

Business Proposal

HK Next Young Elites Leadership & Entrepreneurship Program 2017 <Leaders for the Next Century>

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1) PROJECT PROFILE

- **Program Title:** HK Next Young Elites Leadership
& Entrepreneurship Program 2017 (HKYElites-LEP)
- **Organization:** Total Quality Parenting Institute (TQPI)
- **Co- Organizations:** Rotary Club of Tolo Harbour,
Rotaract Club of Shaw College, The CUHK
International Unmanned Aircraft System Association
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2) EXECUTIVE SUMMARY

Total Quality Parenting Institute (TQPI) is a non-profit volunteer group which composed of a group of parents, counselors, educators, psychologists, teachers, artists and other enthusiastic volunteers to provide professional services for parental education and counseling in all districts. TQPI also empowers young people through skills acquiring programs to realize their full potential.

HK Next Young Elites Leadership & Entrepreneurship Program 2017 (HKYElites-LEP) is a young people's education program organized under the Youth Development Committee & the Professional Development Committee of TQPI. It aims to bring the Hong Kong and Mainland University students together and deepen their leadership, entrepreneurship and innovative thinking. The program has received numbers of corporate Sponsorship and support, various enterprises provide internship positions for the participants, willing to provide the students an opportunity to get known to the society and further improve their social communication skills and knowledge.

The program is planned to be a 9 months knowledge based and activity oriented program to foster active youth participation in good governance processes and harmony building within the region (Hong Kong & Mainland China).

HKYElites-LEP will provide students with workshops and lectures on cultivating leadership and entrepreneurship abilities. Through the program, we hope to educate at least 200 young people about leadership, entrepreneurship and good governance. Workshops/ seminars and numbers of internship program will be offered to students from time to time within the program duration. Graduation ceremony and prize presentation to the supporting institutes/ corporates will be held in the last month of the program.

The Ultimate goal of the project is to empower young people with leadership skills to make them collaborate to change themselves and their world for better. Our long term vision is to transform HKYElites-LEP youth into young elites with leadership & entrepreneurship skills and in good governance processes to build a harmony society and serve the community.

3) ORGANIZATION & CURRICULUM DESIGNATION CHAIRMAN INTRODUCTION

Total Quality Parenting Institute (TQPI), member of International Federation for parent Education (IFPE), founded in 2012. The Founder of the institute, Dr. Stephen Ho, as well as the Curriculum Designation Chairman of the HKYElite-LEP, is a behavioral scientist, bringing a compact force of behavioral analytical technology to Hong Kong and Mainland China. He is the co-founder of Behavioral Analyst Institute in Hong Kong, making inspiring contribution to applications of various community aspects.

Dr. Stephen Ho takes research-knowledge based proven psychologies and delivers them in a simple, easy-to-understand, non-invasive and even enjoyable way. His Professional Behavioral Analysis Approach has been recognized by HONG KONG MOST VALUABLE COMPANIES 2009 and MOST VALUABLE SERVICES AWARD 2016.

Organizer: Total Quality Parenting Institute

Co-organizers: Rotary club of Tolo Harbour, SYNCHRONIZE Rotaract Club of Shaw College, The CUHK, IUASA

Dr. Ho has been a corporate coach and trainer for 100+ projects. He also serves as management consultant for various corporations. His area of focus includes sales performance, customer service, target marketing programs and essential management skills. Currently he is operating over 20 training web-based systems, continuously generating over 1000 application reports for corporate use every day.

Dr. Stephen Ho devotes himself into consistent writing projects. He owns list of copyrights and publications including “The Champion Coach”, “The Golden Key”, “Goals In Action”, “Wealth Guaranteed”, “Success Guaranteed”, “The Parental Coaching Handbook”, etc.

4) ABOUT “2017 HK NEXT YOUNG ELITES LEADERSHIP & ENTREPRENEURSHIP PROGRAM”

➤ 4.1 Vision

A generation of youth positively empowered with godly character and positive habits; collaborating to make the world a better place and sustain it.

➤ 4.2 Mission

To empower young people through skills acquiring programs to realize their full potential and enhance their competitiveness.

➤ 4.3 Overall Objective

To foster the leadership & entrepreneurship skills of the young generation to serve the community by developing and transforming the minds of young people for positive change.

➤ 4.4. Target Group

In both Hong Kong and Mainland China University students, who are highly motivated to cause change in their lives and the lives of others.

At the beginning of the project, in total 200 students participating in the program, 12-15 members form an organization committee and 10-12 committee members of the development committee under TQPI will be taken as mentors during the entire program.

Organizer: Total Quality Parenting Institute

Co-organizers: Rotary club of Tolo Harbour, SYNCHRONIZE Rotaract Club of Shaw College, The CUHK, IUASA

Key selection criteria for the participants:

- ✓ Interest in personal development and leadership
- ✓ Traits of problem solver
- ✓ Having a personal vision
- ✓ A business idea
- ✓ Passion to make a positive change in the community

Interviews, recommendation and writing exercises may serve as tools used in the selection process.

