



Manage my Finance Programme at HKT

Evaluation findings

November 2017

About the programme

Objective	Equip young working adults with the knowledge, skills and attitude in career and life planning, as well as managing their personal finance at a time when they are starting their work life
Target	151 management trainees at HKT (divided into six classes)
Programme structure	One full-day workshop
Format	<ul style="list-style-type: none">• Short talks• Board game & other in-class exercises• Group discussions & sharing sessions
Timing	The workshops were held during Aug – Sep 2017
Partners	The programme was co-developed with the Hong Kong Federation of Youth Groups (HKFYG)

About the evaluation

- Evaluation set-up



- Self-administered questionnaires
- Completed pre- & post-intervention surveys
 - N = 151 for pre-intervention survey
 - N = 151 for post-intervention survey

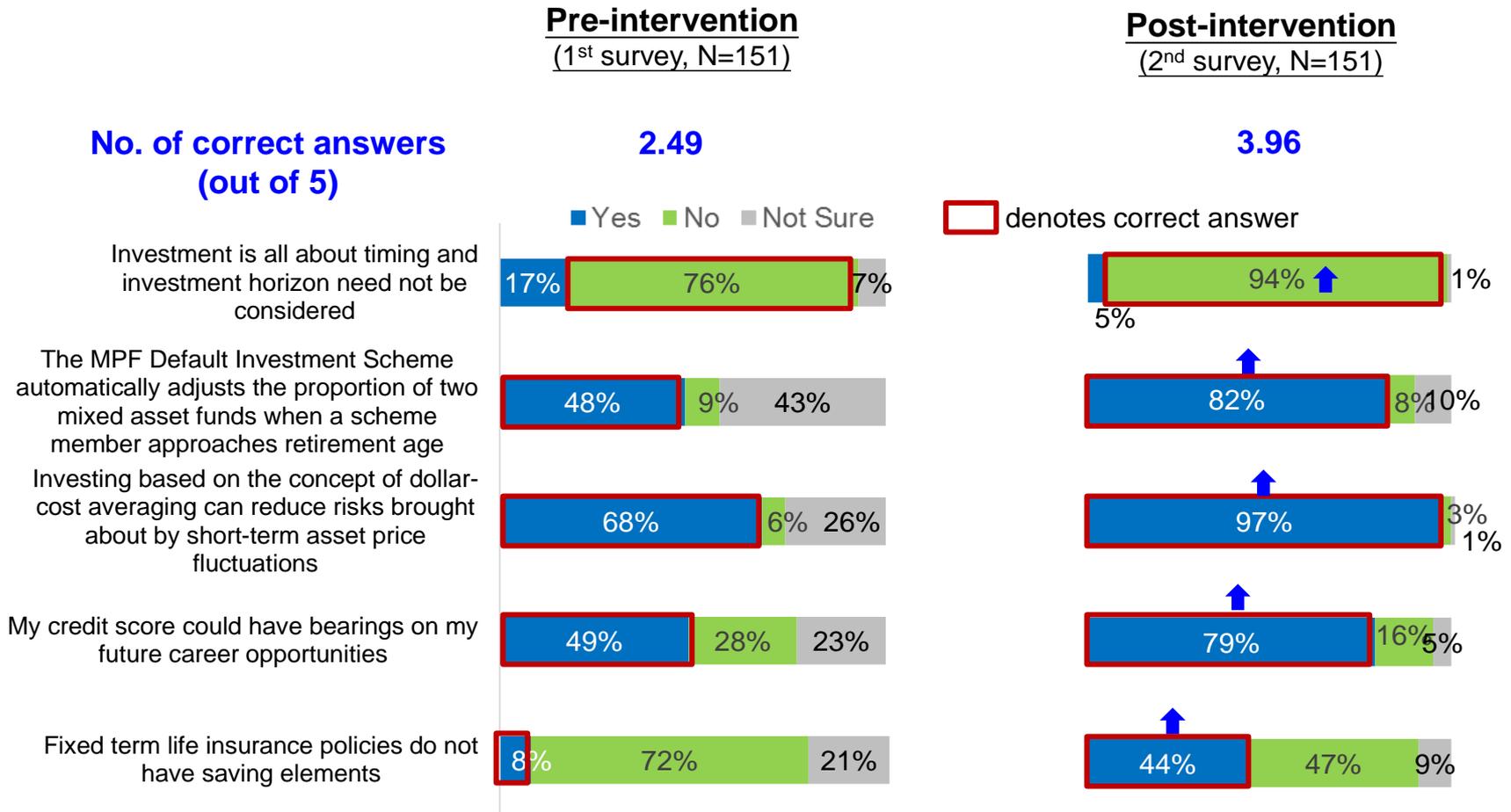
Key findings

- Overall the programme was well-received and participants appreciated the use of different elements, particularly the board game, which made the workshop an interesting learning experience.
