



## RECENT ACTIVITIES



### CPD Event **Knowing Me Knowing You**

by **Ir. Lillian Chan**  
*Secretary of HKIVM*

A CPD workshop on how to realize the values of your “Partners” in respect of their personal characteristic was held on 23 February 2016 with 12 participants attended. In the workshop, participants identified the following top 3 communication issues in their daily working life:

- 情緒 / 語言質素
- 不站在他人立場 / misunderstanding
- 缺乏互信



The DISC personal characteristic model was introduced by Ms Lillian Chan, the workshop facilitator. Participants tried to aware who they are from the following characteristics.



For more information, please visit [www.discprofile.com](http://www.discprofile.com)



### Knowing You

	Task Focus	People Focus
Quick Response	<b>Dominance</b> Character: High Egos Focus: Target oriented Stimulated by: Challenge Fear: Lost control Under pressure: Ignore other's view and feeling	<b>Influence</b> Character: Optimistic Focus: People oriented Stimulated by: Social recognition Fear: Social rejection Under pressure: Choice
Slow Response	<b>Conscientiousness</b> Character: Detailing Focus: Task oriented Stimulated by: Correctness & quality Fear: Criticize his work Under Pressure: Picky	<b>Steadiness</b> Character: Consistence Focus: Team oriented Stimulated by: Stable Fear: Unstable / change Under pressure: Give-up

(cont.)

(cont.)

They were then grouped under the same type and listed what they were going to behave “tomorrow” to improve communication with their working partners. The behaviours were shared and feedback by other groups, they summarised the effective communication behaviour as follows:

<p><b><u>Dominance</u></b></p> <ul style="list-style-type: none"><li>• 講重點 / 精要 / 摘要</li><li>• Well prepared for questioning</li><li>• Quick response / 快</li><li>• Bring up top priority issues / problems first</li><li>• 唔好吹水講廢話</li></ul>	<p><b><u>Influence</u></b></p> <ul style="list-style-type: none"><li>• 肯定佢地的價值</li><li>• 多聽少講</li><li>• 多讚美</li><li>• 比面</li><li>• 欣賞</li></ul>
<p><b><u>Conscientiousness</u></b></p> <ul style="list-style-type: none"><li>• 唔好對佢指指點點</li><li>• 跟標準 / 跟 programme / 跟足要求</li><li>• 讚佢工作 / 欣賞</li></ul>	<p><b><u>Steadiness</u></b></p> <ul style="list-style-type: none"><li>• 唔好比太大壓力</li><li>• 支持佢 / 一齊做</li><li>• 鼓勵</li></ul>

### CPD Event

#### **How to apply creativity in Value Management?**

by **Ir. Paco Tsang** & **Sr. Thomas Wong**  
*President of HKIVM*      *Treasurer of HKIVM*



Presented by our President, **Ir. Paco Tsang**, and Treasurer, **Sr. Thomas Wong**, a CPD event on “How to apply creativity in Value Management” was jointly organized by HKIS, HKIVM and HKICM in the evening of 10<sup>th</sup> March 2016 at HKIS’ Surveyors Learning Centre in Sheung Wan, Hong Kong.



After a brief introduction of the history of VM and the standard 5-phase job plan, our speakers explained the importance of creativity in a successful VM exercise, and gave us numbers of examples to demonstrate how creativity would bring innovative and creative ideas to our daily life.

(cont.)

---

(cont.)



Our speakers then arranged an exercise to let the audience experience the technique in creative thinking and before it started, it was necessary to highlight some ground rules for enlightening people's creativity. The participants were firstly divided into groups of four and each group was invited to think of a question they had encountered by means of various brainstorming techniques. Apart from individual's ideas, participants were encouraged to develop further ideas based on those from other group members and even from other groups. Each participant should then be able to create over 10 nos. of idea to answer the question. Some of them could even generate more than 15 nos.



The speakers then presented the other type of creative thinking technique, namely SCAMPER, to help participants to create further ideas in a short period of time. Based on those ideas generated, further ideas would be created by considering what if we 'Substitute', 'Combine', 'Adapt', 'Modify', 'Put to Other Uses', 'Eliminate' and 'Reverse/Rearrange' those created ideas. After the exercise, participants were offered opportunities to share their created ideas and how they had come up with those interesting ideas.



At the closing stage of the event, Paco and Thomas also introduced other techniques in creative thinking such as mind mapping, six hats thinking, Gordon technique etc. as well as a simplified method of 'consensus rating' to evaluate the created ideas within the group.

Want to be creative? Always remember "your mind is better than you think" and "more brains are better than one". Creativity always gives you more choices.