➤ **4.5 Action Plan**

The participants will attend an opening ceremony, 6 workshops which will be held regularly whereas Internship programs and charity activities will be held irregularly throughout the whole program.

Workshop series included:

- The Resume Edge
- Enhancement of New Generation competitiveness
- Career Path Planning
- Successful Interview Skills
- Behavioral Analysis Approach
- Entrepreneurship Thinking

➤ **4.6 Enrollment**

- Posters and Program email will be distributed and send to the corresponding offices and associations respectively.
- Interested parties can complete the application by scanning the QR code (on the poster), fill in and return the Google form to us. Candidates (subject to the max capacity) will received the confirmation letter for successful application 2 weeks before the opening ceremony.

Program Schedule & Content

Month	Activities	
May 2017	Opening Ceremony & Program Briefing	
Workshops will be incurring with the Internship Programs & Charity Activities		
June 2017	Internship Programs & Charity Activities	Workshop 1 <u>The Resume Edge</u> ➤ Objective: With this kind of keen competition to get a job, having a flawless resume to get through the screening process is a must. ➤ Content: This workshop will guide the students to craft a curriculum vitae that will get them into the interview room.
		Workshop 2 <u>Successful Interview Skills</u> ➤ Objective: Help students to present themselves with confidence and successfully get the internship offer. ➤ Content: This workshop will guide students to look at every aspect of the interview process including: what employers are looking for, creating a positive first impression and how to answer tough interview questions.

<p>July – August 2017</p>		<p>Workshop 3 <u>Career Path Planning</u></p> <ul style="list-style-type: none"> ➤ Objective: Develop their career goals strategically and then achieve success by utilizing the available opportunities. ➤ Content: This Workshops included liberating and fulfilling, providing goals for the students to achieve in their aimed career or plans for beginning a transition to another career.
		<p>Workshop 4 <u>Enhancement of New Generation Competitiveness</u></p> <ul style="list-style-type: none"> ➤ Objective: Enhance the students into the community's adaptability ➤ Content: This workshop introduces various ways to equip the students in market knowledge, teamwork attitude, workplace skills, executive habits, networking strategies, branding trend and the personal competitiveness profiling.
		<p>Workshop 5 <u>Behavioral Analysis Approach</u></p> <ul style="list-style-type: none"> ➤ Objective: By using these techniques and principles to bring about meaningful and positive change in behavior as well as strengthen the networking development of the students ➤ Content: This workshop enhances the students' self

		awareness of personal behavioral tendency and further develops the strength to adapt different networking and workplace situations.
October 2017		<p>Workshop 6 <u>Entrepreneurship Thinking</u></p> <p>➤ Objective: On perceptions of the desirability and feasibility of starting a business, especially on the tips for starting a new business</p> <p>➤ Content: Sharing on successful business by young entrepreneur & general lecture on hot topics among the teenagers such as “ Social Enterprise” will also be included.</p>
November 2017	<p>Graduation Ceremony & Prize Presentation</p>	

Workshops will be conducted in 2 hours per session

5) PROGRAM EXPECTED MEASURABLE RESULTS

Through the HKYElites-LEP, we hope to educate at least 200 young people about leadership, entrepreneurship and good governance.

▪ To Young People

The impact of the project is to foster

1) The following leadership competencies in young people:

- ✓ Empower – Young people who are self aware, optimistic, learning oriented and resilient.
- ✓ Collaborate – young people who are empathetic, collaborative and display increased communication and conflict management skills
- ✓ Change the world – young people who are courageous, persistent and passionate about social change.

Organizer: Total Quality Parenting Institute

2) Our young people the values of

- ✓ Authenticity,
- ✓ Empathy,
- ✓ Collaboration and
- ✓ Possibility.

▪ **To Supporting Organizations & Participating Institutes**

- ✓ Enhance the social responsibility image of the Organization / Institute.
- ✓ Well recognized by all participating Colleges, Universities and Corporates enable to develop own social network.
- ✓ Significant marketing and promotional effect via publication of the Organization/ Institutes logo on all related materials of this program. Interviewed by our program magazine which will be sold in the public enable your Organization/ Institute reached by over 2.5M Hong Kong people

6) PROJECT SUSTAINABILITY (FINANCIAL AND NON-FINANCIAL)

- Publishing a HKYElites-LEP Magazine: TQPI will start to publish a quarterly HK Young Elites- LEP Magazine that will be sold in HK major book stores and several copies will be free for placing in the libraries of the Tertiary Education Institutes and Universities in HK and Mainland China for program promotion. Income will also be generated from advertisements placed in it.
- Quarterly Newsletter and Biannual Project Reports will be sent to funders and partners to keep them informed of the project development.
- Yearly review of the project by consultants to understand the effectiveness of its impact, curriculum and approaches.
- Creating a strong alumni network. This will empower leadership cooperation and solidarity.

