CPD Series –
Enhancing Accountancy
Professionals' Productivity
with Business Skills
(October to December 2012)

Hong Kong Institute of CPAs presents this series for accountants between October and December 2012. This series is designed to help professionals to understand and to leverage with client relationships, to grow and to develop business. Moreover, cost management is the beginning of the business productivity cycle; it is not an end in itself, you will learn how cost management leads to greater efficiency, and greater efficiency leads to bigger revenue opportunities. You will also learn the difference between a 'technology' project and a business transformation project enabled by Information and Communication Technology (ICT). These seminars help you to become a professional leader in negotiation for clients such as M & A, a successful information technology project manager, a cost expert, and a client relationship master.

Programmes

Date / Programme code	Time	Topic	Venue
Tuesday, 30 October 2012 (S121030S)	7:00 p.m. – 10:00 p.m.	The Art and Science of People Reading in Professional Business	KPMG
Friday, 16 November 2012 (S121116S)	6:30 p.m. – 9:30 p.m.	Business Productivity in Managing Cost and its Effectiveness	HKICPA
Monday, 26 November 2012 (S121126S)	6:30 p.m. – 9:30 p.m.	Business Productivity in Controlling Negotiation and Getting Business Results	HKICPA
Monday, 10 December 2012 (S121210S)	6:30 p.m. – 9:30 p.m.	Business Productivity in Mastering Information Technology	HKICPA

Venue
Hong Kong Institute of CPAs,
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.

Format
Seminar

Language
English

Fee
(for each session)
HK$430 for HKICPA member or student; and IA/ HKIAAT member or student
HK$420 for online enrolment
HK$700 for non-member

Speakers
Dr. Agatha Fraser,
Adviser to Shenzhen Software Industry Association; Asian Pacific President of Business Skills DNA and Xsortal

Dr. Sidney Sze,
Chairman of CAGI Think Tank and President of Society of Registered Financial Planners

Participants
Practising accountants doing consulting work; practising management consultants; management accountants; CEOs and CFOs; civil servants; project managers; human resources managers

Competency
General Business and Professional Knowledge;
Management Accounting, Control and Performance Evaluation

Rating
Intermediate to Advanced Level
(Please refer to the Institute's online CPD Learning Resource Centre)

CPD hours
3 (for each session)

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About the programme

S121030S - The Art and Science of People Reading in Professional Business

Professionals have sought to by-pass people problems by introducing systems solutions - such as, Business Process Re-engineering and Cloud Computing - but many of these have so far failed to meet expectations. This seminar analyses and helps professional to master the 20 critical ways of people reading.

Objectives
- People Reading is about avoiding mis-communication and all its ramifications - wrong decisions, wasted energy, failed objectives, missed opportunities and so on
- It helps you to define your own character
- It provides the platform to enable you to read other people
- It helps you to assess your own strengths and weaknesses
- It provides the platform for you to adapt to the people you interact with
- Discovering and adapting to underlying character type is one crucial facet of People Reading, but it is not the only one
- To get people to agree to act according to our wishes, also needs us to understand what motivates people

In short, it helps you to understand and to leverage to obtain more productivity within your practice or organization; being more productive with client relationships as well as helping your business to grow and to develop.

S121116S - Business Productivity in Managing Cost and its Effectiveness

This seminar focuses on:

Cost control strategies – Share insights with participants on different cost control strategies, their evaluation and case studies.

Cost framework - Provide the organization/factory with a framework to implement cost control and fight for survival and sustainable growth.

Maximize cost control - Assist participants in identifying areas within their own organizations that could be more effective and get maximum impact from cost control.

Step by step guidance - Step by step guidance is provided for implementation of cost control measures.

Objectives
- Managing purchase practices – 32 ways to uncover the hidden productivity in purchase practices
- Looking at the 8 ways in recruitment productivity, 13 ways in reorganizing and restructuring staff to obtain the best productivity, examine reasons for outsourcing possibility, realizing the ways of safety for saving productivity, staffing training and development, ensuring the 13 ways to maximize staff remuneration
- Examine the 15 productivity ways to improve stationery management
- Learn the 16 ways to enhance utilization of office equipment
- Realizing the 17 ways of saving costs in telecommunications
- 22 ways to manage travel expenses to lower costs and make productivity gains
- Efficient use of inventory control, including the management of your pool of talents
- Banking management, and energy saving to gain productivity

In short, cost management is the beginning of the business productivity cycle not an end in itself: cost leads to greater efficiency and efficiency leads to revenue opportunities.

