

PROFESSIONAL CERTIFICATE IN STRATEGIC REWARDS MANAGEMENT

Design Reward Strategies that Drive Business Impact



15, 29 Aug & 12 Sep 2026
9:30am – 5:30pm
CPD Hours: 21



HKIHRM



Cantonese



Overview

Effective reward management is essential to attract, retain, and motivate talents in today's competitive market.

This programme equips HR professionals with the knowledge and tools to develop strategic reward frameworks, design competitive compensation structures, and align rewards strategy with business strategy.

What You Will Learn

- Understand the **Total Rewards framework and strategy**
- Design **competitive pay structures** using market data
- Drive **pay-for-performance via incentive plan design**
- Develop **benefits and well-being strategies** to elevate employee experience
- Manage **international compensation and mobility challenges**
- Explore current and evolving trends in **reward management**



Enrol Now

Who Should Attend

- HR Leaders and HR Business Partners who need to address reward management challenges at work
- Reward professionals who want to further elevate their capabilities to design effective reward programs



Member

Price

HK\$7,000

Early Bird Offer

* (Only if enrolment & payment are received by 30 June 2026)

HK\$6,300

New Member

(Inclusive of new membership joining fee)

HK\$8,245

HK\$7,545



Dr Sunny Fong

F.I.H.R.M (HK)

- Seasoned HR executive with extensive international experience in formulating HR & reward strategies; driving employee engagement; and leading organizational changes.
- Former rewards leads in MNC's across industries in food services, technology, financial, etc.

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Content Highlights

Module 1: Total Rewards Framework & Strategy

- Acquire the concepts of total rewards
- Understand key factors that influence total rewards strategy
- Deep dive into the steps to align rewards strategy with business strategy

Module 2: From Internal Equity to External Equity

- Learn various approaches to determine worth of jobs: Job Evaluation Approaches Vs Market Pricing
- Master the key steps to assess pay competitiveness:
 - Define compensation / pay level philosophy
 - Identify sources of market data
 - Interpret and analyze market data

Module 3: Pay Structure Design

- Explore pay structure design options
- Understand the considerations related to pay structure design
- Utilize market data to build competitive pay structure

Module 4: Driving Performance with Pay

- Explore the strategic intent and design process of various pay-for-performance plans
- Base pay progression
 - Short-term incentives
 - Long-term incentives
 - Employee recognition

Module 5: Strategic Focus of Employee Benefits and Well-Being

- Examine the key factors that influence the choices of employee benefits and well-being options
- Identify the roles that benefits and well-being play in aligning with business strategy and elevating employee experience

Module 6: International Compensation & Global Mobility

- Understand factors leading to differences in reward practices across geographies
- Look into the considerations behind “Centralization” and “Decentralization” of reward policies and practices in MNCs
- Discuss the reward challenges that global people managers often encounter
- Learn different approaches to manage international assignments and localization

Module 7: Sales Compensation Plan

- Learn the key criteria related to sales compensation plan design
- Identify the common myths and debates in sales compensation

Module 8: Selected Reward Scenarios

- Discuss selected reward scenarios that participants face at work, e.g.,
 - Differentiating pay-for-performance,
 - Rewarding Performance Vs Potential

Module 9: Measuring Effectiveness of Total Rewards

- Discuss the “What” and “How” of measuring effectiveness of total rewards
- Review the transformation of reward metrics into analytics

Module 10: Evolving trends in Rewards Management

- Review current and evolving reward trends that organizations need to monitor and respond
- Bring total rewards to life: From mindset to practice