



WILOSOPHY

"DISCERE EST VIVERE,  
FACERE EST SCIRE"

# Wilosophy Workshops



BRITISH CHAMBER OF COMMERCE  
GUANGDONG 广东英国商会

Training  
Webinar Introduction

# Wilosophy Limited - 华哲思

## A brief Introduction

- History



2017 Hong Kong



2018 Guangzhou

- Specialties



The International Coach Federation

Professional  
Executive and  
Business Coach



Bespoke Fortune 500  
Leadership and  
Management Training

- Future Proofing Training



Practical Training is focused on young and experienced professionals, designed and bespoke based on current business environments

# Your Trainers



## Active Industry Experts



William Sung is the founder & principal coach and mentor at Wilosophy Consulting, founding the company in 2018 after leaving his 18 yr corporate role in a leading International bank in city, regional and enterprise roles. William is a ICF certified Professional coach of over 11 years with over 800hours of helping individual and teams grow and flourish in career and business. As a qualified practitioner of NLP and with a list of start-up's under his belt, he has built a reputation as a direct yet empathetic business coach, hired to speak a public events and most recent hired by top universities in Hong Kong to develop the next series of leaders. William was born, raised and educated in London, where after his management and consulting career has seen him work in New York, Paris, Brazil, India, Malaysia, Hong Kong, before finally settling with Guangzhou. HR heads and Learning heads have previous reported to William in his enterprise roles where organisation development is core to individual & business success. William has previous experience building teams from scratch and brings this experience through his workshops, his coaching and workshops are in both English and Chinese Cantonese.

Patrick Chan is a career trainer, providing his training expertise across the spectrum of skills from interpersonal skills, vocation training, and industry training to new-science training. With over 15 years in the fields of Banking, he has trained new joiners to seasoned professionals in navigating business, achieving results and core industry skills for the evolving business market. Patrick has a list of qualifications that include industry certifications such as ACAMS, PMI Project Management and Gold certificate in Operational Excellence. For leadership and soft skills he has applied his certificates in MBTI, NLP master practitioner, DISC training and other training from the top global training houses to a variety of teams & leaders. Over years Patrick has developed and aligned himself with the latest trends keeping him evergreen for the every changing business landscapes. Patrick is comfortable providing trilingual workshops in English, Chinese Mandarin and Chinese Cantonese; which has allowed him to reach a wider audience through from India, China and to S.E Asia.





"to do is to know, to learn is to live"

## WILOSOPHY - FUTURE PROOFING TRAINING

# HOW TO MANAGE AND NAVIGATE A VUCA LANDSCAPE

The world we live in is become more and more VUCA (Volatile, Uncertain, Complex, Ambiguous) through how we interact as people & technology, political situations, global disasters and how we engage with business on a local and global scale. Being able to manage through this on a personal and organisational level has been cited as a top challenge by WEF (World Economic Forum).

*The ability to recognise, plan, and react are critical skills to possess in the modern world. The diversity of VUCA situations means that first one must understand 'self' in relation to VUCA then move on to managing others and the organisation through the VUCA landscape.*



**In this workshop, delegates will learn to:**

- understand VUCA and its impacts on self and the world
- adopt strategies to managing VUCA for a healthy 'self'
- motivate others through a VUCA landscape
- Using the Diamond approach interpret and solve VUCA
- run with VUCA Crisis Management

### About Wilosophy:

Wilosophy Limited is a Hong Kong based Coaching and Training company with offices in China (华哲思). Incorporated in 2010 for Coaching needs, diversified into training from 2017, where it has developed a suite of training programs that have helped organisations and individuals navigate the 'future'. With the philosophy of "to do is to know" at the heart of Wilosophy, all programs that are delivered have been tried and tested across industries.

