



Ownership Quotient: Customers and employees act as if they own the company!

Programme Code: S090831S

Speaker	Dr. Sidney Sze , 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. He is a member of the CPD Advisory Panel of the Institute. His latest books include: 《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 2008.
Date	Monday, 31 August 2009
Time	6:30 p.m. – 8:00 p.m.
Venue	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Enrolment fee	HK\$190 for HKICPA member or student; and IA/HKIAAT's member or student HK\$180 for online enrolment HK\$330 for non-member
Language	English
Format	Seminar
Subject / Level	Management and Leadership Skills / General - for delegates who do not have prior knowledge of the subject area
Target Audience	CPAs interested in upgrading their management & leadership skills by understanding ownership quotient and its implications.
CPD credit	1.5 hours

About the programme

Customer Ownership Quotient is the proportion of all customers who are actively engaged in significant work on behalf of a product, service, or brand. Customer-owners are so satisfied with their experience that they relate their stories to others, persuade them to try your product or service, and provide constructive criticism and new product or service ideas.

Employee Ownership Quotient is the proportion of all employees who are so satisfied, loyal, and committed to the value offered by the organisation that they contribute ideas for further improvement and help recruit high-potential friends to join the cause. Employee-owners exhibit such enthusiasm for their organisation that they infect countless customers with similar satisfaction, loyalty, and dedication.

At the end of the seminar, you will learn how to identify your employee-owners and customer-owners in business environments and grow the Ownership Quotient throughout your organisation.