

## Dr. Michael Kwong

DBA, MBA, FIIM, Mimgt, MCIM, MHKIM, CPM (HK), Dip.M, C.Mgr, B.A. (Hon)

Dr. Michael Kwong has worked in various leading media corporations with over ten years' successful experience in the sales and marketing field. He has served in the past as one of the founding council members of the International Institute of Management (IIM), Executive committee member of the Chartered Institute of Marketing (CIM) (HK Branch), and Training Director of Hong Kong Institute of Marketing (HKIM).

He is frequently invited to give talks on marketing management, market research, CRM (Customer Relationship Management) and other related topics by business and non-profit making organizations including Hong Kong Institute of Marketing, Hong Kong Council for Social Services, Hong Kong General Chamber of Commerce etc.

Dr Michael Kwong holds degree from the University of Nottingham (UK) and Newport University (USA). Michael is also a Certified Grade 2 Chinese National Trainer and a Certified Instructor for the Chinese National Trainer Training Programme.

# Blue Ocean Change Management

DATE : 12 Jun, 2012 CODE : B-CHM INSTRUCTOR : Dr. Michael Kwong  
DURATION : 1 Day FEE : HK\$3,280 EARLY BIRD : HK\$2,980

**B**lue Ocean is not only a strategy to adopt in order to cope with current competitive environment in business: rather, it reflects a new paradigm in which we all have to face organizational change in order to excel in the market. However, it is not easy to face the change process as it is human nature to act against any kind of change in terms of organizational behavior. Thus, it would be vital to acquire the necessary skills to handle change while promoting team solidarity at the same time. This workshop aims at using the blue ocean angle and providing the skill set in handling organizational change.

## Objectives

Upon completion of the programme, participants should:

- Understand the concept of Blue Ocean in the area of change
- Learn about the basics of change
- Acquire the techniques in handling change with Blue Ocean's principles
- Understand team dynamics and be able to apply the approaches learnt to solve problems during change

## Target Audience

This workshop aims at executives who want to apply Blue Ocean management philosophy in the change process.

## Methodology

Lecture, exercise, games and case studies

## COURSE OUTLINE

### 1. Concept of Blue Ocean

- Why Blue Ocean
- The changing paradigm of business
- Value innovation in change management process

### 2. The Change Dynamic

- Changes in macro and micro environment
- Facilitating change with AES Model
- Identifying the driver for change

### 3. Selecting the change model

- Assessing the readiness for change
- Identify the drivers and key areas for change
- The role of "Tao" in change

### 4. Selecting the change message

- Use of 7S model in change management
- BEACH Principle in communicating the message
- Equipping the staff

### 5. Handling resistance effectively

- Nature of resistance
- Creating incentive for change
- Changing culture by setting example

### 6. Sustaining change with Blue Ocean Mindset

- Review and corrective actions
- Ad hoc changes vs. perpetuating changes
- Coaching staff for best performance

## COURSE ARRANGEMENTS

Course Date	Course Title	Course Code	Duration (Days)	Fees (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline
June 4, 2012	Driving High Performance Culture Workshop	NEW HPC	1	HK\$3,280	HK\$2,980 May 11, 2012	May 16, 2012
June 5, 2012	Managing Your Time and Priorities	MYTP	1	HK\$3,280	HK\$2,980 May 11, 2012	May 16, 2012
June 5, 2012	Strategic Thinking	ST	1	HK\$3,280	HK\$2,980 May 11, 2012	May 16, 2012
June 7-8, 2012	Survival Skills for Managers and Supervisors	SSMS	2	HK\$5,380	HK\$4,980 May 11, 2012	May 16, 2012
June 11, 2012	Public Speaking and Presentation Skills	PSPS	1	HK\$3,480	HK\$3,180 May 18, 2012	May 23, 2012
June 12, 2012	The Effective Use of Modern Media	MEDIA	1	HK\$3,480	HK\$3,180 May 18, 2012	May 23, 2012
June 12, 2012	Blue Ocean Change Management	B-CHM	1	HK\$3,280	HK\$2,980 May 18, 2012	May 23, 2012
June 13, 2012	Leadership with Sun Tzu (孫子)	ST-L	1	HK\$3,280	HK\$2,980 May 18, 2012	May 23, 2012
June 14, 2012	Managing Conflict and Disagreement	MCD	1	HK\$3,280	HK\$2,980 May 18, 2012	May 23, 2012
June 15, 2012	Proposal and Report Writing	PRW	1	HK\$3,280	HK\$2,980 May 18, 2012	May 23, 2012
June 15, 2012	Influencing Others without Formal Authority	IFSW	1	HK\$3,280	HK\$2,980 May 18, 2012	May 23, 2012
June 18-19, 2012	Project Management Workshop	PMW	2	HK\$5,380	HK\$4,980 May 25, 2012	May 30, 2012
June 20, 2012	Blue Ocean Problem Solving and Decision Making	B-PSDM	1	HK\$3,280	HK\$2,980 May 25, 2012	May 30, 2012
June 26-27, 2012	B2B Marketing Strategies Workshop	NEW MSW	2	HK\$6,180	HK\$5,680 Jun 1, 2012	Jun 6, 2012
June 28-29, 2012	Key Account Management Workshop	NEW KAMW	2	HK\$6,180	HK\$5,680 Jun 1, 2012	Jun 6, 2012

**TIME:** 9:00 am - 5:00 pm daily  
**VENUE:** Regal Hong Kong Hotel, Causeway Bay, HK.

**PAYMENT AND CONFIRMATION:**

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

**CANCELLATION AND SUBSTITUTION POLICY:**

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

**ATTENDANCE CERTIFICATE:**

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

**THE ON-SITE OPTION:**

If there are 10 or more people in your organization interested in taking any of these CEL courses, why not consider the On-Site option? We can readily tailor courses to your specific needs, send an expert instructor to your workplace, and help cut costs. For more information about this service, please contact Miss Mak at CEL at Hong Kong telephone number 2838 1182.

**CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:**

Please visit our Website at [www.celhk.com](http://www.celhk.com) or telephone Ms Mak at 2838 1182 to inquire the above.

Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.

## ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

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

**Address:** \_\_\_\_\_  
 \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Contact Person: (Mr/Ms)** \_\_\_\_\_ Job Title: \_\_\_\_\_ Tel No: \_\_\_\_\_ Fax No: \_\_\_\_\_

**Authorized Person: (Mr/Ms)** \_\_\_\_\_ Job Title: \_\_\_\_\_

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

Cheque enclosed for HK\$

**Please note seminar fees are payable in advance**

Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt



**BY PHONE:**  
 Call Miss Mak at:  
**2838-1182**



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 Send enrolment form above to  
 our FAX at number:  
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