



## CPD Seminars – Business Management Skills Series (March to June 2012)

Hong Kong Institute of CPAs presents this business management skills series between March 2012 and June 2012. This series of seminars is designed to help CPAs understand and employ effective dialogue in engagement negotiations, business and firm development and conflict resolution.

Date/Programme code	Time	Topic
Wednesday, 21 March 2012 (S120321S)	6:30 p.m. – 9:30 p.m.	How to lead difficult dialogues with your clients, partners and staff (re-run) <i>This seminar was conducted in workshop format in 2011 (W110411S).</i>
Thursday, 29 March 2012 (S120329S)	6:30 p.m. – 9:30 p.m.	Investigative interview skills
Friday, 20 April 2012 (S120420S)	6:30 p.m. – 9:30 p.m.	How to negotiate fees, disclosure and management letter points (re-run) <i>This seminar was conducted in workshop format in 2011 (W110321S).</i>
Friday, 11 May 2012 (S120511S)	6:30 p.m. – 9:30 p.m.	How to generate leads and win more work (re-run) <i>This seminar was conducted in workshop format in 2011 (W110523S).</i>
Wednesday, 6 June 2012 (S120606S)	6:30 p.m. – 9:30 p.m.	How to better understand and resolve conflicts (re-run) <i>This seminar was conducted in workshop format in 2011 (W110602S).</i>

<b>Venue</b>	Hong Kong Institute of CPAs, 27/F, Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.
<b>Language</b>	English
<b>Fee</b> (for each session)	HK\$430 for HKICPA member or student; and IA/ HKIAAT's member or student HK\$420 for online enrolment HK\$700 for non-member
<b>Participants</b>	People in leadership roles in their firms
<b>Competency</b>	Leadership and Business Strategy; Personal and Interpersonal Skills
<b>Rating</b>	Leadership Level (Please refer to the Institute's online CPD Learning Resource Centre)
<b>CPD hours</b>	3 (for each session)
<b>Speaker</b>	<b>Mr. Peter Nixon</b> , CA, FCPA, MSc

Peter Nixon has been a member of the HKICPA since being invited to Hong Kong in 1989 by the PwC legacy firm Coopers & Lybrand. Since that time he has trained, coached and consulted many professionals in international accounting, tax and financial service firms across Asia as well as many other sectors internationally. Peter has considerable experience helping firms develop from the point of view of leadership and management development, organisation development and product and client development. Peter has been retained by a number of partnerships to help them work through issues at the ownership level. Peter is an international speaker and author of Dialogue Gap (Wiley, 2012) and Negotiation, Mastering Business in Asia (Wiley, 2005).





## About the programme

### S120321S - How to lead difficult dialogues with your clients, partners and staff (re-run)

This session, drawn from the speaker's internationally acclaimed *Dialogue Leadership Workshop*®, will demonstrate the power of dialogue in building your practice in Hong Kong. By engaging all the participants into answering the question *How Might We Build our Practice in Hong Kong*, participants will begin to understand why dialogue is important, what's preventing their practices from growing, what the priority issues are that need to be addressed and then collect ideas about how to address the key issues identified by the group. This session will be an experience sharing session built around the development of a *Challenge Map* and worth attending whether or not you are interested in building your personal practice or that of your entire firm.

#### Objectives

- Identify the key issues involved in dialogue leadership
- Learn how to employ *Challenge Mapping* to manage internal and external dialogues of importance
- Learn how to use dialogue when leading difficult dialogues with clients, partners and staff

### S120329S - Investigative interview skills

This session builds on work the speaker has done with the Association of Criminal Fraud Examiners. The gathering of information through interviews isn't as simple as it sounds. It is probably the most important part of any assurance engagement. The person sitting across the table may hold the key to finding out what you need to know. There is an art to coaxing that information from them. In this session we examine how to prepare, conduct and follow-up an interview. The speaker will present insights gained from his personal experience and that honed from other professional interviewers including fraud examiners, auditors, police, prosecutors, psychologists, counsellors and journalists.

