



## Understanding Personality Styles – The Cornerstone of Successful Recruitment

Program Code: SCPD18110201

Accounting industry has been facing challenges to recruit suitable employees in recent years. High staff turnover, shortage of accounting staff, strong competition for talents, higher costs in staff recruitment and underperforming staff issues have become headaches as a result of undesirable staff recruitment. Understanding the personality styles of candidates is one of the most important factors in successful recruitment and can also help to handle staff problems after recruitment. In this seminar, the speaker will introduce DISC personality system and its application that can help to identify suitable employees during interviews based on DISC personality system.

Topics include:

- Introduce DISC personality system and its application to recruitment
- Identify personality style by personality self assessment survey
- Discuss four personality styles in DISC personality system including strengths, weaknesses and value to the team
- Apply DISC personality analysis on successful recruitment by case studies

**Date** Friday, 2 November 2018

**Time** 7:00 p.m. – 8:30 p.m.

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

**Format** Seminar

**Language** Cantonese

**Fee** HKICPA member or student: HK\$150  
IA/ HKIAAT member or student: HK\$150  
Non-member: HK\$330

**Speakers** **Dr. Man Ko**, *DBA Newcastle, EMBA Western, B.Com Toronto, FCPA, FCCA, FCPA Aust., CPA Canada, ACA, AICPA International Associate, FTIHK, CTA, CMA (ICMA), CFE, FAIA, FFA, FIPA, FHKRFP, CRP, FITA, MIHRM, CPHR, MCMI, C.Mgr*

Dr. Ko is a senior lecturer and student internship coordinator in Hong Kong Baptist University. He is a Certified Behavioral Consultant, Advance DISC Personality Analysis Practitioner and Mental Health First Aider. His student internship programme has helped over 900 students to find internship placements since 2010. Dr. KO started his professional career in auditing and has over 20 years of senior executive accounting and commercial working experience in reputable multi-national and listed companies.

**Participants** Persons who want to understand personality styles and apply personality analysis on recruitment.

**Competency\*** Management, leadership and soft skills

**Rating\*** Intermediate level

**CPD hours** 1.5

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



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Finance & Operations Department,  
Hong Kong Institute of CPAs,  
**37/F, Wu Chung House, 213 Queen's Road East, Hong Kong**

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**Deadline: 7 working days before the date of the programme**

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1							
2							
3							
						Total (HK\$)	

☐ I am unemployed and not working. I am planning to rejoin the workforce.

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- Notes:**
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