Format: **Interactive classroom based**  
Capacity: **12-20 delegates**  
Duration: **half-full day**



**William Sung**

Will Sung, born in London UK, is a Certified Executive and Business coach from the ICF, and a practitioner of NLP. He has over 2 decades in Banking & Finance, building teams globally with regional and country roles, his enterprise leadership and management skills has seen him oversee HR, Operations, Technology and regulation & compliance functions. A coach for over a 10 years, he has also started his own FinTech and run NGOs. He is a career coach at top universities and schools in Hong Kong and China.



**Patrick Chan**

Patrick Chan is a seasoned trainer with experience that stretches over 15 years in Banking for operations, compliance, people transformation and culture. Certified in MBTI, NLP and other leadership & management training disciplines, Patrick is a professional trilingual trainer that maintains a constant pulse check on the Future of work and work cultures. He brings personal passion for development of people and organisations; with expertise in situational leadership and 'healthy human organisations'.



in QRCode



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VUCA Situations aren't new, but there seems to be more of them – Are you prepared, geared and ready to manage through your own **V**olatile, **U**ncertain, **C**omplex & **A**mbiguous



## VUCA for Individuals

- Understanding what VUCA means to you as an individual, the 'change' process in self
- Learn about Wilosophy's "Diamond" concept of structuring your process to self-manage VUCA
- Be guided by case studies that are practical and personal to your own VUCA – path to "PAST"
- Hand's-on approach with action planning

Duration: Half Day

Dates: TBC – Available from April

Cost: CNY1,190 (members), CNY1,490 (non-members)

## VUCA for Leaders

- Understanding what VUCA means to your organisation and business as a leader.
- Discover how to apply Wilosophy's "Diamond" concept to manage & flex through VUCA
- Utilise real business cases along with other toolkits to support your teams & businesses tackle VUCA
- Mini project based approach with action planning

Duration: Full Day

Dates: TBC – Available from May

Cost: CNY2,190 (members), CNY2,490 (non-members)





LINKEDIN INFLUENCER

WILL  
SUNG



Founder of Wilosophy,  
Public Speaker, Influencer

Entrepreneur, FinTech StartUp and 18yrs Investment banking takes you on a practice workshop based on real life experience in creating opportunities on LinkedIn.

Join if you want to expand your network and seek to move on.

Will Speaks English and Cantonese

# LINKEDIN WORKSHOP

- Create an attractive LinkedIn profile that says "AMAZING"
- Learn to generate more Leads and Opportunities QUICKLY
- Get NOTICED in the crowded professional platform
- Connect to a wider PROFESSIONAL audience
- Craft POWERFUL content to become an KOL
- Learn about Wilosophy's CEO Rule of LinkedIn
- Master Wilosophy's 7 EFFECTIVE habits of a LinkedIn Activist

Workshops are divided into 101 and 202 depending on LinkedIn profile maturity



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In today's globally tech savvy world, its inconceivable that as a professional to not have have a LinkedIn profile.

<b>in</b> LinkedIn	Monthly Active Users <b>200 Million</b>	Total Registered Users <b>546 Million</b>	Founded <b>2002</b>
	New accounts monthly <b>5.26 Million</b>	Company Pages <b>20 Million</b>	Rank <b>#9</b>



Creating a LinkedIn profile is a one off exercise, it's a art and a practice to not just let people know who you are, your capabilities, it's a golden source of information that is fundamentally different to other social media in staying

connected to the business world. Building a brand through LinkedIn takes time and needs to be planned from the start. More than just a 'resume', its used by:

- Headhunters - niche skills & talent
- HR Departments - deep dive & vetting process
- Researchers - information gathering
- Businesses - industry trends and information



香港大學  
THE UNIVERSITY OF HONG KONG



## These 2 LinkedIn 101 & 202 Workshops:

- Are regular adopted workshop by HKU CEDAR department for assisting postgrads obtaining jobs
- Have run multiple times Live and as webinars in 2019
- Assisted dozens not only find new roles, but helped individuals explores themselves & their futures in greater detail; along with businesses for social selling.

