



CPD Workshops – Business Management Skills Series (May to July 2011)

Hong Kong Institute of CPAs proudly presents this business management skills series between May 2011 and July 2011. This series of workshops is designed to help participants structure effective communication strategies with people from all-walks of life, develop a powerful presentation to influence an audience, and recognise top rules of good decision-making and ways to identify creative solutions.

Date / Programme code	Time	Topic
Saturday, 21 May 2011 (W110521S)	9:30 a.m. – 12:30 p.m.	Enhance Communication through MBTI®
Saturday, 11 June 2011 (W110611S)	9:30 a.m. – 12:30 p.m.	Presentation Skills
Saturday, 9 July 2011 (W110709)	9:30 a.m. – 12:30 p.m.	Problem Solving and Decision Making

Venue KPMG Training Centre, 28/F., Oxford House, Tai Koo Place, 979 King’s Road, Quarry Bay, Hong Kong.

Language English

Fee HK\$750 for HKICPA member or student; and IA/ HKIAAT’s member or student
 (for each session) HK\$1,500 for non-member

Competency Personal and Interpersonal Skills
 (Please refer to the Institute’s online CPD Learning Resource Centre)

CPD hours 3
 (for each session)

Speaker **Mr. Terence Yeung**, Managing Director, TACSEN Management Consultants Limited
 Terence has over 18 years of experience in management consulting and corporate training. He once was a manager of Andersen Business Consulting, providing service for both mainland and multinational enterprises. Before that, he was a Senior Training Consultant of Giordano International Limited. From 2002 to now, he is the Managing Director of TACSEN Management Consultants Limited. In 2006, Hong Kong Daily News has awarded Terence in the Asian Top 10 Corporate Trainers Competition as The Most Outstanding Trainer in Personality Studies. Terence 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.





About the programme

W110521S – Enhance Communication through MBTI®

Course outline

- Understanding Communication
 - Communication process
 - Essential elements for effective communication
 - Major barriers to effective communication
 - What does one usually overlook in communication
 - Some misconception about communication
- Relationship Between Personality and Communication Styles
 - How people with different “Codes” perceive and express during communication
 - Understand the communication style and needs of different types
 - Understand the source of misunderstanding during communication process and its relationship to type.
- Effective Communication Strategies
 - Simplify MBTI® for practical use – Temperaments and Type-watching skills
 - 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
- Wrap-Up

Course objectives

- Describe the four dichotomies and 8 preference measured by the MBTI®
- Identify their own personality preferences
- Experience the behavioral differences generated by preference differences and consider their implications for your professional life
- Speed-read people and identify their types quickly
- Identify ways of improving communication with different people and within organization.

Participants

Members who want to improve communication skills

Rating

Foundation Level



W110611S – Presentation Skills

Course outline

- What it Takes to Become a Good & Confident Presenter
- Knowing Your Presentation Objectives
 - Basic types of presentation
 - Why knowing presentation objectives is important
 - Develop Presentation Mission Statement
- Audience Analysis
 - Who are the audience and what their expectations are
 - Know key influencers and key person of your audience
 - Align their expectations with your objectives
 - Audience analysis tools
- Structure a Presentation
 - Identify and collect information and materials
 - Organize the content in a systematic way and support your objectives
 - Exercise: Design a presentation outline
- Getting Started
 - Proper Introductions
 - Attention-Getters
 - Effective Openings
 - Dos and Don'ts
- Presentation Skills – Use your voice and body to full advantage
 - Creating emotional states
 - Verbal vs Non-verbal communication
 - Managing your voice and using it as an instrument to attract and hold attention
 - Overcoming nervousness
 - Analyzing your frights
 - Tips to reduce tension during or just before your presentation
- Use of Visual Aids
 - Purpose of using visual aids
 - Common types of visual aids
 - When to use what
 - Brief discussion on examples of good vs bad visual aids
- Exercises
 - Design and delivery a presentation
- Wrap Up

Course objectives

- Know the importance of preparation and rehearsal for perfect presentations
- Reflect on skills and identify ways to create presence and increase impact
- Develop techniques to interact with audience and handle questions in a professional manner
- Present key points and findings in a concise, logical, to-the-point, and reader-friendly manner with the help of statistics and visuals
- Learn and practice proven techniques to motivate, persuade, teach and entertain your listeners through the way of cutting prep time, reducing stress, flavoring content and enlivening delivery
- Understand the Best Practices to make your presentation powerful and impressive

Participants

Members who want to acquire competitive business presentation skills

Rating

Intermediate Level



W110709 – Problem Solving and Decision Making

Course outline

- Start With a Right Mindset
 - Definition of problem solving
 - Self positioning and attitude and how does that affect one's problem solving ability
- Problem Solving Style
 - Identify 4 different problem solving styles
 - Understand the strengths and blind-spots of your own problem solving style
- Problem Solving and Decision Making Model
 - Problem identification and definition – Identifying the real problem and root causes
 - Generate options – You will learn easy, funny and practical tools to generate options
 - Decision making – Effective and practical tools will be introduced.
 - Implementation
- Problem Solving Tips
 - Top rules for good decision making
- Wrap Up

Course objectives

- Set a right problem solving attitude before approaching any kind of problems
- Distinguish root causes from symptoms to identify the right solution for the right problem
- Improve your problem solving and decision making skills through identifying your own problem solving style
- Identify ways to think creatively and work towards creative solutions
- Master a structured way to approach and dismantle problems
- Acquire a set of problem solving and decision making tools to make effective business decisions
- Recognize the top rules of good decision-making

Participants

Members who want to improve thinking skills and relative methods in problem solving and decision making

Rating

Intermediate Level

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>**

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")																								
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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.
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 - 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:

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Address :	Address :

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