



## HKICPA Programme - Soft Skills Series (April 2017)



Technical skills are essential. Yet, as many world-renowned business leaders and organizations have pointed out, soft skills are also paramountly important for business and individual success, but are often ignored.

HKICPA will continue to launch the Soft Skills Series of workshops and seminars in 2017. Do not miss the chance to equip yourself with different types of soft skills to further your business development or career advancement.

### Interpersonal/ Communication Skills

Topic/ Programme code	Date and time	CPD hours	Format	Participants	Trainers
The Power of Positive Relationship (Re-run) (SCPD17040501)	Wed., 5 Apr 2017 6:30 p.m. – 9:30 p.m.	3	Seminar	General	<b>Dr. Harry Wong</b> FCPA, MAcc, NLP Master Trainer and Master Coach, ABNLP
Influencing Internal/ External to Increase Credibility (Re-run) (WSHP17040701)	Fri., 7 Apr 2017 6:30 p.m. – 10:00 p.m.	3.5	Workshop	General	<b>Ms. Angela Shing</b> BBus, MSc, IIAC(UK)
Winning People through Effective Interpersonal Skills (Re-run) (WSHP17041801)	Tue., 18 Apr 2017 6:30 p.m. – 9:30 p.m.	3	Workshop	General	<b>Mr. William Ho</b> Chief Consultant, Graval Group
Effective Collaboration through Mutual Understanding (New) (WSHP17042401)	Mon., 24 Apr 2017 6:30 p.m. – 10:00 p.m.	3.5	Workshop	Managers and executives	<b>Ms. Angela Shing</b> BBus, MSc, IIAC(UK)
Effective Communication and Interpersonal Skills (Re-run) (WSHP17042801)	Fri., 28 Apr 2017 6:30 p.m. – 10:00 p.m.	3.5	Workshop	General	<b>Dr. Michael Kwong</b> Associate Trainer, SGS Academy HK



Programme	Month
People Management Skills	May 2017
Presentation Skills	June 2017



**Venue** Hong Kong Institute of CPAs,  
27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong

**Language** Cantonese

<b>Fee (for each)</b>	<u>Seminar</u>	<u>Workshop</u>
HKICPA member or student:	HK\$430	HK\$750
HKICPA member (online enrolment):	HK\$420	N/A
IA/ HKIAAT member or student:	HK\$430	HK\$750
Non-member:	HK\$700	HK\$1,500

**Participants** Persons who want to enhance soft skills in the pursuit of individual or business success

**Competency\*** Management, leadership and soft skills

**Rating\*** Intermediate level

\* Please refer to the [Institute's online CPD Learning Resource Centre](#) for descriptions of competency and rating.

## About the programme

### The Power of Positive Relationship (Re-run) (SCPD17040501)

#### Seminar outline

Having a positive relationship with your stakeholders at work may likely be the single most essential asset you ought to have in your professional career. Interestingly, networking is perceived as one of the most overlooked skills by managers and accounting professionals. Networking helps you proactively connect yourself with other people and expand your social circle for career development. This seminar focuses on exploring your need to network and developing different approaches to sharpen your networking mindset and ability, and covers:

- Understand the barriers for effective networking
- Motivate yourself to start building positive relationship and making networking a priority for your business development
- Know how and where to connect yourself to people who are assets to your business
- Present yourself as a proactive, committed and interesting person in meeting and working with people

#### Trainer

**Dr. Harry Wong**, FCPA, MAcc, NLP Master Trainer and Master Coach, ABNLP

Dr. Wong (aka Dr. Happy) is a passionate and seasoned business consultant and trainer with extensive global business and people management experience gained in KPMG (Canada), PricewaterhouseCoopers (Hong Kong) and his current consulting venture in the past 25 years. Dr. Wong is a certified trainer and a success coach who trained over 32,500 professionals and management in the US, Australia and Hong Kong with state of the art techniques on communication enhancement, change management and positivity.



## About the programme

### Influencing Internal/ External to Increase Credibility (Re-run) (WSHP17040701)

#### Workshop outline

In our daily work, we need to influence others and sell our ideas and recommendation. This workshop presents the practical skills to influence internal/ external customers through the following techniques:

- A think-win-win mindset for negotiating with internal/ external customers and maintaining relationship credibility
- Understanding customers and identifying common benefits and concerns
- 6 ethical influencing powers to increase credibility, including reciprocation, liking, consistency, scarcity, authority and consensus
- 4 essential steps to influence others

#### Trainer

**Ms. Angela Shing**, BBus, MSc, IIAC(UK)

Ms. Shing is a seasoned training professional with a strong background in finance and commerce. Prior to running her own training consultancy, she was the regional head of a major bank overseeing the training and development function for 13,000 employees in Asia Pacific. She now specialises in designing and developing training workshops in sales and service, client relationships, leadership and management, communication, and personal and team effectiveness.

### Winning People through Effective Interpersonal Skills (Re-run) (WSHP17041801)

#### Workshop outline

Effective interpersonal skills are essential to career advancement. How to communicate effectively with other groups, including internal staff, clients or other stakeholders? How to use influential skills to mobilize the team? This workshop focuses on:

- Identify common communication problems that may be holding you back
- Explain why good communication skills are important for professionals and leaders
- Pinpoint what makes such skills hard to master; and ways to overcome
- Describe model of methods for effective communication
- Define non-verbal communication and how this creates a big impact
- Fundamental differences between one's mind set and the others'; and how to bridge the gap
- The power of active listening and questioning
- The secret of pervasiveness and influencing skills; and how to build management skills
- The key elements to create personal impact and brand

#### Trainer

**Mr. William Ho**, Chief Consultant, Graval Limited

Mr. Ho has more than 20 years of working history as managerial positions in multinational enterprises with rich experience in leadership coaching and implementing various kinds of leadership training programs in Asia Pacific region. He is keen to help and coach companies to explore their own potential, understand their core competence, and ride through the adversity of the economy. He is especially interested in situation where companies have to deal with constant changes, new market developments, multicultural environments, fierce competitions, and leadership development, particularly in sales. Mr. Ho's expertise lies in building and managing sales and marketing teams, key account management, tactical negotiation and closing deals, forming alliances and partnerships through training and coaching. He had delivered numerous workshops and speeches for multinational corporations, small-medium enterprises, universities and in public since 2008.



