



# Certificate in Talent Management

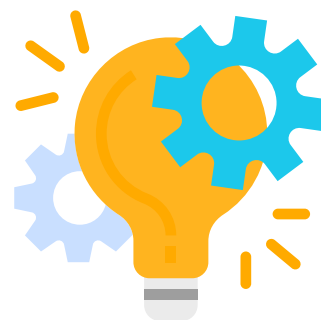
Organisations and human resources professionals today **face a multitude of challenges** when it comes to **effective talent management**.

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



**1<sup>st</sup> Cohort: 6 & 13 April 2027 (Tuesday)**  
**2<sup>nd</sup> Cohort: 12 & 19 October 2027 (Tuesday)**  
**Time: 9:30am - 5:30pm**  
**CPD Hours: 14**



**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 English materials)**



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

### Early Bird Offer

[Only if enrolment & payment are received by **19 February 2027**]



|               | Price            |                  |
|---------------|------------------|------------------|
| <b>Member</b> | <b>HK\$4,500</b> | <b>HK\$4,000</b> |
| New member    | HK\$5,745        | HK\$5,245        |



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## 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.

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