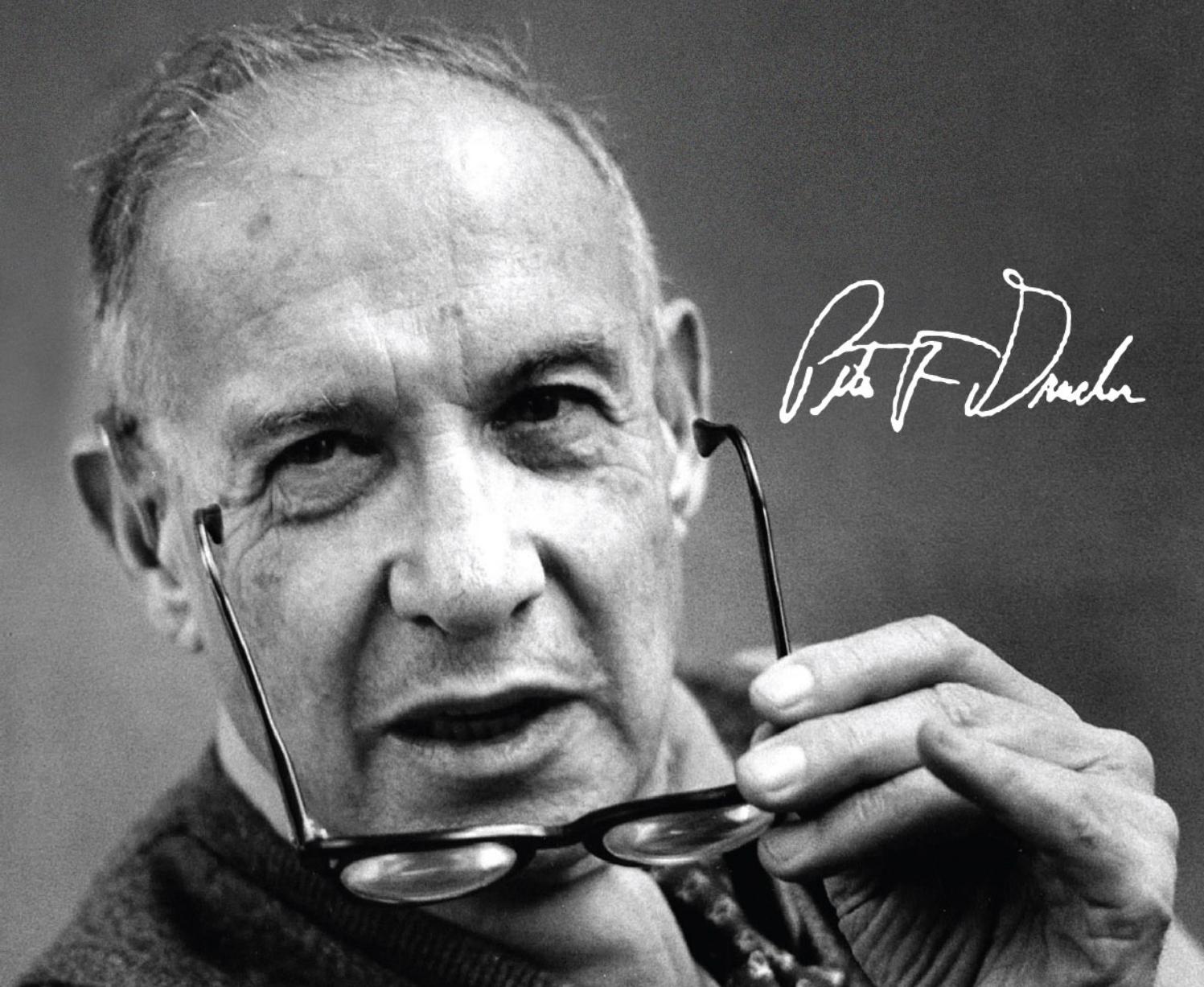




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1 DAY DRUCKER



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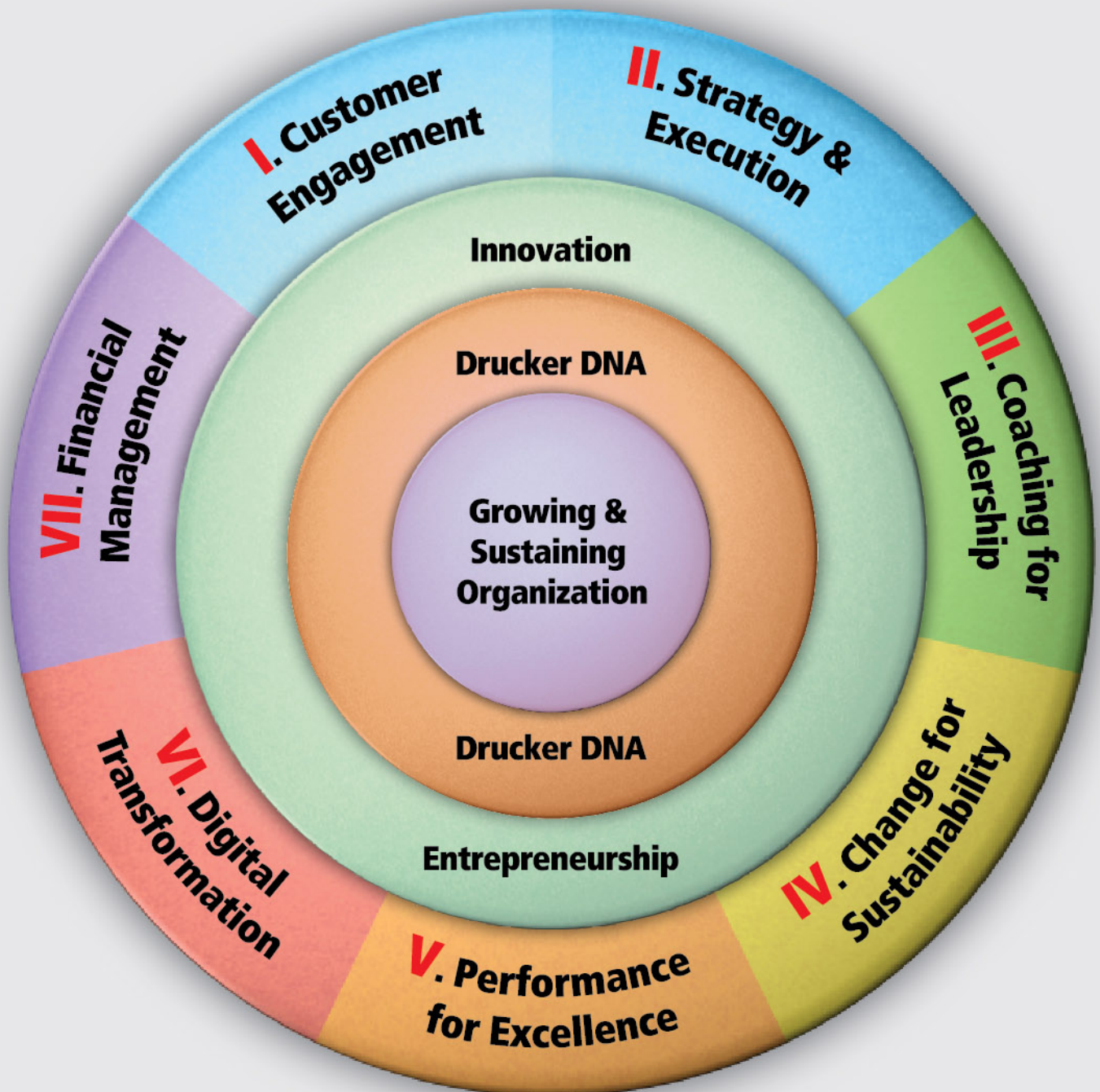
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1 DAY DRUCKER

7 CORES • 24 COURSES



*Knowledge has to be improved, challenged,
and increased constantly, or it vanishes*

— Peter F. Drucker

I. CUSTOMER ENGAGEMENT

1. Win-Win-Win Customer Buying Process
2. Creative Problem Solving for Effectiveness
3. Design Thinking: The Practical Instrument for World Class Entrepreneurs
4. Innovate Like a Start-Up

II. STRATEGY & EXECUTION

5. From Good to Great: Advanced Strategic Thinking and Planning
6. Drucker's Management by Objective & Execution
7. Business Process Improvement and Innovation
8. To Get the Right Things Done: Project Portfolio Management Enabling Business Value

III. COACHING FOR LEADERSHIP

9. GROW People Performance
10. Conflict Management and Team Collaboration
11. Leadership and Management with Mission for Non-Profit Organization
12. Next Generation Leadership

IV. CHANGE FOR SUSTAINABILITY

13. Leading for Change
14. Essential Drucker: Creating Your Future Today
15. Achieving Successful Succession Planning and Talent Development

V. PERFORMANCE FOR EXCELLENCE

16. Excellent Executive in Action
17. Effective Communication and Collaboration with Bosses, Peers and Subordinates
18. Human Capital Development and Management

