



Certificate in Employee Coaching, Counselling and Mentoring






Effective coaches are critical to increasing employee morale, productivity and companies' profitability.

The programme is designed to help HR and training professionals revamp and enhance their current coaching and mentoring programmes.

Target: HR and training professionals, line managers

Objective: To achieve organisational effectiveness and retain talents through effective coaching to maintain harmonious employee relationship

Course Information

 (8 Modules, 32 Hours) Date: 10, 17, 24 & 31 July 2021 (Sat) Time: Modules 1, 3, 5, 7 09:00 – 13:00 Modules 2, 4, 6, 8 14:00 – 18:00	 <table border="1"> <thead> <tr> <th></th> <th>Member</th> <th>Non-member</th> </tr> </thead> <tbody> <tr> <td>Full Programme</td> <td></td> <td></td> </tr> <tr> <td>Early Bird Offer [Only if enrolment & payment are received by 7 Jun 2021]</td> <td>HK\$7,500</td> <td>HK\$9,500</td> </tr> <tr> <td>Regular Fee</td> <td>HK\$8,500</td> <td>HK\$10,500</td> </tr> </tbody> </table>		Member	Non-member	Full Programme			Early Bird Offer [Only if enrolment & payment are received by 7 Jun 2021]	HK\$7,500	HK\$9,500	Regular Fee	HK\$8,500	HK\$10,500
	Member	Non-member											
Full Programme													
Early Bird Offer [Only if enrolment & payment are received by 7 Jun 2021]	HK\$7,500	HK\$9,500											
Regular Fee	HK\$8,500	HK\$10,500											
 Cantonese (with English materials)	<table border="1"> <tbody> <tr> <td>Per Module</td> <td>HK\$1,300</td> <td>HK\$1,600</td> </tr> </tbody> </table>	Per Module	HK\$1,300	HK\$1,600									
Per Module	HK\$1,300	HK\$1,600											
 HKIHRM, Units 1810-15, 18/F, Millennium City 2 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong (3-minute walk Ngau Tau Kok MTR station exit A)	 Ms Natalie Lau Tel: (852) 2837 3834 Email: learning@hkihrm.org												

 To qualify for the course certificate, full programme participants are required to fulfil **ALL** of the requirements below:

- A minimum of **75% attendance** of the full programme
- A **pass mark in the end-of-term assessment: Project Paper** (Submission Deadline: 13 Aug 2021)

Enquiry:

Ms Natalie Lau Tel: (852) 2837 3834

Email: learning@hkihrm.org

Certificate in Employee Coaching, Counselling and Mentoring

Module 1: Conceptual Model for Counselling and Skills Building

Lecturer: Dr Alpha Leung

Vice President, Training and Development
York Education

Date : 10 Jul 2021 (Sat), 09:00 – 13:00

- What is counselling? The diversity of counselling theory and practice
- “The Skilled Helper Model” (Gerard Egan, 1998)
- The counselling processes: identifying problem situations, determining the needs, devising resources; formulating action strategies and assessing outcomes
- Basic and advanced communication skills in counselling
- Evaluation of counselling outcomes

Module 2: Potential Assessment and Performance / Career Counselling

Lecturer: Ms Virginia Choi, JP, F.I.H.R.M.(HK)

Managing Consultant & Country Manager
Tamty McGill Consultants International Limited
Executive Council Member, HKIHRM

Date : 10 Jul 2021 (Sat), 14:00 – 18:00

- What is potential?
- How to assess potential?
- What is the relationship of potential assessment and performance / career counselling?

Module 3: Career Development and Mentorship Implementation

Lecturer: Dr Johnny Wan, F.I.H.R.M.(HK)

Management Consultant
Wisharp Consulting Limited

Date : 17 Jul 2021 (Sat), 09:00 – 13:00

- “Career in You” – master of career development identification of career goals and paths
- Hints for effective career counselling
- New perspectives towards mentoring
- Best practice for mentorship programme

Module 4: Coaching for Performance

Lecturer: Mr Francis Mok, F.I.H.R.M.(HK)

Principal Consultant, Francis Mok Consulting
Executive Council Member, HKIHRM

Date : 17 Jul 2021 (Sat), 14:00 – 18:00

- Principles of coaching
- The GROW performance coaching model: coaching, training, counselling and mentoring
- Critical skills for performance coaching
- Skills practice

Module 5: Building Coaching Foundations

Lecturer: Ms Virginia Choi, JP, F.I.H.R.M.(HK)

Managing Consultant & Country Manager
Tamty McGill Consultants International Limited
Executive Council Member, HKIHRM

Date : 24 Jul 2021 (Sat), 09:00 – 13:00

- Awareness of changes
- Prepare for coaching presence
- Active listening and powerful questioning
- Introduce peer coaching, team coaching, one-to-one and technologies coaching

Module 6: Expanding your Horizons through Developing Coaching Culture

Lecturer: Ms Virginia Choi, JP, F.I.H.R.M.(HK)

