



Work Readiness | Entrepreneurship | Financial Literacy | Life-wide Values

Learning Inspirations through Ups & Downs

Vivian Choi
Marketing Director
Junior Achievement Hong Kong

OLE Learning Symposium on 2 July 2010



Agenda

- About Junior Achievement Hong Kong (JA)
- Partnership for Sustainable OLE Development
- Learning through Ups & Downs – The JA Experience
- Open Discussion





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About Junior Achievement Hong Kong (JA)



Junior Achievement Worldwide

- Founded in **1919**
- Dedicated to **educating young people** about business, economics, and free enterprise through **quality activities-based programs**
- Serve **more than 9.7 million students in over 120 countries** a year



Junior Achievement Hong Kong

- Established in **2001**
- Registered **non-profit-making charitable organization**
- Launched **25 programs**
- Over **100,000 students** in **400 schools**
- Over **8,000 business volunteers** from **500 companies**





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Our Mission

**To inspire and prepare young people
to succeed in a global economy**



Connecting Students and Schools with the World of Work



Business

Financial support
→
Devoted staff



JA

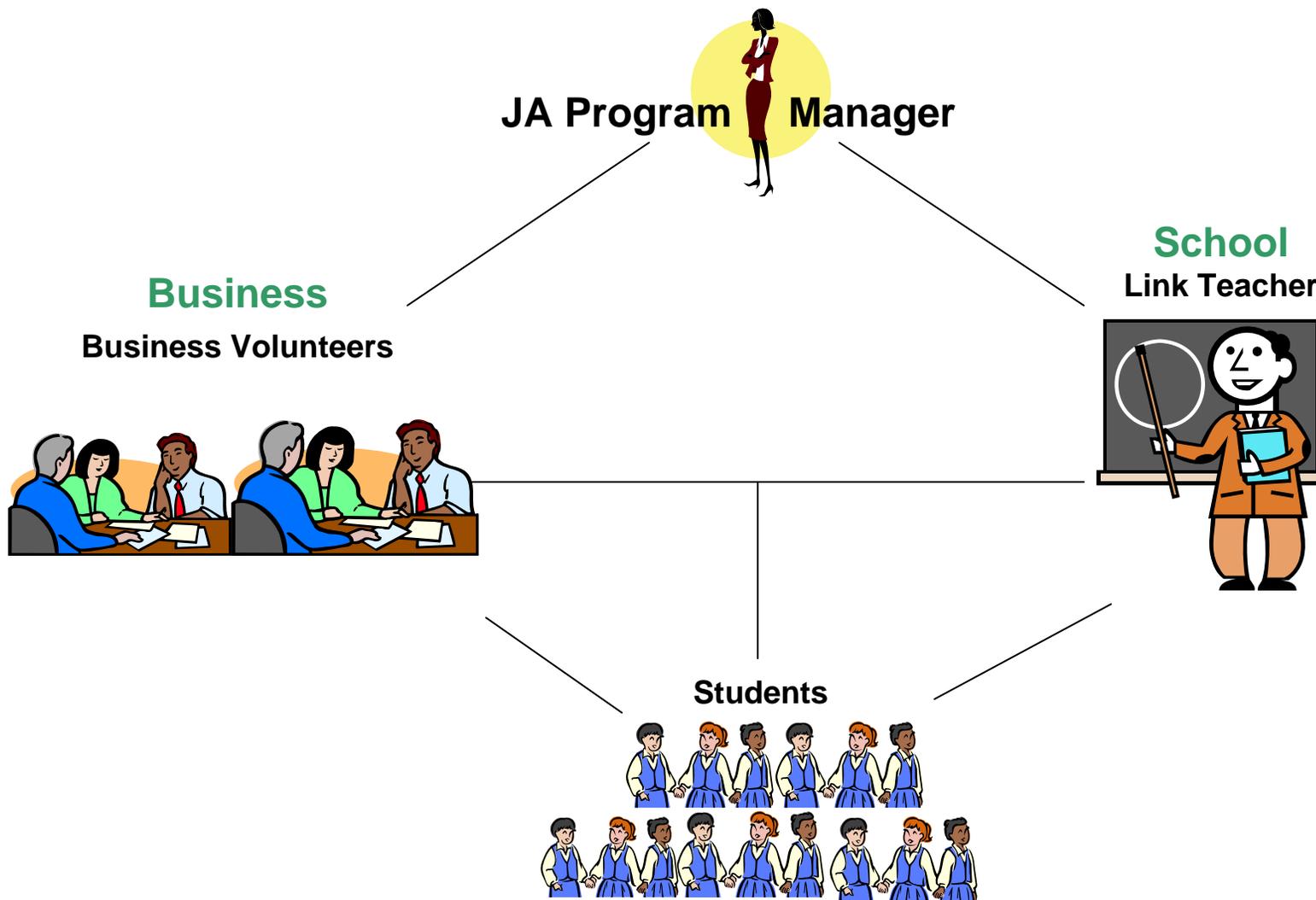
High-quality activities-based business programs
→
Trained business volunteers



