



## HKICPA Programme - Soft Skills Series

(July - August 2017)



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

### Generation Management

Topic/ Programme code	Date and time	CPD hours	Language	Participants	Trainers
Successful Managing and Motivating Young Employees (WSHP17071401)	Friday, 14 Jul 2017 6:30 p.m. – 9:30 p.m.	3	Cantonese	Managers and supervisors	<b>Mr. Alex Lau</b> Managing Partner, Graval Limited
Staff Commitment: Building a Highly Engaged Team (WSHP17081501)	Tuesday, 15 Aug 2017 6:30 p.m. – 10:00 p.m.	3.5	Cantonese	Managers and supervisors	<b>Ms. Angela Shing</b> BBus, MSc, IIAC(UK)
Creating a Culture that Engages and Retains Millennials (WSHP17082301)	<del>Wednesday, 23 Aug 2017 6:30 p.m. – 9:30 p.m.</del> Re-scheduled to Friday, 15 September 2017 6:30 p.m. – 9:30 p.m.	3	English	Managers and leaders	<b>Mr. Mark Cosgrove</b> Director of Training, Dale Carnegie Training Hong Kong & Macau

**Coming  
Soon!**

Programme	Month
Leadership Skills	Sep - Oct 2017



<b>Venue</b>	Hong Kong Institute of CPAs, 27/F, Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong	
<b>Format</b>	Workshop	
<b>Fee (for each)</b>	HKICPA member or student:	HK\$750 (on-line enrolment: HK\$740)
	IA/ HKIAAT member or student:	HK\$750
	Non-member:	HK\$1,500
<b>Participants</b>	Persons who want to enhance soft skills in the pursuit of individual or business success	
<b>Competency*</b>	Management, leadership and soft skills	
<b>Rating*</b>	Advanced level	

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

## About the programme

### Successful Managing and Motivating Young Employees (WSHP17071401)

#### Workshop outline

This workshop covers:

- Characteristics of people of new generation ("Cats-type people")
- Key ingredients of effective communication and rapport building
- Communication strategies and tactics for a trustful working atmosphere
- Motivating factors and effective measures to engage others in workplace

After joining this workshop, participants will gain knowledge about:

- Characteristics of staff of new generation
- How to build up rapport with others
- How to build up trust with others and influence them to make changes
- How to mobilize and motivate people to do something different

#### Trainer

**Mr. Alex Lau**, Managing Partner, Graval Limited

Mr. Lau is a veteran HR professional with over 20 years of extensive Hong Kong, Mainland China and Asia Pacific experience in full spectrum of HR management. His core expertise features alignment of HR strategies with business directives, organization development (building and transformation of HR infrastructure), talents recruitment, engagement and development, performance management, compensation and benefits strategy and succession planning. Prior to embarking on his consulting business, Mr. Lau served as Head of Human Resources and held various senior HR management positions in a few leading US, European, Hong Kong and Singaporean listed companies.

Mr. Lau is a certified psychometric assessment consultant in DISC and MBTI. He has also achieved the qualifications of Neuro-linguistic Programming ("NLP") Practitioner, Master Practitioner and Trainer. He is now acting as a Business NLP Coach.



## About the programme

### Staff Commitment: Building a Highly Engaged Team (WSHP17081501)

#### Workshop outline

Staff turnover rate of new generations is higher than that of other employees in many organizations. It is therefore important to increase the employee engagement of the new generations so that we can have a committed team of future leaders with higher performance and higher retention. A worldwide research shows that the strategies of driving commitment include reinforcing individual development planning and connecting the new generations with the organization. This workshop introduces these two strategies and presents the tactics of implementation. It covers:

- Staff development by implementing individual competency-based development plans
- Connection between staff and the organization to enhance staff commitment
  - Commit to staff development
  - Manage staff perception
  - Connect with company strategies and success
  - Reinforce the corporate culture

By applying the skills and knowledge learned to the workplace, participants will be able to:

- Develop and implement an effective staff development process for the new generations
- Manage their perception of the organization in the changing environment
- Increase their sense of achievement
- Build a positive organization culture that is preferred by the new generations

#### 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 specializes in designing and developing training workshops in sales and service, client relationships, leadership and management, communication, and personal and team effectiveness.



## About the programme

### Creating a Culture that Engages and Retains Millennials (WSHP17082301)

#### Workshop outline

Their work habits are different. Their values are different. They care more about work life balance and less about money. They want you to give responsibility rather than earn it. And they are entering the workforce at record rates – they are the millennial generation.

Dale Carnegie Training in partnership with MSW/ASR research conducted a study among millennials to find out what drives engagement with this emerging workforce. This workshop will uncover the employee engagement drivers that are unique to millennials and learn how you can better develop an environment that helps to engage and retain them.

Engaged millennials are more productive, less likely to leave, and highly likely to recommend your organization to friends and followers on social media. Do not miss this opportunity to begin to engage millennials at your organization.

After joining this workshop, participants will understand:

- Why employee engagement matters
- The values important to millennials
- What drives engagement in millennials
- Actions that can be taken to engage workforce
- The costs and benefits of employee engagement

#### Trainer

**Mr. Mark Cosgrove**, Director of Training, Dale Carnegie Training Hong Kong & Macau

Mr. Cosgrove has more than 15 years of experience as corporate trainer, communications professional, writer, and author. He has worked with professionals in the government and public service sector, finance, shipping, law, consulting, technology, education, health, and hospitality sectors.

As a Hong Kong-based executive coach, communication trainer, and consultant, he works with executives and professionals from many industries, and across many cultures to help them develop as leaders.

As a dynamic trainer and seminar leader, Mr. Cosgrove has designed and taught courses, workshops and seminars in China, Singapore, Hong Kong and Canada on a wide range of soft skills and has conducted one-on-one executive coaching on communication, management and leadership skills, with a particular focus on the challenges facing professionals in a cross-cultural and international business environment.

Mr. Cosgrove has worked extensively as a communications professional always focused on helping clients create communication that delivers – the message and the results.

In Hong Kong, his clients have included: Civil Service Training and Development Institute (CSTDI), OSRAM, Gucci, Schroders, Benetton, The American Chamber of Commerce in Hong Kong, The Institute of Human Resources Management (Hong Kong), and many more....



## 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: [finance@hkicpa.org.hk](mailto:finance@hkicpa.org.hk)  
Fax : 2893 9853

Course Information Enquiry:  
2287 7386 / 2287 7253  
e-mail: [cpd@hkicpa.org.hk](mailto: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	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: _____		
Payment receipt will be sent to your email address provided above once the payment is confirmed.											

- 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.

Name:	Name:
Address:	Address: