



## Soft Skills Series

(July - September 2018)



HKICPA continues to run Soft Skills Series of workshops from July to September 2018. Do not miss the chance to sharpen yourself with different types of soft skills to further your business development or career advancement.

Topic/ Programme code	Date and time	CPD hours	Language	Rating*	Participants	Trainer
Performance Coaching Workshop (WSHP18072301)	Mon., 23 July 2018 6:30 p.m. – 9:30 p.m.	3	Cantonese	Advanced	Managers and leaders	<b>Mr. Tommy Fung</b> Performance Consultant, CSG Consultancy
Motivating Staff by Creating a Value Edge (WSHP18080701)	Tue., 7 August 2018 6:30 p.m. – 10:00 p.m.	3.5	Cantonese	Advanced	Managers and leaders	<b>Dr. Michael Kwong</b> Associate Trainer, SGS Academy HK
Project Fundamentals: Achieve Excellent Project Results (WSHP18090501)	Wed., 5 Sept 2018 6:30 p.m. – 10:00 p.m.	3.5	Cantonese	Intermediate	Managers and executives	<b>Ms. Angela Shing</b> Director & Chief Consultant, InsideOut Training Solutions

**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

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



## About the programme

### Performance Coaching Workshop (WSHP18072301)

#### Workshop outline

Human resources are considered to be critical assets of a company regardless of size and capital. High staff turnover is labeled as an unhealthy symptom as the negative consequences shall in no way be overlooked.

As such, the name of the game now is to treasure and develop our own staff so that their overall performance standard will be enhanced. Once the staff see their own development and progress, there is a higher chance for them to stay.

This 3-hour workshop is designed to bring out the importance of "Performance Coaching" (to the staff, to the management as well as to the organization) and to introduce a 3 steps approach of "Performance Coaching" which is extremely practical and easy to pick up.

This workshop will cover:

- What is "Performance Coaching"?
- Why "Performance Coaching"?
- The fundamental principle of "Performance Coaching"
- The proper mindset and approach when conducting "Performance Coaching"
- The 3 steps approach of "Performance Coaching" (i.e. problem, reasons and solutions)
- Skill practice to enhance confidence in conducting "Performance Coaching"

#### Trainer

**Mr. Tommy Fung**, Performance Consultant, CSG Consultancy

Mr. Fung is an expert in public speaking and a guru in presentation skills. He is the first person in Hong Kong who has won the District Championship title of the English Humorous Speech Contest. Mr. Fung is also highly specialized in delivering leadership, coaching, customer services, sales and negotiation training. He inspires his participants by combining in practical approach with academic theory and concept in a fun and enjoyable style.

Mr. Fung has over 13 years of experience as a leadership and management trainer in the security, banking, auditing, retail and insurance field. He has solid hands-on experience in people management and strategic thinking. Academic wise, he attained a Master Degree in HR Management of the Macquarie University, and was appointed Visiting Associate Professor of the South China University of Technology in 2009.

Mr. Fung is also a certified MBTI Trainer, DISC Trainer, Team Management System Trainer, Enneagram Trainer and a Professional Member of the International Enneagram Association. Recently, Mr. Fung is working on combining psychological techniques and personality tools with management theories, sales and customer services. He is an NLP Global Trainer and Consultant.



## Motivating Staff by Creating a Value Edge (WSHP18080701)

### Workshop outline

We are currently facing the emergence of the Millennium generation that possesses a very different social value system from their previous generation. Nevertheless, there are ways to find out what some of these differences are. Aligning the organizational and personal values, and motivating staff by leveraging on their personal values are effective ways of lowering staff turnover and improving team morale.

This workshop will cover:

- Why motivation is critical to the success of an organization
- Emergence of the Millennial generation and their differences in social value system
- Challenges in leading a multi-generational team
- Ways to discover personal values amongst team members
- Learn how to motivate staff of different generations and create a value edge
- Create policies that best motivate staff

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

- Learn about the importance of motivation
- Appreciate the differences in social value systems amongst staff of different generations
- Know about ways to discover personal values amongst team members
- Acquire knowledge and skills to motivate staff of different generations
- Apply these knowledge and skills learned in workplace

### 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.



## Project Fundamentals: Achieve Excellent Project Results (WSHP18090501)

### Workshop outline

We need to lead or participate in various projects in the workplace. To achieve a better result for each project, we can follow an effective 4-phase fundamental process of project management.

This workshop will cover:

- Initiate a project by setting the project scope, acquiring the resources, and developing a communication plan
- Plan the project with a work breakdown structure (WBS), scheduling tools to manage milestones and tactics to manage 4 risk areas
- Control project execution through 3 devices to monitor progress, 6 performance reporting tools and 6 tips for making the most of team members
- Close the project by using 3 key factors to evaluate project performance and identifying areas for future learning

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

- Set project objectives in line with key stakeholders' needs and expectations
- Improve collaboration with project members with better communication and tasks planning
- Monitor project progress effectively to ensure achievement of results

### Trainer

**Ms. Angela Shing**, Director & Chief Consultant, InsideOut Training Solutions

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.



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.	
Name:	Name:
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