



Sun Tzu (孫子) – The Art of War 2.0 (Digital Version) Workshop

Program Code: WSHP17113001

Business has entered the digital era: apart from the fact that competition is getting tougher, accounting professionals have to face the challenges of accelerated change in customer demands, emergence of artificial intelligence and robotics etc. All these are new challenges for accounting professionals to cope with.

This workshop focuses on the applications of Sun Tzu's wisdom in the Art of War to formulate strategies in coping with the current challenges in business so that one can turn threats into opportunities.

Topics include:

- Characteristics of business in the 21st century
 - Why "the Art of War" by Sun Tzu is still relevant in the digital era
 - Accelerated pace of change in technology
 - Sun Tzu's strategic framework
- Core strategies of Sun Tzu
 - Winning without fighting strategy
 - Planning ahead strategy
 - First mover strategy
- Creating a great customer experience with the Art of War
 - Innovation and change strategy
 - Leveraging resources strategy
 - Market Intelligence strategy

After joining this workshop, participants will:

- Appreciate the value of Sun Tzu's wisdom in modern time
- Learn how to apply Sun Tzu's wisdom in creating an edge to win the competition
- Acquire a strategic framework to leverage technology and create innovation in our daily work situations
- Know how to apply these strategies in the workplace

Date Thursday, 30 November 2017

Time 7:00 p.m. – 10:00 p.m.

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

Format Workshop

Language Cantonese

Fee HKICPA member or student: HK\$750 (online enrolment: HK\$740)
IA/ HKIAAT member or student: HK\$750
Non-member: HK\$1,500

Speaker Dr. Michael Kwong, Associate Trainer, SGS Academy HK
(Speaker's profile is printed overleaf)

Participants Managers and leaders

Competency* Management, leadership and soft skills

Rating* Advanced level

CPD hours 3

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

About the speaker

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.



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HKICPA Event 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

Payment & Enrolment Status Enquiry: 2287 7381
e-mail: finance@hkicpa.org.hk
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Course Information Enquiry:
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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 ⁽²⁾ (Block Letters)	Programme Code	Fee (HK\$)
	No.	Status (1)					
1							
2							
3							
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)

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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. 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.
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 - 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.

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