HONG KONG BROADBAND NETWORK

HKBN Glossary of Terms

Learn to speak HKBNese as spoken by HKBNers

Fourth Edition Autumn 2019

LIFE-work priorty

humbly arrogant

Talent

HKBN Glossary of Terms

Learn to speak HKBNese as spoken by HKBNers

In the past 20 years, we at HKBN have developed our own HKBNese language spoken by HKBNers. For new business partners, sometimes our language can be difficult to understand, which is why we have created this HKBN Glossary of Terms.

Get to know our unique culture better from our website:
hkbn.net/aboutus/en

3Cs
abbr. /θriːsiːs/
Co-Ownership, Core Purpose and Culture – HKBN's driving force.

3H1L
abbr. /θriːeɪtʃwʌnˈɛl/
3 Highs & 1 Low – Description of our consistent 3 new highs in revenue, EBITDA and subscription number, and 1 low in churn rate in recent years.

9 a.m. – 5 p.m.
n. [U] /naɪn eɪm tuː faɪv piːem/
Without lowering pay, we work a shortened office workday from 9 a.m. – 5 p.m., instead of 9 a.m. – 6 p.m.

12:30 p.m.
n. [U] /twelv ˈθɜːti piːem/
The time we leave the office for our monthly half-day off Friday, living our 'LIFE-work priority'.

awesome
adj. /ˈɔːs(ə)m/
Means really cool. Also means "approved" in context of management approval of requests.

blow water
phrase /bləʊ ˈwɔːtə/
Something we do prior to actually moving water with our execution. Related to "run the talk".

change or die
phrase /tʃeɪndʒ ɔː dʌɪ/
Stagnation means death. It's why we never rest on our laurels.

cool
adj. /kuːl/
Means mini awesome. Also means "approved" in context of management approval of requests.

Co-Owners
n. [C] /kəʊˈ əʊnəz/
Talents who have chosen to be more than just employees by investing their family savings to acquire HKBN shares under our Co-Ownership Plans.

CPE / FSE
n. [C] /siːpiːiː/ /ɛfɛsiː/
Certified Professional Engineer/Field Service Engineer. Rain or shine, our rock-solid technical experts bring HKBN's services to customers across Hong Kong.

CSI
abbr. /siːɛsaɪ/
Short for Corporate Social Investment. We avoid donation-only philanthropy and say an absolute yes to investments / collaborations that create long-term, sustainable good for our local communities.

equal medical protection
phrase /ˈiːkwəl ˈmedɪkl prəˈtekʃn/
At HKBN, health trumps seniority! All our Talents, regardless of title or rank, enjoy the same level of medical insurance protection.

failed attempt
phrase /feɪld əˈtɛm(p)t/
A prerequisite to success and innovation.

HKBNer
n. [C] /eɪtʃkeɪbiːɛnə/
A Talent of HKBN; someone who loves Hong Kong and is passionate about "making our Hong Kong a better place to live".

Hong Kong
n. [U] /hɒŋ ˈkɒŋ/
Our home; our pride.

humbly arrogant
adj. /ˈhʌmbli ˈarəg(ə)nt/
An important attribute of all HKBNers – to stand tall, to celebrate our successes while staying hungry and foolish with insatiable appetite for learning.

KA
abbr. /keɪeɪ/
Kick Ass – Getting things done efficiently in HKBN style.

KABT
abbr. /keɪeɪbiːtiː/
Kick Ass Big Time – Enhanced Kick Ass.

kick & kiss
phrase /kɪk ənd kɪs/
Harsher penalties and bigger rewards. We do both to motivate great performance.

LIFE-work priority
phrase /lʌɪf wəːk praɪˈɔːrəti/
The right priority for work-life balance – Personal health first, then family, then work.

LUCA
abbr. /ɛljuːsiːeɪ/
Legal Unfair Competitive Advantage. At HKBN, we are always trying to "Find LUCA".

make our Hong Kong a better place to live
phrase /meɪk aʊə hɒŋ ˈkɒŋ ə ˈbɛtə pleɪs tʊ lɪv/
This is why we are passionate about our work.

multi-play
n. [U] /mʌlti pleɪ/
HKBN customers enjoy exceptional value-for-money through multi-play plans that combine broadband, mobile, OTT entertainment, home telephone services and more, on a single integrated bill.

OTT
abbr. /əʊtiːˈtiː/
Over-The-Top – something that we embrace.

pain / GAIN
n. [U] /peɪn geɪn/
No pain no gain! When Talents have an out-of-the-box idea, we invite them to back its execution by investing part of their salary. Once KPIs are achieved, Talents are handsomely rewarded! If it fails, their investment goes to charity.

purposeful profits
phrase /ˈpɜː.pəs.fəl ˈprɒfɪts/
At HKBN, profit is not the only endgame. By doing the right thing and pursuing purpose, we work passionately to deliver amazing innovation, excellent service and great profits!

quaildom / quailhood
n. [U] /ˈkweɪldəm/ /ˈkweɪlhʊd/
The state of being a quail, a mid-sized game bird of the pheasant family, usually farm-raised and well known for its cowardice. This is the attitude that HKBNers despise.

quail & eagle
n. [C] /kweɪl ənd ˈiːg(ə)l/
Quail - A person who is being a quail.
Eagle - A bird that eats quails for snacks; HKBNer prefers to be an eagle rather than a quail.

run the talk
phrase /rʌn ðə tɔːk/
Execute what we talk about. The way that HKBNers do things.

skin in the game
phrase /ˈskɪn ɪn ðə geɪm/
The best way to ensure a bridge is properly built is to get the builders to live underneath with their families! We put money where our mouth is by investing in HKBN.

Talent
n. [C] /ˈtalənt/
HKBN does not have any staff... we only have Talents.

talk FLAT
phrase /tɔːk flæt/
The way HKBNers talk to each other, regardless of our titles or seniority.

total rewards
n. [C] /ˈtəʊtl rɪˈwɔːdz/
Money isn't everything! Our Talents are incentivised through appealing total rewards that include LIFE-work priority, life-long career development, Co-Ownership, performance-based remuneration, and opportunities to make a difference to Hong Kong.

triversity
n. [U] /traɪˈvɜːsəti/
We are Hong Kong's only telecom carrier with a triple-reliable HKBN x NWT x WTT network infrastructure, offering unprecedented network diversity.

vike
v. /ˈvaɪk/
Very like.

vool
adj. /ˈvuːl/
Very cool.

WOW
v. /waʊ/
To surprise and delight; deliver beyond customer expectations.
n. [U] /waʊ/
The sound that comes out of our customers' mouths upon being surprised and delighted.