

## Soft Skills Series

(January - March 2018)



HKICPA will continue to launch the Soft Skills Series of workshops in January to March 2018. Do not miss the chance to equip yourself with different types of soft skills to further your business development or career advancement.

Topic/ Programme code	Date and time	Language	Rating*	Participants	Trainers
Presenting with Confidence (Re-run) (WSHP18012602)	Fri., 26 Jan 2018 6:30 p.m. – 10:00 p.m.	English	Intermediate	General	<b>Mr. William Ho</b> Chief Consultant, Graval Limited
Interview Skills: Hiring the Right Talents (WSHP18020501)	Mon., 5 Feb 2018 6:30 p.m. – 10:00 p.m.	Cantonese	Intermediate	Managers and Supervisors	<b>Ms. Angela Shing</b> BBus, MSc, IIAC(UK)
Effective Interview Skills in Hiring Right Talents (WSHP18031302)	Tue., 13 Mar 2018 6:30 p.m. – 10:00 p.m.	Cantonese	Advanced	Managers and Supervisors	<b>Dr. Michael Kwong</b> Associate Trainer, SGS Academy HK

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

**Format** Workshop

**Fee (for each)**

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

**CPD hours (for each)** 3.5

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



## About the programme

### Presenting with Confidence (Re-run) (WSHP18012602)

#### Workshop outline

What makes presenters fly or flop? What actually happens to an individual when he/ she is in the presentation mode? Why and how it can be influenced to best serve the one in the spotlight? This workshop focuses on:

- Learning how to present to business people and get trustworthy feedback
- Understanding the importance of storytelling within business
- Learning to take charge of a room and motivate audience
- Turning the challenge of public speaking to an advantage
- Becoming a key player in business presentation and pitching

#### 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 situations 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.

### Interview Skills: Hiring the Right Talents (WSHP18020501)

#### Workshop outline

This workshop presents the process and the skills to help managers hire the right people through interviews. It covers 3 phases, (1) pre-interview preparation; (2) interviewing process; and (3) post-interview evaluation.

This workshop covers:

- Identifying job requirements for a position
- Making initial assessment and developing questions for an interview
- 5 questioning techniques
- 4 types of questions to be avoided
- 8 common interview barriers
- 4-step competency-based interviewing process

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

- Realize the importance of selecting the right job candidates
- Identify the job requirements of a vacant position
- Prepare appropriate questions to gather information in an interview
- Apply the competency-based interviewing techniques effectively
- Conduct an interview in a process of 4 essential steps
- Evaluate the interview results and select the right person based on appropriate criteria

#### 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

### Effective Interview Skills in Hiring Right Talents (WSHP18031302)

#### Workshop outline

In modern business, one of the key elements that contributes to the success of an organization will be the ability to identify right talents during an interview. There might be a lot of barriers or biases that prevent the interviewer to make the correct judgment in identifying right talents. It is very important to impress the right interviewees during the interaction as talents will also be making judgment through the interview to see whether this is the right platform to invest time in fostering a mutually beneficial relationship at workplace.

This workshop covers:

- Learning the essentials of interviewing skills for management  
(e.g. importance of identifying talents in interviews, cost of hiring a wrong person, challenges in conducting an interview)
- Planning before the interview  
(e.g. cycle of conducting interview, identification of job requirements and key competencies, decision-making based on factual evidence)
- Effective interview process  
(e.g. design of job-related tests, FAQs in interview for building initial rapport with the interviewee, types of interviewing bias and interview evaluation)

After joining the seminar, the participants will be able to:

- Identify right talents during the interviewing process
- Appreciate various types of interviews
- Prepare for conducting effective interviews
- Conduct an interview with the right skills including questioning and listening
- Ask challenging questions and gain insights on interviewees
- Motivate interviewees to participate actively in interviews
- Apply those skills during real interviews

#### 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: [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: