERSHIP

## ABOUT PETER F. DRUCKER

Peter F. Drucker was hailed as the “Father of Modern Management”, because he didn’t only introduce the concept of modern management, he was also the first one to turn “Management” into a discipline at university. Drucker was also a pioneering thinker, who predicted that computing technology would change both the world and business operation in 50s; On the other hand, he foresaw the rise of industrial Japan in 1961, and the fall of Japan’s Economy in the 80s. Drucker believed that a company could attain success only if it took social responsibility, as well as created values for clients, thus the profit would be produced as by-product after satisfying customers.

The Institute of Advanced Management Development of The Hong Kong Management Association works together with the Peter F. Drucker Academy to launch a series of programmes on Leadership and Motivation, Innovation and Entrepreneurship as well as Strategic Thinking.

## INTRODUCTION

This 1 day workshop caters for up-raising young managers and mid-level managers in changing leaders’ mindsets and habits, in coordinating managers in their own organization, and in enhancing manager’s leadership styles to improve their effectiveness and gain achievements in the organization.

## OBJECTIVES

1. To enhance management effectiveness through practical time management, focus on contribution, decision-making and human resources arrangement to empower “ordinary” people to achieve extraordinary results.
2. Managing resistance to change through influence and persuasion, and enhancing leadership style and self-awareness in leading roles

## DESIGNED FOR

- Senior Managers
- Managers
- Team Leaders

## DATE & TIME

Thursday, 9 May 2019

[Register Now](#) or

Thursday, 12 December 2019

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9:00 am - 5:00 pm

## FEE (Inclusive of tea/coffee breaks)

HKMA Member: HK\$2,500

Non-member: HK\$2,700

Group Discount: HK\$200 each

(For companies which send a total of two or more participants to this course and enrol at the same time)

## VENUE

The Hong Kong Management Association  
1-6/F First Commercial Building  
33-35 Leighton Road  
Causeway Bay  
HONG KONG



## DEADLINE FOR REGISTRATION

1 week before course commencement

## **METHODOLOGY**

- Experiential activities
- Scenario based exercises
- Interactive group discussions
- Briefing and sharing

## **LANGUAGE MEDIUM**

Cantonese (supplemented with English materials)

## **CONTENTS**

1	<b>Executive's Personal Effectiveness Development</b> <ul style="list-style-type: none"><li>• Effective Time Management</li><li>• Making Strength Productive and Weaknesses Irrelevant</li><li>• Making Unique Contribution with Highest Impact</li><li>• Set Priority and First Things First</li><li>• Effective Decision Making</li></ul>
2	<b>Leadership and Motivation for New Generations</b> <ul style="list-style-type: none"><li>• Define Leader and Leadership</li><li>• Differentiate Leadership and Management</li><li>• Do and Don't for Great Leaders</li><li>• Motivation and Demotivation for New Generations</li><li>• Integrity, Humility and Generosity with Mission for Leadership</li></ul>
3	<b>5 Most Important Questions for Organizational Development</b> <ul style="list-style-type: none"><li>• What is our mission?</li><li>• Who is our customer?</li><li>• What does the customer value?</li><li>• What are our results?</li><li>• What is our plan?</li></ul>

## **PROGRAMME LEADER**

### **Mr Joey Wan (Chief Drucker Educator & Certified Corporate Coach)**

Joey is the Chief Drucker Educator of the Peter F. Drucker Academy, and Certified Corporate Coach and Founder of Ecoach Limited. Currently, he also teaches in City University of Hong Kong. Joey's teaching is based on Drucker management philosophy and his successful first-hand experience in branding and distribution management.

He has served Prince of Peace Group (US based) as the General Manager (Asia Pacific) to overview branch offices' operations in Hong Kong, Macau, Kuala Lumpur, Beijing, Shanghai, and Guangzhou, after working in USA head office for years. Prince of Peace group distributed several world-class brands from the world including Tiger Balm, Ricola, Ferrero Rocher, Almond Roca, Jelly Belly, Loacker, Po Chai Pills, Yunnan Baiyao, and etc. Joey received his BSc (International Business) and MBA from San Francisco State University.



## **ENQUIRIES**

For course details, please contact Ms Diana Li on 2774-8552; or visit the HKMA website: [www.hkma.org.hk/seminar](http://www.hkma.org.hk/seminar). For course enquiries and reservations, please call Customer Service Department on 2774-8501 or via fax 2774-8503.

# Enrolment Form

## From Personal Effectiveness to Mission-Driven Leadership

Thursday, 9 May 2019 SG-A6919-2019-1-FC

Thursday, 12 December 2019 SG-A6919-2019-2-FC

FEE: HKMA Member: HK\$2,500 / Non-member: HK\$2,700

Group Discount: HK\$200 each

(For companies which send a total of two or more participants to this course and enrol at the same time)

Name (Mr/Ms): \_\_\_\_\_  
(Surname) (Other Names)

HKID Card No.: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Telephone No. (Office): \_\_\_\_\_ (Residence): \_\_\_\_\_ (Mobile): \_\_\_\_\_

Email: \_\_\_\_\_ Education Level: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Cheque Number: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

Name and Title of Nominator (Mr/Ms): \_\_\_\_\_

Nominator Email / Address: \_\_\_\_\_

Sponsorship  Company-sponsored  Self-sponsored

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA

Direct Mail by Post

HKMA Website

Others (please specify): \_\_\_\_\_

### Note for application

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Diana Li on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

### Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

### Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_