



## 行業多面睇



### Introduction:

- To offer comprehensive market insights across various industries in HR field, the Hong Kong Institute of Human Resource Management (HKIHRM) has successfully organised a series of “Lunch and Learn (行業多面睇)” webinars for members since 2023. These webinars serve as valuable platforms for gaining in-depth knowledge about the latest industry trends and understanding the opportunities and challenges within different industries in the HR field. Through these webinars, members can broaden their understanding of the dynamic landscape and enhance their professional expertise.
- Mr Brian Wong**, Chief People and Culture Officer of Hong Kong Productivity Council was the guest speaker for a webinar where he shared valuable insights into the current status, future developments, opportunities and challenges within the statutory body from an HR perspective, enriched with engaging real-life examples.

## Lunch and Learn Series: 行業多面睇（法定機構）

### Key Takeaways:

#### 1. Value Creation as the Core Focus:

The primary focus of HR is to create value within the organisation, whether in the private or public sector. This involves aligning HR strategies with overarching organisational objectives to drive performance, innovation, and sustainable growth. HR must act as a strategic partner to ensure every initiative contributes to broader organisational goals.

#### 2. Strategic Employer Branding:

Effective employer branding is crucial for attracting and retaining top talent. Best-fit practices tailored to the target candidate pool and engaging social media platforms for two-way communication are essential. Leveraging employees' experiences for storytelling enhances content dimensions, influencing potential candidates. Active content management with regular updates ensures continuous interaction and engagement.



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**3. Comprehensive People Development:**

A people development strategy should offer training that encompasses both a broad range of topics and in-depth specialisation, fostering continuous growth and maximising organisational potential. Starting with structured onboarding, followed by corporate-level and compulsory training programmes, sets a strong foundation. Incorporating cutting-edge technology training, such as generative AI, keeps the workforce ahead of industry trends. Empowering employees with mechanisms for self-initiated development and providing mentoring and peer learning opportunities ensures holistic growth.

**4. Culture & Engagement:**

A strong organisational culture and high employee engagement are critical for success. Implementing timely, multi-dimensional recognition programmes, including peer-to-peer recognition, fosters a culture of appreciation. Involving employees in engagement activities builds ownership and enhances overall engagement, creating a vibrant and inclusive workplace where employees feel valued and motivated.

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