# **TalkSmart** Persuasive Business Communication

Programme Code: W100316S

W100322S

Miss Angela Shing, BBus MSc IIAC(UK) CPA(Aust.) **Speaker** 

> Angela has a wealth of experience in the commercial and banking sectors, focusing in the last 10 years on training & development. Prior to setting up her own training consulting business, she was the regional head of a major bank overseeing the

training & development function for 13,000 employees in Asia Pacific.

Angela specialises in designing and developing training workshops in sales and service, client relationships, leadership and management, communication, and

personal and team effectiveness.

**Date & Time** Module 1 – Tuesday, 16 March 2010 6:30 p.m. - 9:30 p.m. (W100316S)

> Module 2 – Monday, 22 March 2010 6:30 p.m. - 9:30 p.m. (W100322S)

Venue Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's

Road East, Wanchai, Hong Kong

HK\$750 for HKICPA member or student: and IA/HKIAAT's member or student (for **Enrolment fee** 

one module)

HK\$1,500 for non-member (for one module)

**English** Language

Workshop, including presentation exercises, group discussions, case studies, etc. **Format** 

Competency Personal and Interpersonal Skills\*

Rating Intermediate Level\* - Sound understanding of the knowledge area. The ability to

apply knowledge and skills to a range of situations and able to deal with new

situations.

For professionals and managers who need to present information in meetings, **Target Audience** 

communicate with staff and colleagues, or promote products and services to clients.

**CPD** credit 3 hours (for one module)

# About the programme

This TalkSmart training series comprises two 3-hour practical intensive workshops, presenting the skills and techniques to communicate effectively and persuasively in order to get ideas across in daily conversations and meetings, explaining complex information and promoting a product or service.

#### Adaptive Communication: Matching Listeners' Preferences Module 1

- Adapt to the common interaction approaches of men and women: communicating / sensing / hearing / discussing issues
- Identify your own behavioral patterns through a questionnaire
- Match listeners' 2 ways of receiving information: Micro receivers vs Macro receivers
- Understand 2 different decision making processes: closure Type vs process Type

#### **Presenting Ideas:** Structuring Content in a Persuasive Approach Module 2

- Respond to 2 different bases for making decisions:
- Logical thinkers vs people-focused thinkers
- Assess the key issues and concerns of listeners
- · Design the theme of your message
- Develop the key topics to frame your information
- 6 techniques to structure the details in a memorable manner
- Conclude your ideas to sustain listeners' memory

Applicants can enrol for any one individual module or all modules.

### HONG KONG INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS

CPD ENROLMENT FORM (For Support Programme)

Applicants can enrol for any one individual module or all modules.

Operation & Finance Department,

Hong Kong Institute of CPAs, 37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

e-mail: finance@hkicpa.org.hk

Payment & Enrolment Status Enquiry: 2287 7381

: 2893 9853

Course Information Enquiry: 2287 7386

e-mail:cpd@hkicpa.org.hk

FOR OFFICE USE

To confirm your CPD booking,

just log on to "MyCPA" at http://www.hkicpa.org.hk

## Deadline: 7 working days before the date of the programme

No.	lo. Membership		Full Name of Participant(s) (Block Letters)	Compa	ny	System <sup>(2)</sup>	Programme Code			Fee (HK\$)		
1												
2												
3												
4												
5												
	Total (HK\$)  I am unemployed and planning to rejoin the workforce.  The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.											
The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.												
			Tel No. :tick the appropriate box)	Fax No. : E-mail :								
	Cheque (pa	yable to "	Hong Kong Institute of Certific	ed Public Accour	ntants")							
Cheque No.:			Bank:									
	Visa / Mast	er Credit (	Card	Card Number :								
Cardholder's Name : (Please print)				Card Expiry Date (month/year) :								
Date:				Cardholder's Signature :								
				FOR OFFICE USE								
			Auth. Co	Auth. Code No.		Handled by			Date			
Note	<u>s</u> : 1. Mem	nbership Sta	tus: <b>NP</b> = Non-Practising, <b>P</b> = Prac	tising, IA = Internation	onal Affiliate, <b>S</b>	= Student,	HKIAAT	= HKIAAT	Studer	nt or	Member,	
			port holder NM - Non Member	•								

- - Please put a "\" in this column to indicate you wish to register by Computerized Ticketing System. Instead of a ticket you will receive a confirmation receipt by 2 post. Details of the system can be found at <a href="http://www.hkicpa.org.hk/membership/cpd/ticket.php">http://www.hkicpa.org.hk/membership/cpd/ticket.php</a>.
    All applications are on a first-come-first-served basis. In the event of over-subscription, priority will be given to members and students of HKICPA.

  - Application by fax will ONLY be accepted when payment is made by Visa/Master credit card. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
  - Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". Please issue SEPARATE CHEQUE for each event.
  - Successful applicants will receive admission ticket or confirmation notice (for those who opt for Computerised Ticketing System) at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
  - 7. NO REFUND/CANCELLATION will be entertained after the application is processed. If you are unable to attend the enrolled programme, you may nominate a substitute to take your place, provided that the Institute is notified in writing at least two working days prior to the event date.
  - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is 8. hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
  - The Institute reserves the right to change the venue, date or speaker of the event due to unforeseen circumstances
  - All personal data collected from the enrolment process, and administration of the CPD Programmes will only be used for the purpose of the administration of the course on which members are enrolled.

Please fill in the following label CLEARLY for mailing of admission ticket:

Name :	Name :
Company :	Company :
Address :	Address :