---

## VM Training **A Formal Value Management Training Workshop in Hong Kong, 2016**

by **Dr. Mei-yung Leung**  
*Ambassador and Past President of HKIVM*



Recently, a formal Value Management (VM) training workshop was successfully conducted under the Hong Kong Institute of Value Management (HKIVM) on 8<sup>th</sup>-10<sup>th</sup> and 15<sup>th</sup>-17<sup>nd</sup> April 2016. Participants consisted of different professionals, including civil engineers, quantity surveyors, architect, manufacturing and oil industry experts, facilitators and other consultants, with an average working experience of 15 years. This training is equivalent to the VM Module I training under the SAVE International Society in the U.S.A. Dr. Mei-yung Leung, as a CVS of the SAVE International and an immediate past-president of the HKIVM, facilitated the training workshop.

(cont.)

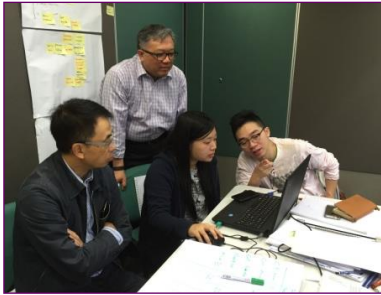
---



(cont.)



The increasingly fierce competition in various industries in Hong Kong necessitates that professionals use different VM techniques to improve the quality of the final products. Hence, this training workshop was designed to equip participants with diverse VM skills in order to maximize the project value through creative decision-making approaches.



Module I taught the VM knowledge in a project-based approach. A total of 12 participants formed 3 teams by which they need to improve the design of various scale and complex real projects. This 5-day module covers the basic knowledge of VM approaches to projects, including the history, development, definitions and the systematic process of a VM study. The most important part of the 5-day module is to learn and practice the six typical phases of a VM job plan (i.e. information, function analysis, creativity, evaluation, development and presentation phases).



The workshops were conducted in an interactive way through presentations and group discussions to facilitate understanding of concepts and applications. In sum, the participants from various organizations took this workshop, and found it to be practical and beneficial in their daily life and current practical tasks. They are ready to apply the VM knowledge they have acquired into the practical decision-making process to optimize their project values.



Upon completion of the workshop, they are planning to be a qualified VM facilitator through step-by-step qualification assessment process. In addition, they also made valuable suggestions about how the VM could be promoted among various industries. At present, ten participants are applying for the examination in order to acquire the VM qualifications of Associate Value Specialist of SAVE.



## Certification Board Updates - AVS/VMP Changes

by Bob Rude, PE, CVS-Life

from **Value World** – March 2016, **SAVE International**

For further details of the new changes to the SAVE International Certification Program, please visit their website :

[http://www.value-eng.org/pdf\\_docs/certification/SAVE\\_Certification\\_Program\\_Changes.pdf](http://www.value-eng.org/pdf_docs/certification/SAVE_Certification_Program_Changes.pdf)

The application form for changing from AVS to Value Methodology Associate (VMA) Certification can be downloaded from :

[http://www.value-eng.org/pdf\\_docs/SAVE\\_AVS\\_to\\_VMA\\_Application.pdf](http://www.value-eng.org/pdf_docs/SAVE_AVS_to_VMA_Application.pdf)

You spoke and we have listened. Over the past couple of years there has been much discussion surrounding changes in the Associate Value Specialist (AVS) certification program from individuals here and abroad. The majority of opinions is to retain a certification that demonstrates an individual has completed basic value training and passed an examination in the Value Methodology.

The SAVE International Certification Board has dealt with compliance issues and misunderstandings regarding AVS qualifications for several years. Therefore, the Board is making changes to resolve these issues by transforming the AVS certification program from a largely experienced-based process to a more competency-based process.

In this article we outline the changes coming to the AVS certification and introduce the new Value Methodology Associate (**VMA**). We also explain the changes affecting the Value Management Practitioner (**VMP**).

The AVS and the VMP classifications will be phased out over the next four years. Individuals who hold these certifications prior to June 2016 will be allowed to maintain their AVS or VMP designations until 2020. During the phase-out period there will be an annual maintenance fee and an annual continuing education requirement. Beginning in June 2016, no new AVS or VMP certifications will be issued. Recertification for both the AVS and VMP will be discontinued in June 2016.

Starting at the end of June of 2016 switch-over will occur between the AVS and the new **VMA** certification. The new **VMA** will be offered by examination following the Module I course and the AVS will no longer be offered. The **VMA** will have an annual maintenance fee and an annual continuing education requirement but the **VMA** will not require recertification.

A **VMA** certification will also be offered to existing AVS and VMP holders who may wish to convert their certifications now.

Additionally, we are pleased to advise that a **VMA** designation will also be offered retroactively to any AVS who has not recertified since 2010. These professionals will need only to pay a maintenance fee to be reinstated.

(Cont.)

---

---

(Cont.)