#### Objectives

- Identify practices to improve their investigative interview skills
- Source solutions to problems they face while interviewing clients and staff
- Practise interview skills in the class under guidance of the speaker

### S120420S - How to negotiate fees, disclosure and management letter points (re-run)

This session will introduce the basics from the speaker's internationally acclaimed *Star Negotiator Workshop*®. The three hour session will provide participants with an introduction to the attributes of *Star Negotiators*, give people a chance to test their own skills negotiating with others in the class and then look at preparing for and engaging in engagement negotiations with clients for fee, scope, disclosure or other important negotiations.

#### Objectives

- Clearly understand and begin to emulate the attributes of a *Star Negotiator*®
- Gain firsthand experience comparing one's negotiating style with others
- Learn to use the *Star Negotiator Pocket Card*® to prepare for upcoming engagement negotiations

### S120511S - How to generate leads and win more work (re-run)

Building on the speaker's internationally acclaimed *Dialogic Selling Workshop*®, participants will learn the DNA of business development and practice networking with people, to generate and qualify leads, including how to plan, connect, dialogue, record and follow-up when doing business development. Following an introduction of best practices, participants will enjoy the relationship threads game, have their questions answered and address specific business development challenges faced by individuals and firms represented in the audience. As the regulatory environment for Chinese entities listed in Hong Kong begins to change, local firms that have relied on this source of income will find it useful to learn how to win non-recurring business from their existing clients and how to win new business from new clients.

#### Objectives

- Learn the DNA of Business Development and Potential's Relationship Sales Principles
- Practise networking to surface, record and follow-up opportunities identified
- Address any specific queries faced by people personally or as a firm when trying to attract and win more work

### S120606S - How to better understand and resolve conflicts (re-run)

Participants will share and prioritise the conflicts they encounter at work and then explore the causes of these conflicts and methods to resolve or at least manage these conflicts effectively. The speaker will draw upon his international experience as a negotiator, mediator, coach and consultant to propose solutions and help participants consider alternative approaches to what they have been doing in the past. Underlying philosophies that will be shared include motivational styles, overdone strengths, conflict sequence, destructive emotions, stress management techniques etc. Participants will receive the *Conflict Management Pocket Card*.

#### Objectives

- Understand the sources of conflict and what to do to solve the conflict
- Identify how people change as conflict escalates and learn how to de-escalate conflict in ourselves and others
- Practise conflict management/resolution using selected tools and techniques shared in the workshop



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

CPD ENROLMENT FORM (For Support Programme)

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

Please click here for online enrolment  
(for HKICPA members only)

Payment & Enrolment Status Enquiry: 2287 7381 e-mail: <a href="mailto:finance@hkicpa.org.hk">finance@hkicpa.org.hk</a> Fax : 2893 9853	Course Information Enquiry: 2287 7386 / 2287 7253 e-mail: <a href="mailto:cpd@hkicpa.org.hk">cpd@hkicpa.org.hk</a>	<b>FOR OFFICE USE</b>
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**Deadline: 7 working days before the date of the programme**

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address <sup>*(2)</sup> (Block Letters)	Programme Code	Fee (HK\$)	
	No.	Status (1)						
1								
2								
3								
4								
5								
<i>* Email address is for enrolment confirmation purpose. Please refer to note (2) for details.</i>							Total (HK\$)	

I am unemployed and not working. I am 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 : (Block Letters)				Card Expiry Date (month/year) :			
Date :				Cardholder's Signature :			
<b>FOR OFFICE USE</b>		Auth. Code No.		Handled by		Date	
<input type="checkbox"/> Please put a "✓" if you require a receipt and indicate your choice of delivery: <input type="checkbox"/> by email <input type="checkbox"/> by post (to the address as shown below)							
Name :				Name :			
Address :				Address :			

- 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.
  - Successful applicants will receive confirmation of registration by email 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 working days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
  - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
  - All applications are on a first-come-first-served basis.
  - 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.
  - 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, speaker or to cancel 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. In addition, the Institute may use the collected data for statistical research and analysis, for keeping members informed of its services and other uses internally.