








# Certificate in Talent Management

Organisations and human resources professionals today **face a multitude of challenges** when it comes to **effective talent management**.

At times of transformation, the market is forcing companies to accelerate their efforts to build a talent pipeline, and develop nimble and effective tools to engage and retain key talents. Human resources professionals need to **adopt a systematic approach** with a holistic view to **attract, develop, engage and retain critical talents**.

## LEARNING OUTCOMES

At the end of this certificate programme, participants will be able to:

-  Formulate a talent management plan aligned with business goals
-  Develop and implement an effective talent management process
-  Identify and develop internal talent pool using appropriate approaches and tools
-  Effectively convince stakeholders to groom and retain identified talents
-  Measure the effectiveness of talent processes and development programmes



**19 & 26 March 2026 (Thursday)**

**Time: 9:30am - 5:30pm**

**CPD Hours: 14**



**Cantonese (with English materials)**



**Member HK\$4,500**

**New member HK\$5,330**



**HKIHRM**

Units 1810-15, 18/F, Millennium City 2,  
378 Kwun Tong Road, Kwun Tong, Kowloon  
(3-minute walk from Ngau Tau Kok MTR station exit A)



A participant who has

1. 100% attendance throughout the programme;
2. Pass grade in the assignment will be awarded a "Certificate in Talent Management".



**Enrol Now!**





## Module 1

### 1. Mission and objectives of talent management

- Overview of talent management
- Talent management plan that aligns with business strategy and people strategy
- Key stakeholders

### 2. Talent management model

- Key elements of talent management model
- Talent management and workforce planning
- Talent management and other core functions of human resources

### 3. Competency framework

- Overview of competency framework
- Alignment with business and people needs
- Process to develop a competency framework

## Module 2

### 1. Talent identification

- Definition of high performers, high potentials and potential successors
- Talent matrix
- Assessment tools
- Qualitative inputs

### 2. Succession planning

- Talent management meetings with senior management
- Successor list and readiness
- Talent development needs and actions
- Post meeting actions

## Module 3

### 1. Communication with identified talents

- Communication strategy and approach
- Considerations, pros and cons
- Implication and impact
- Managing expectations

### 2. Talent development

- Talent development and employee development
- Individual development plan
- Talent development programme by integrated approach
- Progress review and potential changes

## Module 4

### 1. Engagement and retention

- Elevate growth and career progression of identified talents
- Career conversations and career coaching
- Derailed talents and supports

### 2. Outcome

- Potential risks and ways to manage
- Key success factors
- Measuring results

### 3. Alignment with core HR functions

- Integration of relevant competencies into hiring and performance requirements
- Relevant monetary and non-monetary rewards for talents
- Collaboration with all stakeholders



**Eliza Chan, Mascot Talent Development Consulting**

A seasoned human resources professional, passionate with people development. Experienced in T&D, talent management, organisational development and HRBP.

Eliza had worked for multinationals, local enterprises and conglomerates, across finance, communications and media industries.

**Enrol Now!**

