



KARISMA LEARNING INSTITUTE

Unlearning for Success

Changing course is necessary when navigating towards freedom and opportunity, as ALLAN CHEUNG discovered.

Few cities match Hong Kong's economic providence. Very few of its people however, enjoy this benefit. While the means are available, harnessing them is not exactly common knowledge. This is where Karisma Learning Institute steps in.

Founders Allan and Frances Cheung were highly accomplished by traditional academic standards, respectively holding Master's and graduate degrees in Electrical Engineering, as well as MBAs from the University of Chicago and Kellogg Graduate School of Management. This guaranteed success in either field, proven in Allan's tenure at McKinsey Consulting and Frances' work with Johnson & Johnson and Motorola.

Questions of work-life balance, time over income, and ultimately, personal fulfillment quickly came about. They sought another path, which became *Technology Behind Life* – core curriculum at Karisma Learning Institute.

Rewrite the Program

"There has been growing interest about financial literacy courses and further education," says Allan Cheung. "To cater to growing demand, each year we create a series of course offerings addressing new topics to better serve our students. As well, we continue to invite successful individuals to join our course conductor team to broaden our students' learning."

The key, it seems, lies in switching off preset conventions. "In today's fast-paced knowledge economy, what you already know actually prevents you from learning new things. Any outdated perspective blinds you to evolving life situations, or new opportunities surfacing before your eyes. Karisma Learning Institute has redefined learning in today's world as an 'Unlearning Activity',



meaning we must shed old, unsupportive behaviors and outdated perspectives for new learning to occur."

The organization seeks to do more than impart information. "We are the only educational institute to combine uplifting students' inner well-being and 'up-shifting' their real life financial realities, which immediately raises their abilities to contribute in the workplace or existing businesses, such that an extraordinary amount of monetary gain becomes possible."

Reap the Fruits

Karisma Learning Institute structures its syllabus for students to learn skills instead of facts. Interactivity features heavily throughout to keep lessons fun, engaging, and easy to absorb. "Many players in the market simply focus on teaching content. Participants only get new information, which they may not at all know how to use or apply into their daily lives. In fact, most do not. From conceptualizing to the specific delivery of our courses and programs, we focus on the results – that our students make progress, financially or otherwise, in their own lives within a short period of time."

While fiscal success is indeed one of the main goals for each student – Karisma Learning Institute has recorded among its graduates some 162% income increases in just 3 months – other lessons given here are arguably unavailable in most continuing education centres. These are less byproduct and more significant components of a system making every-

thing happen.

"Instead of having no time and energy for themselves in an extremely busy world, our graduates gain 10 additional hours of free time to be with family or do what they truly love. This experience of having free time is priceless," Cheung says. "Those seeking to improve communication with their spouses and children recognize that family members often are the first line of total support for anything we wish to achieve. It enables our students to share heartfelt appreciation for their families and thus enjoy closer relationships with loved ones."

Recruiting

"We are now in our 8th year of operation," says Cheung. "In these past years we have served more than 10,000 clients in Hong Kong, Singapore, Malaysia and Australia. At the moment, our focus is on delivering Cantonese language programs for Hong Kong and Southeast Asia markets."

The next step lies clear on the horizon. "We see in the Mainland a key challenge for continuing China's economic growth: how to nurture a new generation of well-trained, self-directed entrepreneurs and management talent to perform in today's fast-paced knowledge economy. Our whole training team is fluent in Mandarin and ready to serve such a market."

Allan and Frances Cheung have long attained the freedom and fulfillment they desired. Others are following suit through their efforts. "The challenge is that we are attracting so many new students; now we require many qualified, excellent course conductors to join our team. We take this opportunity to invite all interested to get in touch and join us." ■

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