



## How Can an Accountant Face the Economic Situation Nowadays?

Programme Code: S100618S  
S100730

<b>Speaker</b>	<b>Dr. Sidney Sze</b> , CEO, Midland Financial Group Dr. Sze is the Founder President of the Society of Registered Financial Planners, the Founder Chairman of Independent Financial Advisors Association Limited & Founder Chairman of Canadian NLP Academy. He is a member of the CPD Advisory Panel of the Institute. His latest books include: 《禪·語·易·學之快樂根源》、《全方位親子理財手冊》、《前藝·錢藝 為投資者把脈》、《擦亮投資眼》、《走出創富的迷思》、《財務策劃師專業考試 Q&A》 and Q& A for Financial Planning Professional Examinations. In October 2009, he spoke to 2,000 professional accountants in Kuala Lumpur, Malaysia on “Think Like a CEO – From Technical Excellence to Strategic Leadership Role”.
<b>Date</b>	Friday, 18 June 2010 (S100618S – Cantonese) or Friday, 30 July 2010 (S100730 – English)
<b>Time</b>	6:30 p.m. – 9:30 p.m.
<b>Venue</b>	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen’s Road East, Wanchai, Hong Kong
<b>Enrolment fee (for one session)</b>	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>Language</b>	Cantonese for 18 June 2010/ English for 30 July 2010
<b>Format</b>	Seminar including action learning exercises
<b>Competency</b>	Leadership and Business Strategy
<b>Rating</b>	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.
<b>Target audience</b>	CPAs who are interested to take the time to open up and conduct cross-system thinking in their career.
<b>CPD credit (for one session)</b>	3 hours

### About the programme

First there came the tide, it turned into a tsunami when the bubble became bigger. No one can tell the future, but what if a “Perfect Financial Bubble” bursts in the next round? As an accountant, you may have seen a lot and been concerned. But are you comfortable now and well prepared for the next one?

Marcus Aurelius:

“If you are distressed by anything external, the pain is not due to the thing itself, but to your estimate of it; and this you have the power to revoke at any moment.”

Stress isn’t an isolated issue that we can deal with once a week. Handling stress effectively is a matter of gaining balance in our life. Sigmund Freud said the two great issues in life are work and love. We should add one more: one’s self, which refers to the importance of living a life that is satisfying and meaningful, of taking the time to assess our values and goals to understand our own needs and give them priority.

As the saying goes, “Nobody ever lay on their deathbed wishing they’d made more money or spent more time at the office.” The same applies to other issues. Being too self-centered or overly invested in love can also leave us off balance.

This seminar helps assess your priorities on a regular basis, and work to leave time for all the great issues of your life: time to share love and leisure with family and friends; time to make your work challenging and fulfilling; and time for yourself to relax, learn, unlearn and relearn.

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