Duration: Half Day

Dates: TBC – Available from March

Cost: CNY890 (members), CNY1,190 (non-members)



# FAQ – Your Frequently Asked Questions, answered

**Q) What language will the training be provided in?**

**A) *English shall be used for all the training, however for the VUCA one of the trainers will be able to train in both Mandarin and Cantonese as well.***

**Q) What do I need to prepare?**

**A) *You do not need to prepare anything for these workshops other than to answer complete a simple Q&A for the VUCA workshop***

**Q) Will materials be provided?**

**A) *For the LinkedIn workshops all you need is a mobile device or laptop to actively work on your profiles, otherwise all materials will be provided on the day of the workshop***

**Q) Is there a dependencies on attending the individual & leader VUCA workshops?**

**A) *No, you can attend both depending on your preference, ideally for the leadership version of the VUCA workshop, the content will be more relevant if you are in a position to lead teams or a business***

**Q) Do I need to attend the LinkedIn 101 workshop before attending the 202 workshop?**

**A) *No, you should select the workshop based on your experience of LinkedIn, if you are new to LinkedIn or use it infrequently then 101 is the workshop to attend, if you are looking to use LinkedIn more intensively to build a professional brand then attend 202.***

**Q) What type of format will the workshops be delivered in?**

**A) *LinkedIn workshops will be engaged and active crafting of your profiles on your mobile devices or laptops; for the VUCA workshops these will be theory, group based thinking & discussions with practical exercises with case studies; along with action based tasks.***

**Q) What level of skill do I need to attend these workshops?**

**A) *You don't need skills to attend any of the workshops, only for LinkedIn for you come with a LinkedIn profile already started.***

**Q) I'm not a leadership position, should I attend both VUCA courses?**

**A) *VUCA for Leaders goes into the individual management of VUCA at a less deep level and looks more around external and organization.***

**Q) Do I need to be in a business environment for the workshop to be effective?**

**A) *Only for VUCA for Leaders workshop and if you are looking to grow your personal or business brand for LinkedIn 202.***

**Q) If I wanted to attend both the workshops of the same theme, will it be cheaper?**

**A) *You can discuss this with the British Chamber of Commerce***

**Q) Can I hire you and take this back to my whole team?**

**A) *Yes, you can contact us separately to discuss how to arrange this, however it must be noted that the course fees may differ which may be higher than advertised through the Chamber.***

**Q) Have you delivered these workshops before?**

**A) *Yes, all Wilosophy workshops have been designed for relevant industry challenges to and have either been designed specifically for a previous client or created for a specific niche in the market.***

**Q) Will there be handouts to take away at the end?**

**A) *In order to protect Wilosophy's intellectual property rights, we shall only provide high level PDF in digital form, however pictures will be permitted during the workshop for personal use.***

*“to do is to know, to learn is to live”*



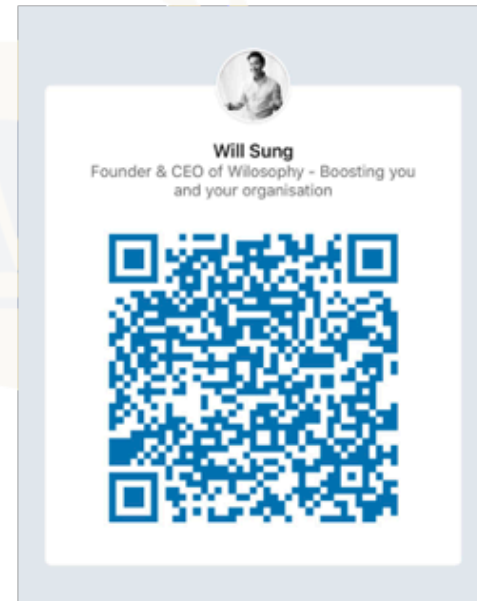
**THANK YOU & LETS STAY CONNECTED**



WeChat QRCode



LinkedIn QRCode



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