We will be sending out letters to existing and former AVS and VMP holders detailing the fees and continuing education requirements.

In our next article we will introduce you to the changes in the CVS program. Meanwhile, please plan to attend the 2016 Value Summit in Niagara Falls, Ontario. This will provide you a one-on-one opportunity to learn about the new program and to have all of your questions answered.

---

---

## **Certification Board Decisions**

*by Bob Rude, PE, CVS-Life*

**from Value World – March 2016, SAVE International**

The SAVE International Certification Board would like to clarify two issues that have generated questions and discussion over the past year.

The first is to confirm that the Certification Board, at its January 2016 meeting, removed the June 2015 initial CVS certification application requirement that the qualifying value studies claimed for *Perform VM* must be facilitated by or performed under the supervision of a CVS.

The second decision deals with the CVS-Life. As you know, the Certification Board is going through a multi-year review of our CVS certification process in order to become compliant under an international accreditation standard so we function as a best-practice organization. Changes are being made to align our certification program with the requirements of ANSI. Under these ANSI requirements, no type of Life designation is allowed. Therefore, as of June 2016, no new CVS – Life certifications will be granted. The approach to the status of current CVS – Life professionals will be forthcoming.

We will address these issues in detail in the April edition of *Value World*.

---

---

## **Certification Board Update – Continuing Education**

*By Bob Rude, PE, CVS-Life*

from **Value World** – April 2016, **SAVE International**

In our last two articles discussing the many changes that are in the offing for the SAVE Certification Program, the requirement for continuing education has been explained as a new common thread affecting all levels of certification. Each level of certification will be required to achieve a stipulated number of continuing education hours annually. The number of hours that each certification level will be required to achieve annually will be set by the Certification Board at their June 2016 meeting. At this time, it is expected to range from 4 to 16 hours annually, depending upon the certification level.

To help you plan for how you will achieve these goals, we want to explain the many opportunities that are being made available to everyone. SAVE currently offers over 20 e-learning seminars that can be accessed on line through the [SAVE website](#). Additional seminars from last year's conference, and this coming conference will be added. These webinars range from less than an hour to over 12 hours in length. Example seminars include a VM briefing for the World Bank, Triz, VM and Lean, Function Analysis, and facilitating VM workshops. Annual SAVE conferences also provide a variety of continuing education workshops. This year we have pre-conference seminars on Cost Estimating, Value Enhancing Methods including Six Sigma, Front End Planning, Creativity techniques, Optimization Techniques, and the new Function Analysis Guide.

In the next 6 to 8 months, the Certification Board will be establishing a comprehensive list of qualifying continuing education activities. When completed it will be disseminated to the membership and will identify over a hundred different opportunities for achieving your continuing education hours. This will provide you ample time and opportunity to start gathering your continuing education hours before the June 2017 required implementation date.

# UPCOMING EVENTS

25 – 26  
October  
2016

## **The 49th SJVE Conference** **"SAIKOH サイコウ"**

Venue: Arcadia Ichigaya (Tokyo)  
Organizer: [Society of Japanese Value Engineering \[SJVE\]](#)

The word “SAIKOH サイコウ“ in Japanese has various homophones meaning like “awesome” “restart” “reinvigorate” etc.

This year SJVE Conference will feature the word “SAIKOH” which underpins the message of how to restart VE for those companies which used to apply VE well in the past but it has recently been out of use or give new insights into what VE is really about to those who are challenged to promote, deploy or position VE within their organization.

A variety of special lectures, presentation of technical papers and case reports, interactive opportunities of forums and networking party will be scheduled to satisfy diversified needs of our conference attendees.

For the details, please click [here](#).

28 – 29  
November  
2016

## **5th Asian Value Engineering Conference** **"The Game Changer"**

Venue: Hotel Radisson Blue Plaza, National Highway-8,  
New Delhi-INDIA  
Organizer: [Indian Value Engineering Society \[INVEST\]](#)

Value Engineering (VE/VA/VM) is an internationally practiced methodology to achieve the required product, process, services & system at the minimum possible cost by analyzing their functions & life cycle cost. Today, VE needs to be imbibed with greater rigor than ever before to meet the current global business need of sustainable development & growth. Asia is the fastest growing economy in the world.

Today we are all working in difficult time globally. Competition is tough as never before. To be able to survive and grow, we need to offer Products to our customers, which are efficient, exceptionally high on quality standard and are on global competitive price. We have to strive to provide latest technology products at an affordable cost.

Value engineering is the methodology which provides the solution to this requirement.

Appreciating this Indian Value Engineering Society invites you to participate in the 5th Asian International VE Conference at New Delhi India, wherein experts from the field of Value Engineering will be sharing their success stories and innovative ideas at single platform to enable you to take maximum advantage from this unique opportunity.

For the details, please click [here](#).

~ End ~