



INNOWISE CONSULTING LTD

The Power of Behavioral Analysis

Dr. STEPHEN HO created INNOWISE CONSULTING LTD to bring to bear the power of behavioral understanding into competitive boardrooms. Here's why.

“I started my training career in my Church Sports Ministry. Since then, I came across different types of corporate training, and various ways to conduct standard methods of training,” says Dr. Stephen Ho, CEO and Founder of Innowise Consulting Ltd.

“In contrast, I believed training should not be that uni-dimensional. Through creative & innovative programme design, training can be a way to involving all the senses and optimise the learning experience. Therefore, I chose to start my own training business with a view to bringing the power of inspiration to the corporate training industry.”

To-the Point!

“Mastering the technology of Behavioural Analysis makes us stand out in the market. We design unique training programme using behavioural psychology, specific for certain type of occupation or job functions. In addition, as we know people and the personalities our tailor-made programme are straight-to-the-point and deliver learning objectives straight to participants. We are now designing a new programme for developing and certifying new Child Behavioural Analysts. We believe that knowing oneself is the first step toward developing and improving someone. We are now on our way to becoming Asia's largest behavioural analysis centre!” claims Ho.

China Footprint

“There is news of the possible end to the one-child policy on the mainland. If this happens the market will expand vast-



Dr. Stephen Ho: “We are now on our way to becoming Asia's largest behavioural analysis centre.”

ly at the rate of 20-30 million new born baby per annum. As families become richer parents will focus on the quality of early childhood education,” Ho says.

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“Our next target of promoting Child Behaviour Analysis Programme will be in Fujian Province, and we expect to be listed on Fuzhou stock market soon. Listing on the HKEx is also on our route map in the coming 2 years.”

“Entrepreneurs on the mainland tend to transfer their assets to Hong Kong as it is an ideal off-shore market for them due to geometrical and cultural advantages.

“In response, the ‘Greater China Financial Entrepreneurship Certificate Course’ was developed and introduced to the financial planning sector. The 4 full-day programme includes the introduction of the mindset of the entrepreneurs, ready-to-use systems and tools, as well as successful story sharing which enables participants for a quick start on the mainland,” concludes Ho. ■



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