

MENTORING CULTURE CATALYST PROGRAMME

"Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others." — Jack Welch

Five Questions Every Leader Should Ask Themselves



- Are we confusing managing with mentoring?
- Are we giving advice too fast?
- Are we over-mentoring?
- Are we rescuing mentees?
- Are we missing the reverse mentoring opportunity?

If you answered "yes" to any of these, this programme is for you!

Enrol Now



Why Mentorship?

Source: MentorcliQ 2024 Mentoring Impact Report, Gartner & Capital Analytics, CNBC/SurveyMonkey



98%

of Fortune 500 companies have formal mentoring programs.



72%

retention rate among mentees vs. 49% without a mentor



91%

of employees with mentors report higher job satisfaction.



18%

higher profits are seen in companies with mentoring programs compared to the average.

Early Bird Offer*

[Only if enrolment & payment are received by 24 July 2026]

Price

Member

HK\$2,000

HK\$1,300

New Member^

(Inclusive of new membership joining fee)

HK\$2,500

HK\$2,000



26 August 2026 (Wednesday)

2:00pm - 5:30pm

CPD Hours: 3.5



**Cantonese
(with English materials)**



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



**Dr Chester Tsang
EdD, MBA, PCC, FHKIHRM**

- 30+ yrs of experience in leadership development, mentoring program design and executive coaching
- ATD BEST Award (1st in Asia, 2nd Worldwide) & three-time HKMA Training award gold prize winner
- Professional Certified Coach (ICF) and licenced trainers for global leadership interventions



**Designed for
Program coordinators,
HR leaders,
L&D professionals,
and senior managers**

PROGRAMME OBJECTIVES

- Clearly distinguish between managing, coaching, and mentoring – and know which hat to wear and when
- Use a 4-step conversation structure to guide any mentoring interaction
- Apply the 70-20-10 model – and understand why mentoring is the missing 20% in most organisations
- Design and implement reverse mentoring to bridge generational gaps, accelerate digital adoption, and tap into the fresh perspectives of junior talent
- Identify and avoid the four common pitfalls that derail mentoring relationships
- Build a sustainable mentoring culture using a practical 6-layer framework

PROGRAMME HIGHLIGHTS

- ✓ Managing vs. Coaching vs. Mentoring – A clear framework to know which hat to wear and when
- ✓ The 4-Step Conversation Structure – A repeatable model that works for any mentoring session
- ✓ Reverse Mentoring – How junior employees can mentor senior leaders on AI, digital trends, and evolving workplace norms – and why 72% of organisations using it report boosted productivity
- ✓ The 70-20-10 Model – Why 20% (mentoring) is the most under-invested yet most powerful component of development
- ✓ The Four Common Pitfalls – Practical tools to avoid advice-giving, over-mentoring, rescuing, and confusion of roles
- ✓ The 6-Layer Mentoring Culture Model – A step-by-step roadmap to design, launch, and sustain a mentoring ecosystem
- ✓ Ready-to-Use Toolkit – Every participant leaves with templates, pocket cards, and a question cheat sheet