S121126S - Business Productivity in Controlling Negotiation and Getting Business Results

An unique opportunity for you to:
- Refine and develop your existing skills
- Practice innovative techniques and alternative negotiation strategies
- Acquire and utilize new approaches which will improve your business relations and result in improving your profitability

Objectives
- Help professionals to gain a clear perception of an experienced negotiator
- Understand the top 10 business skills to be a successful negotiator
- Master the "to be" or "not to be" of negotiation
- Develop a win-win negotiation strategy and the behavior development of win-win situations
- Identify the different types of negotiators and your professional response
- Learn how to deal with difficult negotiation situations
- Create a foundation to control the negotiation process
- Learn the "Yes Sets" in negotiation tactics
- Learn the "Strategic Questions" in negotiation process
- Understand the secret of body language in negotiation
- Plan a successful negotiation – the six steps
- Creating your own negotiation map and menu

This seminar equips our professionals to assist clients in merger and acquisitions and other negotiations.

S121210S - Business Productivity in Mastering Information Technology – Professionals Must Know

What is mastering information technology?

Information technology is software systems, process, workflow, social media, and artificial intelligence, data analytics that help business to be more productive, more efficient, and more effective. Mastering information technology is an obligation to all professionals.

Why is mastering information technology important?

Without mastering what is available in information technology, one fails to know what tools exist to help clients in their business. One does not need to know the mechanics and engineering to drive a car; the same applies to a professional in mastering information technology. The professional, however, has to keep up-to-date.

Objectives
- To share with the latest technological trends that will benefit clients without extra costs
- Understand what are the criteria to help clients to select software system and programs
- Analyze the key business benefits for using technology
- Be able to benchmark those lagers and those of first adopters on business competitiveness by using information technology
- Master and leverage business productivity and system process
- Leverage information technology to maximize outcomes

In short, IT helps professionals to maximize business benefits for clients.

Speakers profile

Dr. Agatha Fraser（黃淑儀博士）

Dr. Agatha Fraser is the residential author for Hong Kong Economic Journal (Monthly). In October 2010, she was appointed by the Shenzhen Software Industry Association as an honorary advisor; she has been the external advisor for the SME Committee for ACCA for more than 5 years. Her consulting years have never stopped since she was the post-doctoral research fellow (Think Tank) of Harvard University, John Kennedy School of Government. She was the Governor of City College, Manchester, UK till she retired.

Her multinational clients include HSBC; Modern Terminals; and Credit Suisse. She also spends her consultancy time for the SMEs, which is her mission. She has written books published in the USA and numerous articles in various journals in the US, UK, HK and China. She often is a keynote speaker in international forums in Europe, US, China and Hong Kong. In 2012, she is the keynote speaker on the Information Trends in SSIA Annual Conference in China; HR conference on "War of Talent" in Shanghai and Beijing early this year, and an IPO series for the software industry in China.

Dr. Sidney Sze

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・學之紡股說金》、《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".

CPA Hong Kong Institute of Certified Public Accountants 香港會計師公會

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: finance@hkicpa.org.hk Fax : 2893 9853	Course Information Enquiry: 2287 7386 / 2287 7253 e-mail: cpd@hkicpa.org.hk	**FOR OFFICE USE**

Deadline: 7 working days before the date of the programme

No.	Membership No.	Status (1)	Full Name of Participant(s) (Block Letters)	Company	Email address *(2) (Block Letters)	Programme Code	Fee (HK$)
1							
2							
3							
4							
5							

Email address is for enrolment confirmation purpose. Please refer to note (2) for details.

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)*

❑ Cheque (payable to **"Hong Kong Institute of Certified Public Accountants"**)	
Cheque No.:	Bank:
❑ Visa / Master Credit Card	Card Number : ☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐
Cardholder's Name : (Block Letters)	Card Expiry Date (month/year) :
Date :	Cardholder's Signature :

FOR OFFICE USE	Auth. Code No.	Handled by	Date

❑ Please put a "✓" if you require a receipt and indicate your choice of delivery: ❑ by email   ❑ by post (to the address as shown below)

Name :	Name :
Address :	Address :

Notes:
1. Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
2. 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.
3. NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
4. All applications are on a first-come-first-served basis.
5. 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.
6. Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". Please issue SEPARATE CHEQUE for each event.
7. 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.
8. 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.
9. The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
10. 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.