



Creating alignment with Non-financial performance measures

Programme Code: WSHP18101901

This workshop will focus on development of non-financial performance measures. The speaker will go through the process to identify the origins of poor performance in an organization – go beyond accounting and dig into the causes as well as the measurements of the processes and outputs associated with these causes. Participants can see what happens leading up to the economic reality and get a better understanding of performance problems/ challenges reflected by poor accounting numbers.

After joining this seminar, participants will gain knowledge about:

- Communication management control and balanced scorecard – Understanding the value of balanced scorecard
- Strategy / Alignment framework – An effective technique to gain consensus on the direction that an organization needs to take
- Systems thinking – Understanding the value of systems thinking and drawing a basic systems map of a process in an organization
- Measurement – How to choose the right measure to fit a particular process

Date Friday, 19 October 2018

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 English

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. Neale G O'Connor**, Professor of Accounting, Monash University, Malaysia; Managing Director, Ricebox.com
(Speaker's profile is printed overleaf)

Participants Persons who want to learn how to measure and communicate performance within an organization.

Competency* Management accounting

Rating* Foundation

CPD hours 3

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

About the speaker

Dr. Neale G O'Connor, Professor of Accounting, Monash University, Malaysia; Managing Director, Ricebox.com

Dr. O'Connor is a foremost expert on technology and innovation in manufacturing in China. His speaking engagements and executive programs are in demand from international and mainland China managers. Recently, he has been undertaking factory quality audits for multinational clients and advising on operational and marketing improvements as Director of Ricebox Ltd, a China risk management consulting company based in Hong Kong.

Dr. O'Connor is the author of "The China Casebook on Operational Risk" and "The Management Control of MNCs in China". He has developed corporate business cases for a number of large multinational companies including HTC, PQI, Philips, Delphi, and Alpharma. His cases are used extensively around the world. Based on publications, citations and research grants, he is one of the leading management accounting researchers in Asia.

Dr. O'Connor is also a member of the Chartered Institute of Management Accountants (CIMA) Research Board of Directors.



**To confirm your CPD booking,
just log on to "My CPA" at
<http://www.hkicpa.org.hk>**

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
Fax : 2893 9853

Course Information Enquiry:
2287 7386 / 2287 7230
e-mail: 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 ⁽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)

<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" ⁽⁷⁾											
<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. 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 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: