

# Mr Armstrong Lee Hon-cheung

## Honorary Fellow

### Citation

“Hands-on, Hardworking, Humble” – this is the 3H principle that sums up the life that Mr Armstrong Lee Hon-cheung has led. It is also the key to his success in transforming himself from a student from a working-class family into a human capital management consultant who enjoys respect and renown throughout the region.

Having graduated with a Bachelor’s Degree in Business Administration and an MBA from The Chinese University of Hong Kong, Mr Lee embarked on his career as a management consultant in 1995. In 2002 he set up the Worldwide Consulting Group Company, which is now a leading executive search firm specialising in recruitment for mid- to senior-level positions at major companies, both multinational and local.

Over the years, Mr Lee has demonstrated the 3H principle in his professional life. First, he is very hands-on in his dealings with job candidates, who often come back as clients. Mr Lee earns the confidence and trust of candidates and clients by answering all their questions in a matter-of-fact manner and with his direct, personalised approach.

Hard work has helped him persevere through adversity. SARS hurt business the year after he founded his company, but he did not despair. Instead, he began his business day at eight every morning, and left his phone on 24/7, ready to take calls from a growing number of candidates and clients. His diligence was rewarded. He weathered the storm, and when calm returned gradually built his company into one of the leading executive search companies in the region.

Humility, the third H, is another of Mr Lee’s crucial attributes. Aware that the wheel of fortune turns for all men, he believes in treating everyone with respect. He always lends a helping hand when others are in need, and expects nothing in return. His generosity has earned him respect from clients, candidates, government officials, and members of the university community.

Mr Lee stresses that the foundation of leadership and friendship is trustworthiness, and that one can only earn people’s trust gradually and by “walking the talk”. So, in addition to the 3H, there is T for Trustworthiness, making it the 3H1T principle.

Mr Lee has made numerous contributions to higher education. His dedicated work as a member of the Lingnan University Council and Chairman of the Career Development Committee from 2016-2021 is one of many examples.

Mr Lee recalls how incredibly challenging it was for graduates to find jobs between 2019 to 2021 under the impact of Coronavirus outbreak. To help graduates meet the challenge, he

initiated new ways for them to grow their professional networks and explore career opportunities. For example, he created the HR Circle and the Finance and Banking Circle to enable students to forge connections with members of the human resources, finance, and banking professions. He also sponsored our BBA students for attendance at the Rotary Club of Greater Bay Area Charter Night in 2019 and invited them to other networking activities like the Appreciation Luncheon that he organised for employers, alumni, and students. At such events, Lingnan students can learn about current developments, including potential job opportunities, in the Greater Bay Area. They can even meet top executives from different industries. Mr Lee is gratified with the results of these initiatives. Despite the pandemic, over 80 per cent of Lingnan University graduates found employment. Over 85 per cent received full-time job offers within three months of graduation.

As a Council Member of the University, Mr Lee is a great believer in the quality of the liberal arts education that Lingnan offers. He highlights the close relationships between teachers and students, hostel residence and overseas exchange. All in all, Lingnan offers students plenty of opportunities to acquire knowledge beyond the classroom.

Mr Lee has also contributed to other institutions of higher education. He is currently a Council Member of The Education University of Hong Kong, and has been a Council Member of City University of Hong Kong and The Open University of Hong Kong (now the Hong Kong Metropolitan University). He was made an honorary fellow by City University of Hong Kong in 2014.

Mr Lee has a distinguished record of public service in the education sector and beyond. He is Chairman of the Board of Directors of Hong Kong Education City, and a member of the 6th Election Committee of the Hong Kong Special Administrative Region, the Social Welfare Advisory Committee, the Standing Committee on Language Education and Research, the Lump Sum Grant Steering Committee of the Government, and the Human Capital Committee of the Financial Services Development Council.

Mr Lee is a model successful Hong Kong entrepreneur and a seasoned mentor who guides young leaders towards achieving their career aspirations. Mr Chairman, I am honoured to present Mr Armstrong Lee Hon-cheung for the conferment of an honorary fellowship.

*Citation written and delivered by Professor Frankie Lam King-sun*