

**Closing Keynote Speaker at South China Morning Post – Classified Post HR Conference**



Dr. Christina Sue-Chan speaking at the conference

Dr. Christina Sue-Chan, Associate Head and Associate Professor from the Department of Management as well as Associate Director of the Office of Education Development and Gateway Education (EDGE), was the closing keynote speaker at the Classified Post HR conference held on November, 17, 2017.

Her talk was about engaging talent: “Coaching and social intrapreneurship as rewards”. Supported by a recent Robert Walters Salary Survey, she states that attracting talent and driving loyalty is not solely based on salary - “employees increasingly prefer working for companies with strong employer branding, a positive company culture and an open, collaborative work environment.”

Dr. Sue-Chan says that although older generations are fulfilled once their basic salary needs are met, the Net Generation (a.k.a the millennials) also tend to seek personal fulfillment. A way in which these fulfillment needs can be met is via “social intrapreneurship”, which supports the connection between colleagues and adds another dimension to one’s work. Furthermore, opportunities to coach and be coached as well as to initiate a social entrepreneurship project to engage employees should be considered as *benefits offered during work time*.