Schools



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Awards & Recognition of JA

Prudential Chairman's Award in 2009 & 2008

MetLife Foundation Grant for the launch of JA Exploring Economics in 2008

MetLife Foundation Entrepreneurial Award for the New Leaders Programme in 2007

Caring Company Outstanding Partnership Project Award 2006/07 for the partnership with ExxonMobil, presented by the Hong Kong Council of Social Service



Awards & Recognition of JA

Long Standing Partner Award

Goldman Sachs CTW 10th Year
Anniversary award in 2005

Best Performer in Resource

Mobilization of Asia Pacific NGO award
by Resource Alliance & Citigroup in
2005

**Caring Company Outstanding
Partnership Project Award 2004/05** for
the partnership with HSBC on Company
Programme, presented by the Hong
Kong Council of Social Service



JA Programs





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Partnership for Sustainable OLE Development



The Partnership Building Cycle





The Partnership Building Cycle

Define OLE
needs

- **Type of experiences**
- **Level of student involvement**
 - Time commitment (OLE learning time)
 - Observation, interaction, hands-on experiences
- **Target student segment**
 - Strengths & interests



The Partnership Building Cycle

Define OLE needs



正面生活價值觀

JA新領袖計劃

學生對象： 中一至中六學生

OLE學習時數：4小時

OLE： 與工作有關的經驗、德育及公民教育

課程形式： 15至20人一組，由1位商界義工教授

課程日期： 半天的工作坊，全年於特定的周六在協辦學校內舉行

學校資源安排： 負責老師需協助統籌及聯絡學生

計劃以互動的形式培養學生的道德價值觀，助他們建立個人信念及品格，以成為新世紀裏道德的領導人才。這計劃由六個半日的「工作坊」組成，適合中一至中六學生參加。在商界義工的指導下，學生會進行不同的研討、角色扮演、情景討論和模擬遊戲，從而學習道德的重要性。

中一至中三的工作坊主要讓學生認識道德對自身及他人的重要性；而中四至中六的工作坊重點帶出道德在工作、貿易，以至機構管理上的實際應用。完成整個課程後，學生將可了解道德在事業成就及個人成長上所扮演的重要角色。

JA亦歡迎學校成為協辦學校，提供場地及支援，讓更多校內及同區的學生受惠。

報名：www.jahk.org/NL



The Partnership Building Cycle

Research &
work with
OLE
service
providers

- **Community partners with Shared Values**
 - Internal connections
 - Parents
 - Suppliers
 - Alumni
 - NPOs
 - Service providers



The Partnership Building Cycle

- **School leadership endorsement**

Research &
work with
OLE
service
providers





The Partnership Building Cycle

Manage
expectation

- **Involvement of diverse groups of stakeholders**
- **Common understanding on goals, expectations & roles of each party**
- **Three steps:**
 - Set expectation
 - Monitor expectation
 - Influence expectation



The Partnership Building Cycle

Manage
expectation

Set Expectation

- **JA Volunteer & Teacher Briefing**
 - Curriculum design
 - Learning outcomes
 - Student characteristics
 - Roles & responsibilities
 - Logistics arrangements
- **JA Student Preparation Session**
 - Personal assessment
 - Career cluster selection
 - Resume preparation
 - “Conducting an interview”
 - “More than meets the eye”



The Partnership Building Cycle



Monitor Expectation

- **Written milestones, timelines & metrics**

Company Programme
Business Adviser Guide

JA COMPANY PROGRAMME SUGGESTED TIMELINE

Note: Each JA Company is different. Please adapt the timeline according to the needs of your team and the school calendar.

Suggested Timeline	Meet-ing	Phase / Tasks	Meeting Date	Led By	Key Dates/ Key Events		
Phase One: Organization							
Milestone: JA Company registration							
Sep to End Oct/ Early Nov	1	<ul style="list-style-type: none"> • Introduce the Company Programme, objectives and stakeholders • Discuss company vision and mission, brainstorm company name • Review company structure • Discuss leadership positions & invite job applications 			Oct 24 (Sat): Leadership Seminar – Management Team Orientation Oct 27 (Tue): JA Company registration deadline		
	2	<ul style="list-style-type: none"> • Brainstorm product/service ideas • Review checklist for product/service approval • Plan and develop market research 					
	3	<ul style="list-style-type: none"> • Evaluate market survey findings • Refine product ideas • Complete cost-benefit analysis • Select company product/service • Select company name, finalize mission and vision 					
	4	<ul style="list-style-type: none"> • Elect management team • Assign company members to different departments • Review JA Company bylaws • File JA company registration before next meeting • Review record-keeping forms on Resource CD 					
	Phase Two: Business Plan						
	Milestone: Business plan completed, capital raised						
	5	<ul style="list-style-type: none"> • Develop preliminary business plan • Set individual department goals • Assess break-even point 					
6	<ul style="list-style-type: none"> • Review preliminary business plan • Determine initial capital required • Discuss capitalization process and organize stock sales 						
7	<ul style="list-style-type: none"> • Fine tune preliminary business plan • Sell stock • Prepare management team to conduct the first Board of Directors meeting to present and approve business plan • Review parliamentary procedures 						