- Pre- and post-programme survey comparison shows significant knowledge gain, particularly about the concept of credit score, dollar-cost averaging in investment and the newly introduced MPF Default Investment Scheme.
- Prudent money management attitudes are enhanced along with strengthened intention to act on certain tasks such as budgeting and reviewing one's MPF/ORSO account.
- Meanwhile, there are areas that may require more elaboration or emphasis:
 - *Knowledge*: the features of different insurance products and possibly more discussion on investment as suggested by participants
 - *Attitudes*: the importance of balancing short-term needs and long-term financial planning
- Going forward, on top of the Chin Family website and the suite of digital tools, IEC will develop online learning modules on specific topics to encourage ongoing self-learning among the programme participants.

Pre- & Post-programme Comparison

Knowledge gain

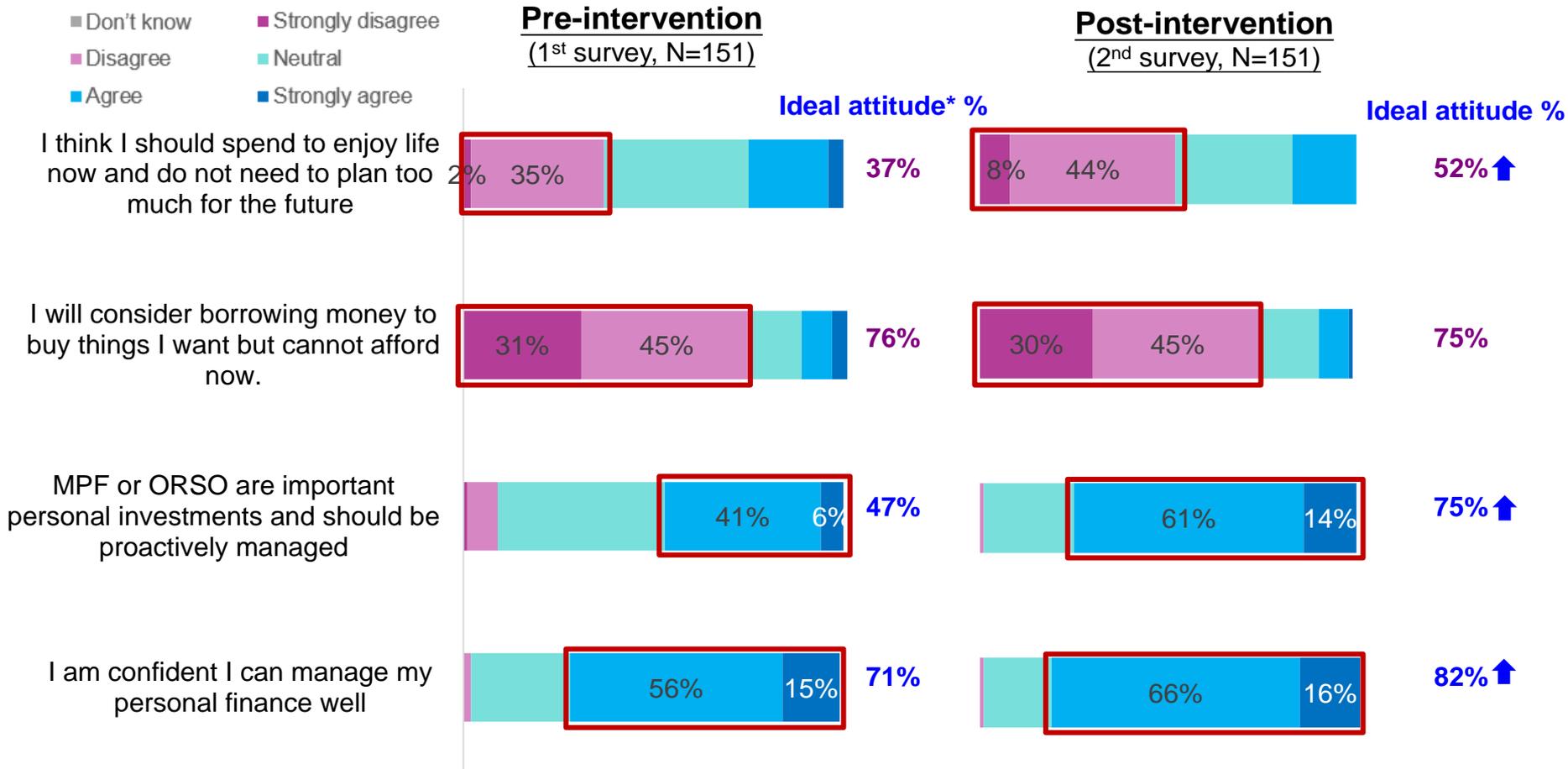
- Good knowledge gain observed across different areas, though there is still room for improvement regarding understanding of certain insurance product features.



