



Scientific Tool That Helps Improve Communication Power (re-run)

Programme Code: W100327S
W100529S

Speaker	Mr. Terence Yeung , Managing Director, TACSEN Management Consultants Limited Mr. Yeung has over 16 years of experience in management consulting and corporate training. He was once a manager of Andersen Business Consulting, providing service to both mainland and multinational enterprises. Before that, he was a Senior Training Consultant of Giordano International Limited. In 2006, Hong Kong Daily News awarded Mr. Yeung The Most Outstanding Trainer in Personality Studies in the Asian Top 10 Corporate Trainers Competition. Mr. Yeung is an accredited MBTI® administrator and trainer recognised by the official MBTI® organisation, Asianic Psychological Press. He is also a member of the Association of Psychological Type of USA.
Date	Saturday, 27 March 2010 (W100327S - Cantonese workshop) Saturday, 29 May 2010 (W100529S - English workshop)
Time	9:30 a.m. – 12:30 p.m.
Venue	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong (for 27 March 2010) KPMG Training Centre, 28/F Oxford House, Tai Koo Place, 979 King's Road, Quarry Bay, Hong Kong (for 29 May 2010)
Enrolment fee	HK\$750 for HKICPA member or student; and IA/HKIAAT's member or student (for one session) HK\$1,500 for non-member (for one session)
Language	Cantonese / English
Format	Workshop
Competency	Personal and Interpersonal Skills*
Rating	Foundation Level* - General awareness of the competency. Apply the knowledge in a limited range of situations.
Target audience	Delegates who want to improve communication skill by gaining more understanding of themselves and others.
CPD credit	3 hours (for one session)

About the programme

Overview:

In this half-day workshop, you will gain insight into yourself and others by exploring personality theory. You will identify personality preferences and type using the Myers Briggs Type Indicator (MBTI®) and learn to communicate more effectively with others by understanding how they solve problems, make decisions, relate to others, organise time and process information. You will be provided with skills in speed-reading people of their personality types and addressing some of the most difficult communication issues that managers face in daily work situation.

Course Outline:

Understanding Communication

- The communication process.
- Essential elements for effective communication.
- Major barriers to effective communication.
- What does one usually overlook in communication?
- Some misconceptions about communication.

Relationship Between Personality and Communication Styles

- How do people with different "Codes" perceive and express during communication?
- Understanding the communication style and needs of different types.
- Understand the source of misunderstanding during the communication process and its relationship to type.

Effective Communication Strategies

- Communication strategies with different people.
 - How to understand your boss and how you can make him/her understand you?
 - How to make your subordinates get what you say, and do what you mean?
 - How you understand and build rapport with different types of internal clients?
- Further enhancing communication effectiveness.

* Please refer [here](#) for descriptions of other competencies and ratings.

HONG KONG INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS**CPD ENROLMENT FORM (For Support Programme)**

**To confirm your CPD booking,
just log on to "MyCPA" at
<http://www.hkicpa.org.hk>**

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

Payment & Enrolment Status Enquiry: 2287 7381
e-mail: finance@hkicpa.org.hk
Fax : 2893 9853

Course Information Enquiry: 2287 7386
e-mail: cpd@hkicpa.org.hk

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Deadline: 7 working days before the date of the programme

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	CT System ⁽²⁾	Programme Code	Fee (HK\$)	
	No.	Status ⁽¹⁾						
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.

Contact Person : _____ Tel No. : _____ Fax No. : _____ E-mail : _____

Payment Method (Please tick the appropriate box)

<input type="checkbox"/> Cheque (payable to "Hong Kong Institute of Certified Public Accountants")		
Cheque No.:		Bank:
<input type="checkbox"/> Visa / Master Credit Card		
Card Number :		
Cardholder's Name : (Please print)		Card Expiry Date (month/year) :
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- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport 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 post. Details of the system can be found at <http://www.hkicpa.org.hk/membership/cpd/ticket.php>.
 - 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.
 - 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 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 :