IHRM Academy

Learning & Development Skills

BUILDING AND STRENGTHENING COMPANY CULTURE

Turning your Vision, Mission, and Values (VMV) into everyday behavior. For HR and line managers who shape culture every day.

6 January 2027 (Wednesday)
9:30am – 5:30pm
CPD Hours: 7

Cantonese

Dr Chester Tsang
EdD, MBA, PCC, FHKIHRM

This 1-day programme gives HR and line managers a shared way to build and strengthen culture — in the team, in the systems, and in daily decisions.

DOES THIS SOUND FAMILIAR?

- Do your values live on the wall, but not in the work?
- Does every manager interpret the values differently?
- Do new joiners learn the culture by accident?
- Are recognition and promotion out of step with what you say you stand for?
- Is culture quietly filed under "HR's job"?
- Do different teams operate to different standards?
- Do you know your culture needs work – but not where to start?

Enrol NOW

PROGRAMME HIGHLIGHTS

- What culture really is – and what it is not
- The link between VMV, purpose and everyday behaviour
- Writing values people understand and use
- Turning values into behavioural statements by level
- Winning top management buy-in and visible role modelling
- Communicating culture so it doesn't sound like a slogan
- Building culture into HR systems and team routines
- Measuring culture with engagement surveys and practical indicators
- Case examples from service, manufacturing, healthcare, retail, transport, public sector and multinational organisations
- Templates and tools you can apply immediately

	Price	Early Bird Offer (Only if enrolment & payment are received by 1 December 2026)
Member	HK$2,600	HK$2,300
New Member (Inclusive of new membership joining fee)	HK$3,845	HK$3,545

WHO SHOULD ATTEND

- Line managers, department heads, HR managers, HR business partners, OD and L&D professionals – from any industry, any size of organisation, and any stage of the culture journey.

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