



香港人才管理協會

**HONG KONG PEOPLE MANAGEMENT ASSOCIATION**

*(Operated by Hong Kong People Management Association Limited)*

## Design Thinking – Does it really work?

**Date & Time:** 3 Dec 2020 (Thursday) at 5:00 - 6:00pm

**Venue:** Online Seminar (via Zoom)  
(Login detail will be sent to participants on 2 Dec 2020)

**Language:** Cantonese

**Fee:** HKPMA Member: **Free**    Student Member: **Free**  
Non-Member: HK\$50.00

Innovation is always a very success factor for business, particularly in the nowadays business environment where competition is keen and most businesses are highly impacted by the wide-spreading pandemic Covid-19. Among different innovation tools, Design Thinking has been a very popular one in recent years. With Design Thinking, businesses operators can improve their long-term business performance through effective innovations. While many business enterprises are now starting to learn and deploy Design Thinking in their workforce, yet there are still substantial portion of Hong Kong businesses taking a wait and see attitude and may not understand the true value of Design Thinking, and how it can help create and foster an innovation culture of their workforce.

This webinar will cover the following:

1. An overall view on the framework of Design Thinking
2. Why Design Thinking is so important as a tool set and mind set – a user centric approach of innovation
3. The key concept of “Empathy” with focus on importance of “Voice-of-customer”
4. A real life example of innovation through the use of Design Thinking

Speakers:

Mr. Teddy Liu, a Committee Member of Hong Kong People Management Association, is currently responsible for audit the corporate governance, risk management, and compliance of one of the biggest property development group companies in Hong Kong. On the management services front, he is driving the group’s innovation process with setting the culture as the key, and realizing innovations through a structured innovation process by engaging all key stakeholders within and beyond the group. He is also responsible for planning,



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promoting and managing the group's corporate strategy, management system, process improvement and business and operational reviews.

Teddy has been with the property development group for over 27 years with a wide range of experience from various roles undertaken within the group, including but not limited to accounting and finance, company secretarial services, merger & acquisition, corporate reorganization, business and change management, internal audit and risk management, talent development and corporate training. On talent development and corporate training, Teddy had helped the group to establish their corporate university with comprehensive training curricula for all talents of the group, helping them to grow along with the development of the group.

Enquiry: Ms. Mency Yu at 9151 4268

Enrolment: Please email the reply slip to [info@hkpma.net](mailto:info@hkpma.net) on or before 2 Dec 2020 and either (a) post it with a crossed cheque payable to “**Hong Kong People Management Association Limited**” to Room 801 Sunbeam Centre, 27 Shing Yip Street, Kwun Tong, Kowloon, Hong Kong OR (b) deposit the cheque directly to “Hang Seng Bank” A/C no. 269-313649-001 and attach the copy of bank transfer receipt to the reply slip.

Remarks: Acceptance will be on a first-come first-served basis. Confirmation of enrollment will be subject to receipt of cheque payment to the Association. Confirmation E-mail will be sent after successful enrollment. No refund will be made after payment but substitution may be made by notifying HKPMA at least 3 days prior to day of the function.



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**REPLY SLIP**

**Design Thinking – Does it really work?**

**On 3 Dec 2020 (Thursday)**

Participant Name	Position	Email	Member (Y/N)	Fee (HK\$)

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

Contact Person : \_\_\_\_\_ Contact Tel. : \_\_\_\_\_

Signature : \_\_\_\_\_ Date : \_\_\_\_\_

NOTE: If the event is cancelled due to any unforeseen circumstances such as bad weather or natural disaster, the HKPMA is not responsible for any expenses incurred by the registrant. Notice of the reschedule arrangement will be sent out within 7 working day.