The Partnership Building Cycle

Manage
expectation

Influence Expectation

- **Involve and engage key stakeholders through sharing and celebration of learning**



The Partnership Building Cycle

Debrief

- **Maximize return on investment**
- **Turn experience into learning**
 - Anchor students' learning
 - Inspire improvements
 - Set pointers for next experience
- **Three steps:**
 - “What”
 - “So What”
 - “Now What”



The Partnership Building Cycle

Review

- Evaluate against the goals & objectives
- Identify strengths & areas for improvement
- Plan for the way forward



The Partnership Building Cycle





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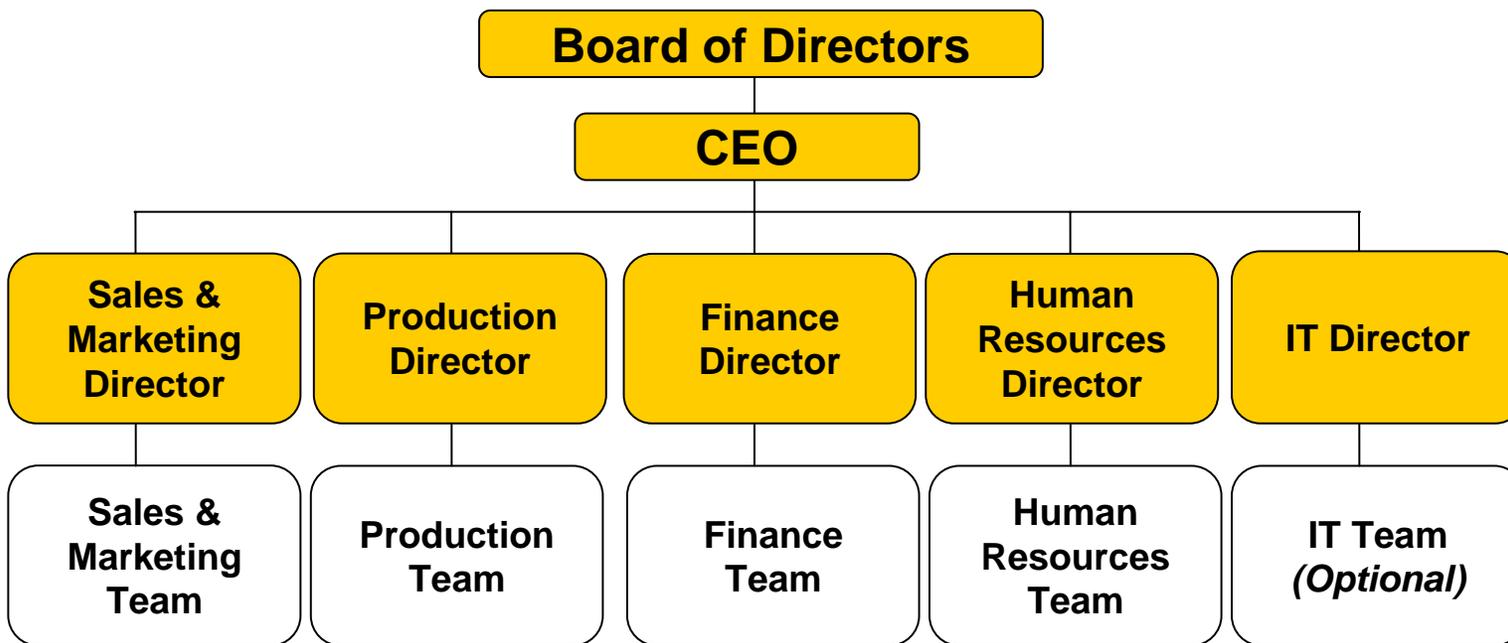
Learning through Ups & Downs – The JA Experience



JA Company Programme

The 8-month hands-on experience
of setting up and operating a company

- The Student Company





JA Company Programme

The 8-month hands-on experience of setting up and operating a company

- Complete business & career-related experiences

Organization + Business Plan

Operation

Liquidation

2009 Sep

Oct

Nov

Dec

| 2010

Feb

Apr

Trade Fair

Final Presentation

Graduation





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JA Company Programme

The 8-month hands-on experience
of setting up and operating a company



JA Job Shadowing

A day at work

導賞濕地公園 體會知識重要 中學生當「工作影子」 見識真職場

不少青少年受電視劇的影響，以為專業人士上班工作，就穿上西裝、皮鞋或高跟鞋，手名牌袋，穿戴漂亮地出入高級業大廈，卻無法理解不同行業工作性質到底是甚麼，工作生又是如何。Elsie知道國際成就計畫香港部（JA）自〇五年起，為高中學生舉辦「工作影子計」，讓學生親身在不同行業及構工作一天，並於工作導師的授和指導下，了解工作的實際容，分享工作心得。

參與名額供不應求

JA 行政總裁劉少坤 (Vivian) 表示，現今的青年學大多沒有家庭經濟的負擔，莫平日做兼職，長假期時亦不會「打暑假工」，當面對選科或畫人生時便漫無目的。「真的

有學生對我們說，以為工作就電視台播放的辦公室處境劇，一班同事常在茶水間聊天，工後就「happy hour」，好像用做甚麼事情一樣，他們完全有對現實的理解，計畫正好讓門深入地跟隨導師工作一天，可一個小窗戶般給他們探索工和社會，故此計畫每年都十分學校歡迎，超過萬名學生報，但名額大約只有不足一千，不應求。」

Vivian 亦指，參與計畫的學

生不只是在導師身旁觀察而已，而是要真正落手落腳地工作，例如在會計師樓做行政工作、發支票；在物流公司學習點貨、搬運；在時裝店當客戶服務員、到店鋪當售貨員等，當中不少更是公營機構及國際性的大公司。而今年JA更與Make a Difference (MaD) 合作推動這個計畫，合共近七十家機構參與，除過去參與最多的商業機構、辦公室工作外，增加了不少另類工種，好似參與機動部隊的步操體驗、當藝術家助理、在灣仔街市的菜檔賣菜等，早前Elsie更隨順利天主教中學十位中五學生到香港濕地公園當「影子」。

十位學生於早上九時正，便大老遠從觀塘走到天水圍，開展他們一天的工作。在濕地公園這個如斯漂亮的大自然環境中，Elsie也以以為工作應該十分輕鬆自在，但原來一個供市民、旅客遊覽的主題公園，背後需要不同的部門配合。香港濕地公園營運經理唐懿芬 (Pauline) 指，公園內分為營運、市場及行政、教育、展覽和生態研究五個部門，學生會被分派到不同部門工作，有些在辦公室處理文件、有些在動物中心照顧和餵飼動物、有些在室內展覽館內管理及維修互動電腦遊戲、有些在入口的詢問處回答遊客的查詢等。

感「書到用時方恨少」

其中學生彭寶欣、沈嘉欣和鄭毅謀就跟隨他們的導師陳欣苗



國際成就計畫香港部 (JA) 為高中學生舉辦「工作影子計畫」，讓學生有機會到不同機構工作一天，早前十位順利天主教中學五學生便到香港濕地公園當「影子」。

所以身體比青蛙乾……」，彭寶欣向Elsie表示，雖然自己修讀理科，但課本的內容卻完全派不上用場，這些特別品種水生動物的知識，都是靠導師提供的資料，在午餐時才「臨急抱佛腳」地做準備。

工作須互動難度高

「以為可以好休閒地在公園四處逛，向客人介紹一下生物，誰知要記很多資料，客人可能突然問「動物吃甚麼？」資料沒有我就不會回答，最難是有人問我「黑眶蟾蜍同花狹口蛙是否同一科？」，我只知是近親，更加不認識這些生物的英文，發現鞏固

濕地公園的工作不會辛苦，但需要靠知識，說話要有條理，令他知知識真的很重要，希望努力讀書，日後找一份體力上不太辛苦的工作。

雖然學生只是做了一整天的工作，不過他們的表現都獲得導師們的嘉許，好似導賞員Jenny對於彭寶欣等三人的表現感到相當滿意，「因為員工的人職培訓都需要一個月時間，他們在短時間內已經可以吸收資料，再講解予客人聽，已經是神乎其技。」

而且計畫的前後，學校都會為學生做一些相關的職務性向測試或分享，鞏固他們對體驗的得





Students' Most Favorite Quote

JA It's My Business!™

“最大的失敗就是不嘗試。
一旦你找到喜歡做的事，
就把它做到最好。”

—菲爾茲·黛比 (Debbi Fields)
Mrs. Fields Cookies 創辦人



起落

Ups & Downs



喜樂

Joy of Learning

“I never teach my pupils. I only attempt to provide the conditions in which they can learn.”

Albert Einstein



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Vivian Choi

Marketing Director

Junior Achievement Hong Kong

Tel: 3426 3145 Email: vivian.choi@jahk.org

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