



CPD Series – Business Management Skills for Financial Executives (October to November 2011)

Hong Kong Institute of CPAs presents this series between October 2011 and November 2011. Nowadays in the fast changing business, financial executives play an important role as a financial advisor, a business advisor as well as a team player dealing with different parties within and outside their organisation. They need to think strategically and flexibly for achieving business results through influencing staff, bosses, peers, internal and external clients. Strategic thinking and people skills are extremely important for enhancing leadership effectiveness and career advancement.

Date / Programme code	Time	Workshop	Language	Venue
15 October 2011 (W111015S)	9:30 a.m. – 1:00 p.m.	Strategic Planning for Business Success	English	KPMG Training Centre
29 October 2011 (W111029S)	9:30 a.m. – 1:00 p.m.	Continuous Improvement and Managing Change	English	KPMG Training Centre
11 November 2011 (W111111S)	2:30 p.m. – 6:00 p.m.	Accelerating Management and Leadership Development	English	HKICPA Training Centre
12 November 2011 (W111112AS)	9:30 a.m. – 1:00 p.m.	Motivating and Influencing Different People for Result	English	KPMG Training Centre

Applicants may enrol for any one individual session or all sessions.

- Venue** Hong Kong Institute of CPAs Training Centre,
27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.
KPMG Training Centre,
28/F, Oxford House, Tai Koo Place, 979 King's Road, Quarry Bay, Hong Kong.
- Fee** HK\$750 for HKICPA member or student; and I/A/ HKIAAT's member or student
(for each session) HK\$1,500 for non-member
- Participants** CPAs with management responsibility, newly promoted and middle management who are involved in strategic planning and need to deal with different people in business
- Competency** Leadership and Business Strategy; Personal and Interpersonal Skills
(Please refer to the Institute's online CPD Learning Resource Centre)
- CPD hours** 3.5 (for each session)
- Speaker** **Ms. Amy Chow**, Director of Financial Intelligence Training Ltd. FCPA, FCCA, MSc in HRM & Training, BBA, MBTI Step I & II accredited administrator, Enneagram in Business and Coaching certification, NLP Master Practitioner
Ms. Amy Chow is a fellow accountant and training consultant with over 20 years' experiences in auditing, training and senior management. She obtained her bachelor degree in Business Administration from the Chinese University of Hong Kong and MSc in HRM and Training from the University of Leicester, UK. She had worked in Price Waterhouse Hong Kong for over 10 years, up to senior training manager. She had been consulted on various China training consultancy projects funded by World Bank, Asia Development Bank and United Nation. She is specialized in training services actively on Financial Analysis, Finance for Non-Finance Executives, and Management Development integrated with Applied Psychology. She serves multinational companies actively in Hong Kong and China. She had served in the HKICPA Practical Training sub-committee for 8 years and in the CPD committee for 2 years.

About the programme

W111015S – Strategic Planning for Business Success (Intermediate level)

Course outline:

- Where are you going to? – envisioning the future outcome
- 3 Ps model - Project, People and Process, different process for dealing with different people
- Where are you now? – current situation
 - SWOT for internal analysis
 - PEST for external analysis
- Who are the stakeholders? Internal and external customers, needs, expectation and perception
- How to get there strategically?
 - Critical success factors, risk factors and key areas for focusing
 - What to do differently and strategically? Business cases of success and failures

Objective:

- To plan and think more strategically for achieving business outcome

W111029S – Continuous Improvement and Managing Change (Intermediate level)

Course outline:

- Continuous improvement and cost reduction
 - Business cases: tips of cost control, simplify process, linking business strategy and finance strategy
 - Creative thinking: thinking out of the box, checking assumptions
- Managing changes
 - Overview of change process
 - Understanding people's reaction and resistance
 - Tapping resources in past success of change

Objectives:

- To improve business process for minimizing costs
- To develop creative and lateral thinking
- To understand the change process and to ease the personal transition in changes

W111111S – Accelerating Management and Leadership Development (Intermediate level)

Course outline:

- Situational leadership for managing different people
 - Path goal theory: 3 forces - leader, followers, situations
 - Different leadership preference: directive, participative, achievement, supportive
 - Different leadership styles in managing different followers in different job situations
 - Different team roles
- Planning for your management and leadership development
 - The business trend and the changing roles of financial executives
 - Competencies required of senior management and accountants in changing business
 - Dealing with non-finance executives: needs, expectation, perception and cooperation
 - Common pitfalls of management and tips for effective leaders
 - Your expected role of leaders
 - Identifying your growth path and development needs: leadership style, strategic planning and people relation
 - Planning development activities for enhancing the mindset of intuition and interpersonal relation

Objectives:

- To enhance the flexibility of leadership style in managing different teams in different job situations
- To identify leadership development needs and to plan for leadership development activities

W11112AS – Motivating and Influencing Different People for Result (Intermediate level)

Course outline:

- Motivating different people
 - Understanding individual preferences: different motivations and needs
 - Understanding different management preferences: strategic planning and implementation, job vs people focus, reaction to change
- Influencing difficult people
 - Positive thinking and flexible thinking: no resistant clients but resistant relation, no failure but feedback, the map is not the territory
 - Taking different perspectives and moving forward
 - Different perpetual positions: 1st position – my view, 2nd position - your view with empathy, 3rd position – the 3rd party's view as a coach
 - 3 minutes to success: outcome, acuity / reality, flexibility / choices

Objectives:

- To motivate and influence different people for business result and develop better relationship
- To appreciate the individual differences, to increase self awareness and to enhance people sensitivity



**To confirm your CPD booking,
 just log on to "MyCPA" 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

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

FOR OFFICE USE

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) :
Date :	Cardholder's Signature :
FOR OFFICE USE	
Auth. Code No.	Handled by
	Date

- 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.
 - 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, 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 for other uses internally.

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

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