Base: All participants (Pre=151; Post=151)

Attitude shift

- The programme also significantly strengthened the perceived importance of MPF/ORSO management and confidence to manage one's personal finance. Meanwhile, the message regarding careful evaluation of one's borrowing needs and long-term planning may need to be further enhanced.

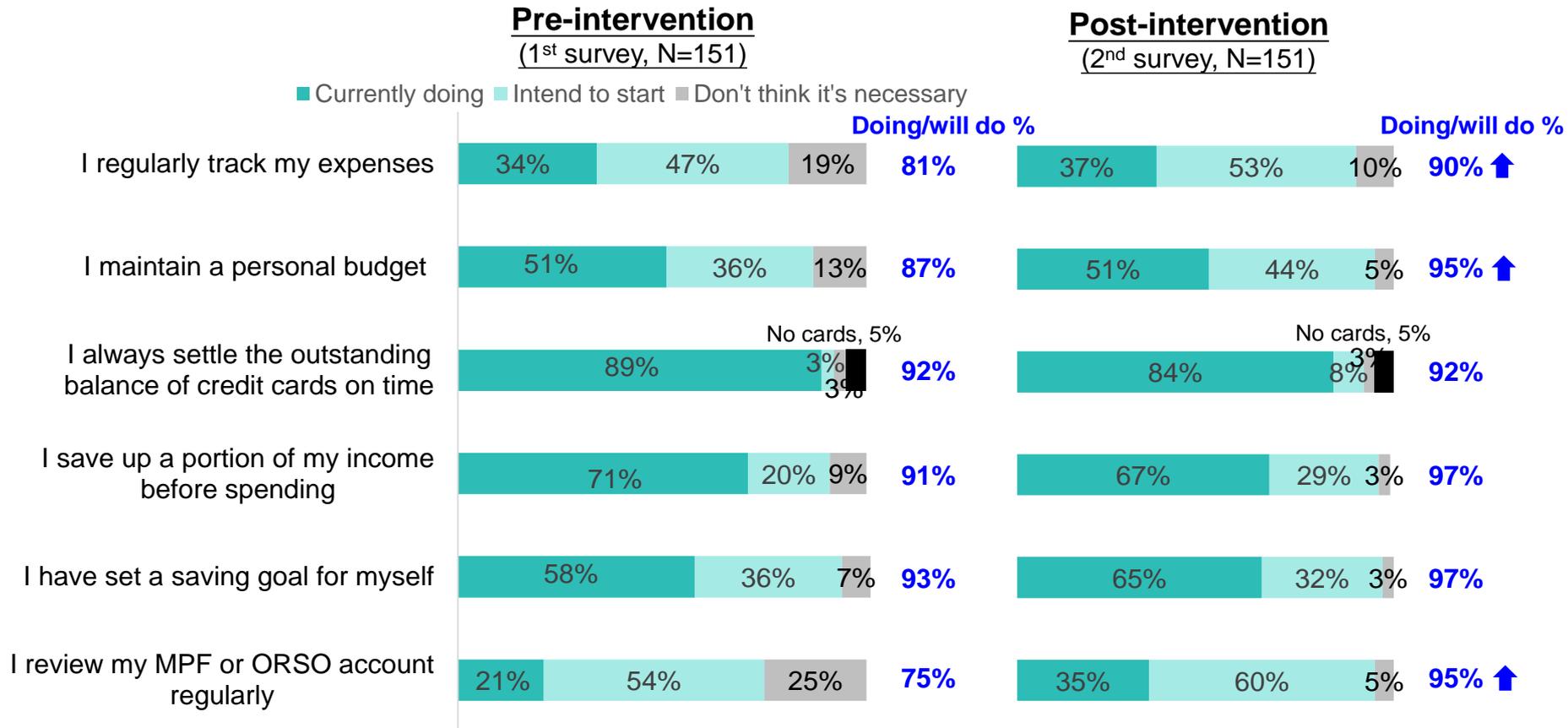


Base: All participants (Pre=151; Post=151)

*The total of "strongly agree / agree" or "strongly disagree / disagree" which shows ideal attitudes.

Intention to act

- More participants are motivated to adopt better money management habits, particularly about budgeting/tracking expenses and reviewing MPF/ORSO accounts.