APPENDIX

7) APPENDIX

➤ 7.1 APPENDIX: HKYElites_ LEP Promotional Posters

主辦機構：
香港優質家長學會轄下 專業培訓委員會 及 青年事務委員會

協辦機構：
 吐露港扶輪社
 扶輪青年服務團
 國際專業無人機學會

傑出港菁培育計劃

沒有“**出眾CV**”
你的競爭力與其他同學，有何分別？

沒有“**有力推薦信**”
你只不過是平庸的一份子。

沒有“**社會功績**”
“**上流人脈**”
“**職場思維**”
你如何快人一步，在社會立足呢？

事實：你的機會是 **微乎其微**！

對象：香港各大專院校學生 或 就讀內地大專院校的香港學生
名額：200（馬上登記，額滿即止！）
費用：免費
馬上報名登記！
<http://www.tqpi.org.hk/success-young.html>
備註：大會保留一切甄選決定的權利

根據一項調查顯示，大專生對畢業後的競爭，渴望得到的七件事分別是：優厚人脈關係、亮麗社會公職銜頭、有力人士推薦信、豐富實習經驗、職前培訓指導、招聘情報及面試機會、創業知識及機會。

為此，我們推出扶植大專生的七大支援：

- 人脈** 融入社會圈子·開拓人脈資源
- 資歷** 建立社會功績·搭建公信資歷
- 推薦** 獲得有力推薦·前途光明盡顯
- 實習** 爭取實習見識·裝備起跑實力
- 培訓** 全面培訓指導·求職信心十足
- 就業** 最新招聘情報·安排面試出路
- 創業** 體驗創業思維·延續香港優勢

支持機構：
     
     
      

Organizer: Total Quality Parenting Institute

Co-organizers: Rotary club of Tolo Harbour, SYNCHRONIZE Rotaract Club of Shaw College, The CUHK, IUASA



傑出港菁培育計劃

培訓工作坊系列：

注定成功CV秘笈 講座及工作坊

The Resume Edge

打造你的最強履歷書

新世代競爭之道 講座及工作坊

New Generation Fast Growth

掌握年青新一代的自強策略

職業生涯規劃 講座及工作坊

Career Path Planning

規劃個人事業前路

求職面試新人王 講座及工作坊

Interview for Peak Performance

掌握得心應手的面試技巧

行為分析與人際拓展大法 講座及工作坊

Power Connector: Behavioral Analysis Approach

路路遇貴人的人際對接技巧

創業家企業思維之道 講座及工作坊

The Tao of Entrepreneurship Startup

掌握創業思維的大商之道

實習體驗機會：

醫學美容
美容零售
嬰兒用品
心理諮詢

醫療救護
保健產品
洋酒發行
國際遊學

餐廳飲食
甜品美食
時裝手袋

企業培訓
金融理財
創業融資

時尚雜誌
旅遊導賞
運動體藝

家居百貨
設計裝飾
會計核數

支持機構：

明德國際醫院
羅兵咸永道國際會計師事務所
中瑞岳華(香港)會計師事務
協康會
班利仕會計師事務所有限公司
文心公關顧問有限公司
諾華世界金融有限公司
國際專業無人機學會
天之傑顧問有限公司
麥思電子商務有限公司
天盛創業有限公司
太興飲食集團
AA People Limited
BERRY ME Limited
Chrisse Fashion Limited
Doctor Merit Consulting Services Limited
Friendmily Limited
UPDAY BAGS ZONE
中意國際運動有限公司
俐盛國際有限公司
天諾餐飲有限公司
馬伯樂集團酒業有限公司
凱豐顧問有限公司
阿一口味餐飲有限公司
香港建美游泳會
女兒國集團有限公司
Tansy And Stephen Story Company Limited

康柏基因醫美中心
慧信(香港)國際有限公司
昇潤資源有限公司
智科健集團有限公司
東阿阿膠
淨姐有限公司
瑞士歐意斯頓集團(投資)股份有限公司
美佳生活國際有限公司公司
老趙越南餐飲有限公司
芊羽豐烘焙有限公司
豐潤食品公司
雅寶(香港)有限公司
雪肌研美護膚中心有限公司
香港樂燃生命
美奧寧國際有限公司
St.Salang Hang Fung Co Ltd
So Organic Biotech Enterprise Limited
華彩製作有限公司
香港行為分析師學會

《最新行業名單請瀏覽 <http://www.tqpi.org.hk/success-young.html>》

➤ 7.2 APPENDIX: Anniversary Bulletin



Organizer: Total Quality Parenting Institute

Co-organizers: Rotary club of Tolo Harbour, SYNCHRONIZE Rotaract Club of Shaw College, The CUHK, IUASA

➤ 7.3 APPENDIX: Corporates Internship Offers & Co-Organizers

Corporates Internship offers: (As of 25 Mar 2017)

- Price Water House Cooper (subject to successful online interview & test)
- RSM Hong Kong- Auditor firm
- Heep Hong Society, NGO
- Mention PR limited – Project base
- Bentleys C.P.A. Company Limit
- International Unmanned Aircraft System Association (IUASA) – Project base
- Matilda International Hospital
- Novamondo Finance Limited (a subsidiary of a Conglomerate listed cooperation in Asia)

Co-organizers:

- District 3450, Rotary Club of Tolo Harbour
- District 3450, Rotaract Club of Shaw College, CUHK
- International Unmanned Aircraft System Association (IUASA)