VI. DIGITAL TRANSFORMATION

19. Disruptive Technologies and Innovation - Implications to Business World
20. Cross-Industry Competition and Opportunities in the Digital Era
21. Seize Global Market Opportunities in the Digital Era
22. Big Data: Defining Feature of the New Normal for Peak Performance

VII. FINANCIAL MANAGEMENT

23. Finance for Non-Finance Executives
24. Understanding Stakeholder's and Analyst's Report



1. Win-Win-Win Customer Buying Process 三贏顧客購買流程管理與技巧

- Build positive mindset in selling
- Demonstrate techniques in questioning, discovering needs, presenting solution and closing
- Establish customer relationship management
- 建立正向推銷思維
- 演練推銷關鍵技巧
- 開展顧客關係管理

2. Creative Problem Solving for Effectiveness 創意解決問題

- Identify effective and creative problem solving approach
- Demonstrate steps in problem solving
- Apply creative problem solving tools for enhancing effectiveness
- 創意解決問題導向
- 解決問題關鍵步驟
- 應用解決問題工具

3. Design Thinking: The Practical Instrument for World Class Entrepreneurs 設計思考：世界頂尖企業思維實戰應用

- Demonstrate key concepts and steps in deep dive process
- Understand and apply design thinking
- Apply design thinking in enhancing innovation
- 深潛流程理念步驟
- 設計思考了解應用
- 設計思考激發創新

4. Innovate Like a Start-Up 新創企業DNA

- Understand entrepreneurship and entrepreneur mindset and principles
- Identify ways to generate sound ideas and innovate
- Explore essences of successful business and customer value creation
- Apply Lean Startup Principles, Lean Startup Loop, Customer Development and Business Model Canvas
- 創業精神與創業家
- 啟發創意創新意念
- 為顧客創造新價值
- 精益創業商業模式

5. From Good to Great: Advanced Strategic Thinking and Planning 從優秀到卓越：致勝策略思維與規劃

- Define vision, mission and value of organization
- Explore assumptions for strategic planning
- Set various strategic objectives
- Establish implementation plan of strategic initiatives
- 訂立願景使命理念
- 策略規劃假設分析
- 訂立各項策略目標
- 確定策略行動方案

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6. Drucker's Management by Objective & Execution 德魯克目標管理及執行力

- Understand the common challenges in driving organization performance
- Apply Peter F. Drucker's concept — “Management by Objective”
- Demonstrate steps for implementing Balanced Scorecards in driving organization performance
- 推動組織績效主因
- 目標管理自我控制
- 平衡計分卡與績效

7. Business Process Improvement and Innovation 企業流程改善及創新

- Understand key concepts and uses of business process flow
- Identify sources of business process improvement initiative
- Improve business process by systematic approach
- 企業流程的概念及用途
- 企業流程改善及創新的來源
- 企業流程改善的程序

8. To Get the Right Things Done: Project Portfolio Management Enabling Business Value 做對的事情：項目組合管理（PPM）實現業務價值

- Understand the use & application of Projects Portfolio Management (PPM)
- Analyze how PPM can better improve Strategic Management Processes
- Formulate Strategic Plans by linking Business Strategies to PPM to achieve Strategic Goals
- Apply useful Techniques & Skills to enhance Planning for enabling the Business Values
- 項目組合管理的使用與應用
- 分析項目組合管理如何能更好地提高策略管理流程
- 制定策略規劃以聯繫起經營策略，以項目組合管理為實現策略目標
- 應用實用技術和技能，以提高規劃使企業得到價值

9. GROW People Performance GROW模型績效管理

- Apply steps for effective performance management
- Demonstrate effective communication in conducting performance review
- Manage employees of different performance situations
- 基本績效管理步驟
- 績效評估有效溝通
- 績效差異情境管理

10. Conflict Management and Team Collaboration 衝突管理及團隊協作

- Understand differences among team members and sources of conflicts
- Develop strategies in managing conflicts
- Apply different conflict management styles
- Collaborate different styles of team members
- 了解各類衝突因由
- 訂立衝突管理策略
- 化解衝突形式同異
- 尊重差異協同合作



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11. Leadership and Management with Mission for Non-Profit Organization 非營利組織：使命領導與管理

- Understand “Leading and Managing with Mission” concept for NGO
- Managing NGO's knowledge workers and knowledge volunteers
- Social innovation for NGO to change the world
- 使命為首領導管理
- 管理知識型工作者
- 社會創新改變世界

12. Next Generation Leadership 新一代領導力

- Understand implications of new generations towards nowadays leadership
- Elaborate leadership traits and competency framework of “Next Generation Leaders”
- Establish creative and effective ways in managing Gen Y and Millennial
- 定義新一代領導力
- 未來領袖特質
- 新一代管理新意念

