

# Professional Certificate in Strategic Learning and Development Business Partner

**Enrol NOW**



**2 & 9 June 2026 (Tuesday)**  
**9:30am - 5:30pm**  
 CPD Hours: 14



**Member: HK\$ 5,000**  
 New-member: HK\$6,245  
 \*(Inclusive of new membership joining fee)



This programme is designed to transform L&D practitioners from training facilitators into strategic partners who solve business problems, drive performance, and command a seat at the leadership table.

## WHAT TO EXPECT

- **Transition from a training facilitator mindset to a strategic L&D business partner**
- **Initiate and build partnership with key stakeholders with a solid foundation of bonding and credibility**
- **Apply performance consulting frameworks to diagnose root causes of business problems**
- **Design learning solutions that directly align with strategic business objectives**
- **Utilise data storytelling to communicate the ROI of L&D initiatives to stakeholders**
- **Demonstrate executive presence and strategic facilitation in high-stake conversations**
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## Programme Approach: **Develop integration plans to embed L&D into core business processes**

To enhance one's effectiveness in achieving results through others, there are necessary shifts in one's perspective and competencies in 3 inter-related areas.

Pre-Workshop: Strategic Intake Call	Interactive Workshop	Post-Workshop: Strategic Partner Support Package
A 15-min 1-on-1 Call to explore each participant's specific business challenge and goals for the program	2-Day Face-to-Face	<b>Digital Toolkit Access:</b> All templates & guides in downloadable format  <b>1-on-1 Coaching Session:</b> A 90-min call to develop a specific plan for building a business partnership within the organisation  <b>Community of Practice:</b> Quarterly virtual sessions for alumni to share successes & challenges



**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)



**Cantonese**  
**(with materials in English)**

## TRAINER'S PROFILE

### DR. CHESTER TSANG

- ICF-accredited Professional Certified Coach
- 30+ years of award-winning expertise across healthcare, transportation, and retail industries in East Asia.
- Ranked first in Asia and second worldwide for ATD's prestigious "BEST" Award and a three-time Gold Prize winner for Training Excellence (HKMA)
- Specialises in building coaching cultures that drive upward mobility and leadership growth
- Coaching frameworks for 5,000+ managers and 500+ healthcare professionals.
- Approach centers on fostering leadership behaviours, staff engagement, and motivational strategies

### KELVIN NG

- Certified in ATD facilitation| LEGO® Serious Play®
- 25+ years of cross-industry expertise in leadership development and organisational transformation
- Specializes in driving performance management systems, culture change, and competency-based learning frameworks
- Designed and implemented large-scale initiatives including leadership review frameworks, employee engagement strategies, and management trainee programmes for multinational conglomerates and hospitality leaders.

## Content Highlights

### Strategic Partnering & Performance Consulting

#### Module 1: The Mindset Evolution

##### Order-Taker vs. Strategic Partner:

##### Defining the Shift

- Speaking the Language of Business
- Understanding Business Strategies

#### Module 2: Credibility & Partnering

##### Building Personal Brand as a Strategic Partner

- Stakeholders Identification & Management
- Credibility & Bonding
- Strategic Needs Exploration Conversation & Practices

#### Module 3: Performance Consulting Framework

- The Performance Consulting Process
- Identifying Business Needs vs. Training Requests
- Root Cause Analysis Techniques
- The Change Discovery Map

#### Module 4: Solution Design & Alignment

- Matching Solutions to Business Needs
- Beyond Training: The Complete Solution Toolkit
- Creating Business-Aligned Learning Objectives

**Target Group:** L&D Professionals, HR Partners, Experienced trainers, and Business Leaders who responsible for developing staff and achieving business results

### Strategic Influence & Impact Articulation

#### Module 5: Data Storytelling for L&D

- The L&D Data Story Canvas
- Connecting Learning Metrics to Business Impact
- Building Compelling Business Cases

#### Module 6: Strategic Facilitation & Influence

- Executive Presence Building
- Managing High-Stake Conversations
- Securing Buy-in from Key Stakeholders

#### Module 7: Answering Tough Questions

- Steering & Bridging Techniques
- SCQA Model for Structured Communication
- Handling Executive Objections

#### Module 8: Partnership Action Planning

- Building Lasting Business Relationships
- Creating Your 90-Day Partnership Plan
- Habit-Building for Sustained Impact



**Award of Certificate A participant who has:**

- **Maintained a minimum of 90% attendance of total training hours;**
- **Pass grade in project assignment will be awarded a "Professional Certificate in Strategic Learning & Business Partner".**