

People Development

People-development goals in 2002 were based on PCCW's transformation into a leading IT&T company.

Training schemes have focused on talent management, e-learning, IT&T capability, leadership and management, customer management and service, sales and performance management.



PCCW training often results in accreditation from world-class organizations.

Technology (IT&T) Training

In 2002, PCCW provided more than 14,000 days of technology training in fields such as Internet operations, IP networking and server operations and Web content and application development. A particular emphasis has been brought to bear on the type of training that has resulted in more than 400 employees attaining accreditation awarded by world-class vendors such as Microsoft, Cisco and Sun Microsystems.

Business and Management Training

More than 6,000 days of business and management training were offered to staff in 2002 for development of sales and service skills plus management practice. Programs – including sales methodology and process, and people and business management – were attended by 180 managers and team leaders from the Consumer Group. Another 86 sales and marketing professionals took part in a one-year program, leading to the Executive Diploma in Marketing Management and Strategic Marketing, jointly organized by the Chinese University of Hong Kong and PCCW.

New Talent

The Group continued to drive the intake and development of fresh talent through trainee initiatives for graduates. Major programs included the Business Associates Scheme, the China Management Trainee Scheme, the Trainee Engineer Scheme and Graduate Trainee Schemes for areas such as IT and sales. A total of about 50 graduates from Hong Kong, Beijing, Shanghai and Guangzhou were selected to benefit from the schemes.

Leadership and Career Development

Forty-eight high-performing middle managers were selected to join the in-house *Challenge21* leadership program in 2002. Twelve managers participated in the *INSEAD Asian International Executive Program* and three in the *Tsinghua/Harvard Competing in the Age of Globalization Program* aimed at orientating mainland China's managers to the contemporary business world. In addition, five young managers completed *Richard Ivey's Accelerated Management Talent Program*.

eLearning Development

More than 4,600 staff took part in online training programs from PCCW's in-house Aladdin Learning portal in 2002. Several initiatives have been implemented in the field of just-in-time knowledge, and skills, for our staff.

These included the launch of a China orientation Web-site, which attracted 4,000 'hits' from about 1,800 staff members, plus the development of video-based training programs ranging from telecoms technologies to enterprise applications.