



Offer

rewarding career  
opportunities and  
cultivate staff  
commitment



We encouraged our staff members to take part in community services and charity activities, e.g. the *Olympic Day Run 2006*

## OUR PEOPLE



BOCHK Volunteer Team was organised to echo one of our important core values – Social Responsibility

Staff are cornerstone for corporate growth and development. During the year of 2006, we have continued our efforts in enhancing human resources management, recruitment procedures and staff training programmes, a reflection of our emphasis on “Respect” to staff. Further promotion on the Group’s corporate culture has also been carried out to stress the core value of “Teamwork”. We believe that a generally recognised culture is indispensable for better staff relationship, which in turn, helps promote business development.

### Reforming Human Resources Mechanism

According to the Group’s business development strategy, the Group has been continually enhancing its human resources and compensation policies on the job-based and performance-driven human resources management platform. Additional resources were also allocated to award those employees with excellent performance, so as to retain and attract talents.

Moreover, to enable the job-based system to support the Group’s development, we have reviewed the organisation structures and job establishments during the year. By means of rationalising job establishments and developing professional job series, the Group has enabled the employees to fully realise their potential and develop their careers, aiming at driving business growth through stronger staff motivation.

### Fostering Corporate Culture

The main theme for promotion of 2006 corporate culture was “Teamwork”, which came alongside with the activities related to “Social Responsibility” and “Respect” started in 2005. During the year, BOCHK Volunteers Team has been established, and a number of voluntary activities were organised, such as beach cleaning activity, children’s home and elderly visits. In order to recognise those units which have outstanding performance in promoting team spirit, we have launched the “Teamwork Activities Rewards Scheme”. Under this scheme, “The Departmental Award” and “The Cross-departmental Team

Award” were set up to encourage organisation of teamwork activities by individual units, and to strengthen staff communication and cohesion among different functional units.

As a solicitous employer, we took many initiatives to show our care for staff. “Caring Ambassadors for new staff” program was launched and free medical check up was arranged. We have also compiled an Information Guide which contained service premium and other useful information for distribution to all staff members.

### Recruiting Talents

The Group advocates recruiting talents to cope with the manpower demand in line with our business development and expansion. In 2006, by using various recruitment channels, quality professionals were hired and deployed for various business and functional units, whilst fulfilling the manpower needs from front to back offices. In addition, more focus was put on recruitment in tertiary institutions, in order to recruit high-flyers to replenish our talent pool.



We organised a diverse range of staff recreational and sports activities, like choir performance and Dragon Boat Competition



Apart from capitalising on local talent resources, we also conducted candidate search in the Mainland of China and overseas in order to build an international working team. At the same time, through a series of work-flow improvement on recruitment procedures and the adoption of scientific assessment tools, the efficiency and effectiveness of staff recruitment was significantly increased, leading to a stronger human capital base for the Group.

### Strengthening Staff Training

In 2006, we provided 1,500 courses with 92,000 attendances. With the objective of enhancing our competitiveness to become a top quality financial services group, our training programmes were designed with targets to meet the Group's development strategy and overall human resources plans; to help staff's self improvement and career development, and to build up a learning organisation. Major training activities included a series of workshops and seminars covering risk management, legal and compliance, corporate governance, and corporate

cultures; sales and services skills development sessions, and leadership development courses for senior management. Moreover, Management Trainee Programme and Officer Trainees Programme were provided to fresh university graduates. In addition, efforts have been taken to establish an e-learning platform to assist training, while the launch of self-learning programmes created a dynamic and diversified channel, making training more accessible and flexible.

### Promoting Staff Communication

The Group has strived for effective two-way communications between staff and the management, as well as among staff of different units through various channels. Award Presentation Ceremony was held in order to recognise staff contributions and achievements for the year 2005. A total of 607 staff and 43 teams had been granted outstanding performance awards. We also encouraged our staff members to take part in community services and charity

activities, promoting a sense of "Social Responsibility" and good corporate citizenship among staff.

As to provide healthy activities to the staff, various kinds of recreational activities were held in 2006, including spring time staff gathering, Ocean Park Carnival, outward bound training, exchange activities for different sport teams and leisure classes for staff.