13. Leading for Change 變革中的領導力

- Develop vision and strategy for change
- Empower employees to embrace change
- Consolidate gains and drive more change
- Anchor new approach in organization culture
- 訂立企業願景策略
- 賦能員工帶動改變
- 領導變革鞏固雙贏
- 深進企業文化更新

14. Essential Drucker: Creating Your Future Today 素描德魯克：看現在 … 知未來

- Understand Peter F. Drucker and his management philosophy
- Grasp the relationship between 39 books from Peter F. Drucker
- Apply Peter F. Drucker's management theories in real life
- 以社會生態學家的方式去思考
- 卓有成效是可以學會的
- 下一個社會的管理

15. Achieving Successful Succession Planning and Talent Development 傳承計劃與人才發展：策略與行動

- Understand basic concepts, needs and trends of succession planning and talent development
- Explore effective ways in identifying the right persons for the right positions
- Develop managers to become leaders
- Establish steps for implementing effective succession planning and talent development
- 傳承計劃人才發展
- 適才適所成效要訣
- 從經理人到領導者
- 傳承計劃成功步驟





16. Excellent Executive in Action

卓越經理人的實踐

- Develop executives in achieving excellence through prioritizing work and utilizing time wisely
- Cultivate organization culture of contribution
- Make strength productive
- Make decision effectively
- 時間管理要事優先
- 建立企業貢獻文化
- 強項發揮優弱互補
- 作正確有成效決策

17. Effective Communication and Collaboration with Bosses, Peers and Subordinates

全方位有效溝通與協作

- Facilitate executives to develop effective working relations through assisting bosses
- Collaborate with peers
- Motivate subordinates with high autonomy
- 輔助上級取得成效
- 同事協作互補長短
- 激勵下屬自我管理

18. Human Capital Development and Management

企業增值在人才

- Understand needs and trends in talent management
- Explore philosophy and principles in talent management
- Establish steps for formulating and implementing talent management strategy
- Build managers' capabilities in supporting talent management
- 管理人才需求趨勢
- 人才發展哲學原則
- 步驟方法策略執行
- 人才管理支援系統

19. Disruptive Technologies and Innovation - Implications to Business World

顛覆式科技和創新 — 對商業世界的影響

- Recognize disruptions to traditional industries under the rapidly changing world
- Understand latest technology trends and their relevant business values
- Comprehend challenges and opportunities imposed by disruptive technologies
- Grasp trends of disruptive technologies
- 傳統產業在迅速變化的世界中如何被顛覆
- 最新科技趨勢和相關業務價值
- 因顛覆式科技而產生的機遇與挑戰
- 顛覆式科技的趨勢

20. Cross-Industry Competition and Opportunities in the Digital Era **數字化時代的跨行業競爭和機遇**

- Recognize new business models created in the Digital Era
- Comprehend how disruptive innovation expedite digital markets
- Formulate survival strategies for traditional businesses and new entrants
- Grasp trends of digital markets
- 數字化時代如何創造新商業模式
- 顛覆式創新如何催生數字化市場
- 傳統業務和新進入者的生存攻略
- 數字化市場的趨勢

21. Seize Global Market Opportunities in the Digital Era **善用創新科技捕捉全球商機**

- Understand fallacy of traditional international strategy
- Learn ways that new leading companies excel in digital era
- Establish 10 ways to grow your market globally in the Digital Era
- 傳統環球策略謬論
- 數字化企業新優勢
- 環球拓展策略十法

22. Big Data: Defining Feature of the New Normal for Peak Performance **大數據：決策新常態 — 企業創造高峯的新契機**

- Understand fallacy of traditional industry leaders
- Learn big data: secret sauce of new leading companies
- Develop 10 ways to turn big data to become new normal for winning
- 傳統領導謬論
- 大數據成敗必殺技
- 大數據決策新常態

23. Finance for Non-Finance Executives **企業非財務行政人員之財務管理**

- Understand chart of accounts, key concepts and uses of financial statements
- Use financial ratios and budget controls in assessing organization performance, conducting financial planning and decision making
- Establish key performance indicators for organization
- 認識會計財務要項
- 財務比率制定決策
- 制定關鍵績效指標

24. Understanding Stakeholder's and Analyst's Report **解讀持份者及財務分析師報表**

- Understand key concepts of stakeholder's and analyst's report
- Demonstrate use of stakeholder's and analyst's report in assessing organization's performance, conducting financial planning and decision making
- Understand and utilize stakeholder's and analyst's report in other aspects
- 持份者分析師報表
- 應用報表制定決策
- 了解報表其他用途