## About the programme

### Effective Collaboration through Mutual Understanding (New) (WSHP17042401)

#### Workshop outline

Participants will learn to collaborate with colleagues of different personalities by understanding their psychological preferences in the following 4 dimensions and adapting to these preferences for building better relationships with them.

- Getting energized
- Receiving information
- Making decisions
- Working styles

#### Trainer

**Ms. Angela Shing**, BBus, MSc, IIAC(UK)

Ms. Shing is a seasoned training professional with a strong background in finance and commerce. Prior to running her own training consultancy, she was the regional head of a major bank overseeing the training and development function for 13,000 employees in Asia Pacific. She now specialises in designing and developing training workshops in sales and service, client relationships, leadership and management, communication, and personal and team

### Effective Communication and Interpersonal Skills (Re-run) (WSHP17042801)

#### Workshop outline

Communicating effectively and having good interpersonal relationship are prerequisites for achieving success in modern business world as the environment becomes more competitive and it is vital to enhance our virtues without exaggerations. We need to maintain our principles while having the smoothness and flexibility in managing human relationships.

This workshop aims to give participants key skills and strategies to create a win-win situation through effective communication inside or outside their organization while improving interpersonal skills. It also provides a comprehensive framework in making effective communications with others and enables participants to use their competitive advantages to create a prosperous future in their career, which covers:

- Understanding the communication process
- Handling face-to-face communication
- The art of listening
- Handling communication in difficult situations
- The art of giving feedback

#### Trainer

**Dr. Michael Kwong**, Associate Trainer, SGS Academy HK

Dr. Kwong has over 15 years of experience in the field of training services and has trained over 20,000 people. He is an experienced trainer and delivers training across a broad range of industries in the areas of customer service, leadership, personal effectiveness and professional selling. His clients include HSBC, Pfizer, Morgan Stanley, Giordano, AIA, Manulife, Standard Chartered Bank, Hong Kong Jockey Club, Ocean Park, etc.

Dr. Kwong is the co-author of "Relationship Marketing: The Business Strategy For E-commerce" published in February 2000 and a contributing author of "The 21st Century Business Strategy" published in January 2001. His latest book, "Talks on Family Legacy" was published in December 2015.



HKICPA Event Enrolment Form (For Support Programme)

**To confirm your CPD booking,  
 just log on to "My CPA" 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: <a href="mailto:finance@hkicpa.org.hk">finance@hkicpa.org.hk</a> Fax : 2893 9853	Course Information Enquiry: 2287 7386 / 2287 7253 e-mail: <a href="mailto:cpd@hkicpa.org.hk">cpd@hkicpa.org.hk</a>	<b>FOR OFFICE USE</b>
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**Deadline: 7 working days before the date of the programme**

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address <sup>(2)</sup> (Block Letters)	Programme Code	Fee (HK\$)
	No.	Status <sup>(1)</sup>					
1							
2							
3							
4							
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 : \_\_\_\_\_  
*Contact information is used solely for communication of this particular event, without update to your member profile.*

**Payment Method** (Please tick the appropriate box)

<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" <sup>(7)</sup>											
<input type="checkbox"/> BOC HKICPA VISA <input type="checkbox"/> BOC HKICPA UnionPay card <input type="checkbox"/> Other VISA / MasterCard											
Card Number:										Card Expiry Date (MM/YY):	
Cardholder's Name (block letters):						Cardholder's Signature:				Date:	
<i>Payment receipt will be sent to your email address provided above once the payment is confirmed.</i>											

- 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.
  - Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "MyCPA" at [www.hkicpa.org.hk](http://www.hkicpa.org.hk). Unsuccessful enrolment will be notified with full refund.
  - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
  - All applications are on a first-come-first-served basis.
  - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. 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.
  - For credit card payment, the card should be valid with expiry date at least 1 month from the date of event.
  - Please issue SEPARATE CHEQUE for each event.
  - In normal circumstances, the event fee is non-refundable or non-transferrable upon receipt of payment by HKICPA. Should the event be cancelled or postponed due to unforeseeable circumstances, refund will be made according to your payment method. For credit card payment, refund will be made directly to your credit card account. For cheque payment, refund will be mailed to your correspondence address.
  - 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.
  - No unauthorized audio or video recording is allowed at CPD events.

**Personal Data:** Your personal data collected from the enrolment process and administration of courses/events/activities will be used for the purpose of the administration of the course on which you are enrolled. Such data collected may be accessible by the Institute's officers, persons or committees processing the application and related matters. In addition, the Institute may use the collected data for statistical research and analysis. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. Members and registered students may opt out of receiving such materials at any time by logging in via the following link <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. Non-members may opt out of receiving such materials at any time by sending an email to the Institute at [privacyofficer@hkicpa.org.hk](mailto:privacyofficer@hkicpa.org.hk) or a letter to the Institute's privacy officer. For more information about the privacy policy of the Institute, please go to <http://www.hkicpa.org.hk/en/service-tools/privacy-policy/>.

For non-member and firm payment by cheque, please fill-in your postal address for refund.	
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