

Train The Corporate Training Consultant Program

Corporate training consultants play a crucial role in addressing challenges such as onboarding, leadership gaps, and intergenerational collaboration through integrated HR and growth strategies.

In this course, Hong Kong's renowned corporate trainer, Sam Yip, will guide you in mastering strategic talent development, assessing training needs, designing effective instructional plans, enhancing facilitation skills, evaluating training outcomes, and creating personalised projects. This comprehensive training will empower you to elevate your expertise and add significant value in corporate training.

Programme code

10018231-01

Date and time

11, 18 Dec 2025
 9:30am - 5:30pm;
 8, 15 and 22 Jan 2026
 7:00pm - 10:00pm
 (Total 5 Sessions)

Venue

HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong

Medium

Cantonese, supplemented with English materials

Course fee

HK\$9,300/head,
 Early Bird*: HK\$8,370/head
 (*Applicable to registrations on or before 27 Nov 2025)

Learning Objectives

- ✓ **Strategic Talent Development:** Understand the role of training in business growth and develop strategic thinking in talent management.
- ✓ **Training Needs Analysis:** Learn to accurately assess training requirements to maximise effectiveness.
- ✓ **Instructional Course Design and Training Models:** Master the creation of precise training plans and adapt to various training modes and scenarios.
- ✓ **Facilitation, Engagement Strategies and Classroom Dynamics:** Develop stage presence and classroom management skills for impactful training delivery.
- ✓ **Training Effectiveness Evaluation and Follow-Up:** Ensure training outcomes align with organisational goals through effective evaluation and follow-up.
- ✓ **Practical Application and Personalised Design:** Design a complete training project with tailored materials, receiving personalised feedback from the instructor.

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Target Audience

- Professionals working in HR departments
- Current corporate management personnel
- Individuals aspiring to become internal corporate trainers, or those aiming to become trainers

Course Outline

Date	Activities
11 Dec 2025 (Full-day Session)	Module 1: Talent Development Strategy Part A: <ul style="list-style-type: none"> • The Value and Strategy of Talent Development in Corporations • The Interrelationship Between Corporate Training and Business Transformation • Key Differences Between Corporate Trainers, School Teachers, and Performance Coaches • The Critical Role of Corporate Training Consultants in Business Development • Case Studies on Talent Development Strategies • Strategic Thinking in Corporate Talent Development Training • Key Techniques for Understanding Adult Learning from a Psychological Perspective Part B: <ul style="list-style-type: none"> • The Importance of Effective Preliminary Preparation as the First Step • The Impact of Training Needs Analysis on Training Effectiveness • How to Execute Practical Corporate Training Needs Analysis Effectively • Methods for Setting Training Objectives
	Module 2: Corporate Training Techniques Part A: <ul style="list-style-type: none"> • Setting the Training Script as the Core of the Entire Training Programme • Setting Different Training Models and Scenarios • Practical Skills for Writing Training Materials, Content and Creating Effective PowerPoint Presentations • Differences Between Classroom Teaching Instruction and On-Site Training and Along with Practical Applications
18 Dec 2025 (Full-day Session)	

Part B:

- Techniques for On-Site Training Delivery
- The Importance of a Strong Opening: A Key to Success
- Creating an Engaging Atmosphere as a Test of a Trainer's Practical Skills
- Presentation Techniques for Professional Trainers
- Techniques for Delivering Content with Confidence and Humour
- Practical Classroom Management Strategies
- Integrating Various Training Tools for Effective Use

Part C:

- Analysis and Follow-Up on Training Effectiveness
- The Importance of Training Effectiveness Analysis in Project Management
- Role Reversal Between Trainers and Assessors
- Practical Applications of Different Assessment Methods
- How to Effectively Execute Post-Training Follow-Up to Achieve Training Objectives

8, 15 & 22 Jan 2026
(3 Night Sessions)

Module 3: Corporate Real Case Studies and Practical Applications

- Practical Exercises for Participants (Practical Assessment)
- Participants Design a Complete Training Program and Relevant Materials
- On-Site Training Delivery Practice
- One-on-One Feedback and Evaluation from the Instructor

Award of Certificate

A Certificate of Accomplishment will be issued by the Hong Kong Productivity Council and Hong Kong Professional Training Centre to participants with full attendance of training and completion of assessment.

Trainer's Profile

Sam Yip is a versatile strategist, advisor, and training expert in talent development, leadership management, team building, and customer relationship management. With nearly 20 years of rich experience in business development and human resources management, Sam has successfully assisted various companies and organisations in implementing hundreds of training programs and talent development projects, achieving remarkable results.



H.W. Yip, Sam

As a performance coach and consultant for multiple institutions and companies, Sam Sir has solid training skills and consulting experience in the four major areas of corporate transformation, leadership, team building, and star-rated customer service. He is a rare training consultant who is active in the three major sectors of business brands, government departments, and social welfare organisations. He has gained support not only from corporate clients and participants but also received consistent praise from various media outlets, including TVB, radio stations, newspapers, and magazines, due to his outstanding training performance and techniques.

- NLP Practitioner
- Certified Hypnotherapist
- Certified Career Coach Instructor, JCTC, JCDC
- Certified Personality Dimensions Instructor, Senior Level
- Certified Corporate Trainer(PRC)
- MBA
- PHD IN ENTERPRISE MANAGEMENT - Thesis Stage
- Professional areas include training certificates in psychology and business administration
- Guest host of "A lesson weekly", RTHK
- "Cooking Up a Business" Author

Enrolment method

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to HKPC Academy, Hong Kong Productivity Council, 1/F HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr. Simon LIU).

Please indicate the course name and course code on the back of the cheque and envelope.