Managing Consultant & Country Manager
Tamty McGill Consultants International Limited
Executive Council Member, HKIHRM

Date : 24 Jul 2021 (Sat), 14:00 – 18:00

- Measure if manager is ready to build coaching culture: beliefs? competencies? monitoring?
- Case study – using coaching to propel the changes
- Use of team coaching for mid-level executives to acquire new skills

Module 7: Implementing Successful Executive Coaching Programmes

Lecturer: Mr David Leung, F.I.H.R.M.(HK)

Dean
MTR Academy

Date : 31 Jul 2021 (Sat), 09:00 – 13:00

- The keys to coaching effectiveness in developing leadership, management and personal skills
- The strategic approach to organisational change
- Survey of different coaching formats
- Four keys to designing and implementing external coaching programmes
- Case studies on leadership development through coaching

Module 8: Utilising Coaching and Counselling in Training and Development

Lecturer: Dr Johnny Wan, F.I.H.R.M.(HK)

Management Consultant
Wisharp Consulting Limited

Date : 31 Jul 2021 (Sat), 14:00 – 18:00

- The idea of HR development in effective organisations
- Differentiating coaching and counselling, and selecting the best approach in various situations
- Survey roles of HR in implementing coaching and counselling policies and actions
- Case studies on actualising coaching and counselling in a corporation

ENROLMENT FORM

Enquiry: Ms Natalie Lau

Tel: (852) 2837 3834 Email: learning@hkihrm.org



Certificate in Employee Coaching, Counselling and Mentoring

Date: 10, 17, 24, & 31 July 2021

Time: Modules 1, 3, 5, 7 09:00 – 13:00
Modules 2, 4, 6, 8 14:00 – 18:00

CPD: 32 hours
for full programme

Full Programme

Early Bird Rate[^] **Member: HK\$7,500** **Non-Member: HK\$9,500**

[^] Only if enrolment & payment are received by 7 June 2021 (HKIHRM e-vouchers are not applicable to early bird offer).

Regular Fee **Member: HK\$8,500** **Non-Member: HK\$10,500**

Per Module

Member: HK\$1,300 **Non-Member: HK\$1,600**

Module 1
10 July (Sat) Module 5
24 July (Sat)

Module 2
10 July (Sat) Module 6
24 July (Sat)

Module 3
17 July (Sat) Module 7
31 July (Sat)

Module 4
17 July (Sat) Module 8
31 July (Sat)

HKIHRM e-voucher* HK\$100

* Only one HKIHRM e-voucher is accepted on each full programme enrolment.

Total Amount: HK\$ _____

Company: _____ Membership No (if any): _____

Name: Mr/Ms _____ Job Title: _____

Email: _____ Contact No: _____

A. Payment Method

• **Cheque:** Mail a crossed cheque payable to "Hong Kong Institute of Human Resource Management Ltd" to "Member Services & Programme Management Department, HKIHRM, Units 1810-15, 18/F, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong". Post-dated cheques are not accepted.

• **FPS:** Identifier "161151394" or Phone Number "55702553". Please email your payment record as proof.

• **Credit Card:** Please complete the authorisation form below:

Credit Card Type:	VISA / Mastercard / American Express	Expiry Date (MM/YY):	
Card Number:		Amount (HK\$):	
Name of Card Holder:		Signature:	

B. Cancellation Policy

- All participation fees shall be non-refundable and non-transferable under any circumstances. Also, no-shows will incur the full cost of enrolment.
- If the event is cancelled due to any unforeseen circumstances such as adverse weather or natural disasters, the HKIHRM is not responsible for any expenses incurred by the registrant. Notice of the reschedule arrangement will be sent out within a week. For Adverse Weather Arrangements, please refer to the [HKIHRM website](http://www.hkihrm.org).
- The HKIHRM reserves the rights to replace the speaker and/or cancel the event, to alter the content, timing, and venue of the event, as well as to reject any enrolment for whatever reasons at any point in time.

C. Disclaimer

The information presented by the speaker(s) does not represent the views or opinions of the Hong Kong Institute of Human Resource Management (HKIHRM), nor constitute an endorsement by HKIHRM.

HKIHRM hereby disclaims any and all liability to any party for any direct, indirect, implied, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of the information or advice provided by the speaker(s).

D. Personal Data Collection Statement

1. Applicants' personal data is collected and kept for processing the application for course enrolment, admission, academic and related administration purposes. The data provided will be handled in accordance with the provisions of the Personal Data (Privacy) Ordinance of the HKSAR.

2. The personal data provided in this form will be used by the Institute for direct marketing activities, including but not limited to the promotion (e.g. special offers and discounts) for HKIHRM events, activities, training programmes, awards, survey and other services that it may deploy. If you do not wish to receive such information as stated, please indicate your objection by ticking the box.

I have read, understood and agreed to all details of the above terms and conditions.

Signature of Participant: _____ Date: _____