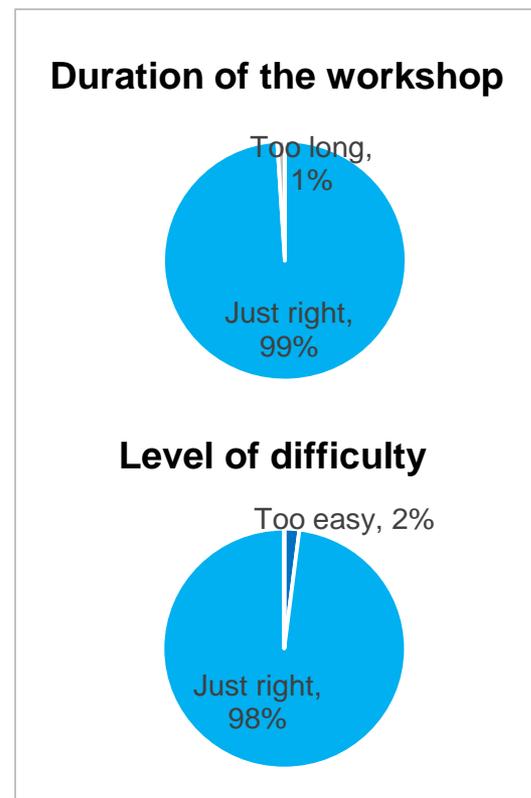
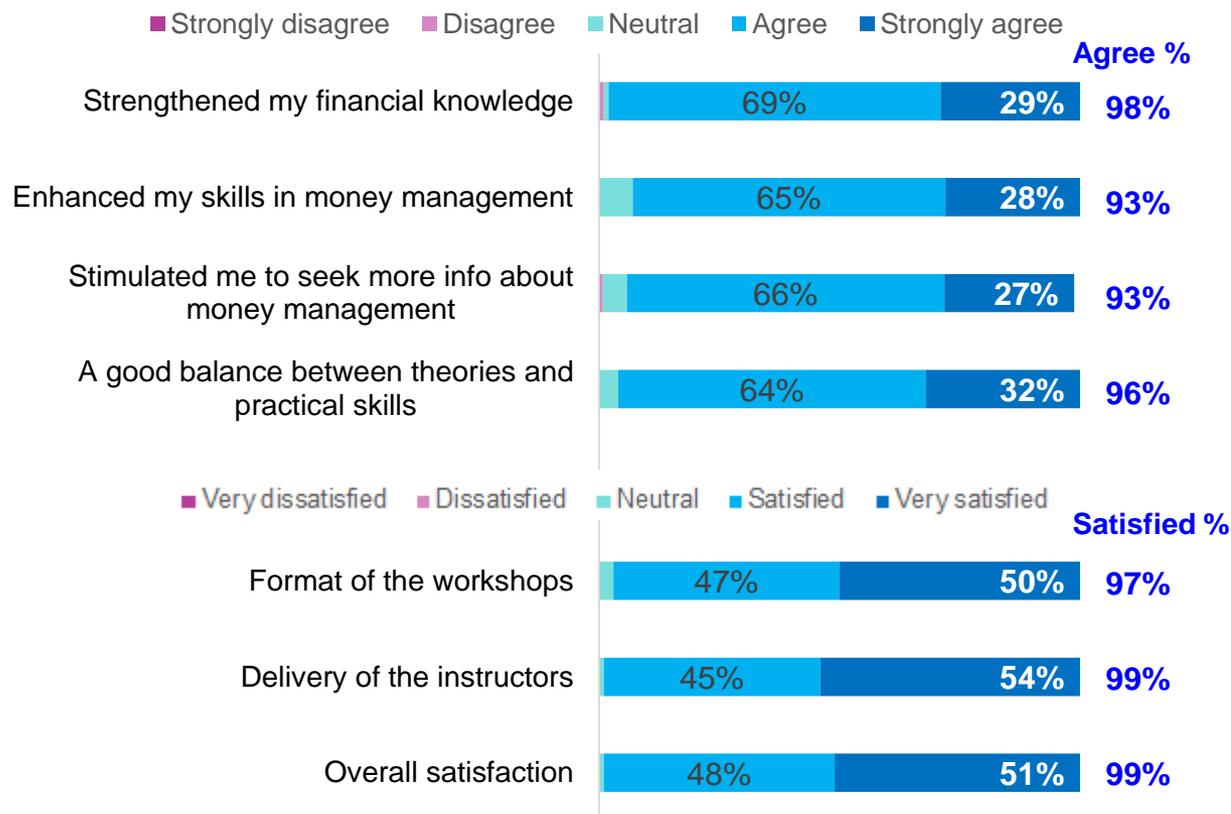
Base: All participants (Pre=151; Post=151)

Overall Satisfaction Ratings



Satisfaction level towards the programme

- High satisfaction across different areas of the programme with as much as 51% giving the top rating of “very satisfied” in overall satisfaction.



Base: All participants (Post=151)

Participants' comments

(selected verbatims from the open-end write-in)

Things appreciated

Learning

- Theories are simple and easy to understand
- Provides elementary knowledge of money management
- With examples. Easy to understand
- Interactive
- I have learned a lot. Useful

Presenter

- Professional
- Use new methods
- Presentation is clear and detailed
- Friendly
- Enthusiastic

Timing

- Time is controlled well
- Good time management

Others

- Have food and information
- Have prizes
- Vivid
- Interesting workshop

Games

- Interesting & interactive
- Kahoot is fun
- Card game
- Board game is inspiring & enjoying
- Interesting and practical to use games
- Use games to illustrate. Easy to understand. People get more involved
- Game + Theory

Video

- Easy to understand
- Interesting

Suggested areas of improvement

Theme

- More about insurance
- More about investment strategies
- In-depth discussion on different investment methods

Delivery

- Detailed
- Give more examples for better understanding

Interaction

- More interactive
- More vivid games

Others

- Too little breaks



Thank You

