



# Mastering Peak Performance: Harnessing PEM for Organizational Success across Accounting and Business Leadership

Programme Code:  
EWEB24083001 (Webinar)  
SCPD24083001 (Face-to-face)

In an ever-evolving business environment, organizations face daily and long-term challenges, regardless of their size or maturity. The Performance Excellence Model (PEM), which forms the foundation of the National Quality Award assessment in the USA and around the world, offers a comprehensive and nonprescriptive framework to address these challenges. This professional development programme is crafted to equip accounting and business leaders to gain a deep understanding of PEM and its practical application in driving sustainable success for the organization. Topics include:

- What is PEM: Understanding its role in helping organizations address challenges and achieve sustained success through proven leadership and management practices
- Core concepts: Exploring foundational beliefs and behaviours of high-performing organizations, such as visionary leadership, customer-focused excellence, and organizational learning
- PEM framework: Examining the seven categories that PEM is organized into, including Leadership, Strategy, Customers, and Operations
- Organizational maturity evaluation: Learning how PEM assesses leadership and management practices using four dimensions: Approach, Deployment, Learning, and Integration
- Continuous improvements: Discovering how PEM fosters cycles of improvement and innovation for better processes, capability, and results

## Speakers

### Mr. Cliff Kong

Co-founding Director, Institute of Business Ethics and Sustainability (IBES)

### Dr. Stephen Lui

Co-founding Director, Institute of Business Ethics and Sustainability (IBES)

(Speakers' profiles are printed overleaf)

## Date

Friday, 30 August 2024

## Time

12:30 p.m. – 2:00 p.m.

## Format

Hybrid (live webinar and face-to-face)

## Venue

(for face-to-face format)

### Hong Kong Institute of CPAs

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

## Language

Cantonese presentation with English PowerPoint

## Fee

HKICPA member or student: \$160  
Non-member: \$360

*(No refreshment will be provided for face-to-face format)*

*(For participants who enrol to live webinar format, an email will be sent to you when your registration is accepted, which will include login details for the webinar. You can access the webinar by tablet, smart phone or PC.)*

## Participants

Accountants; Chief Financial Officers (CFOs); Company Directors

<b>Competency*</b>	Business planning and strategy
<b>Sub-competency*</b>	Identifying opportunities and threats; Developing and implementing strategic actions
<b>Rating*</b>	Intermediate level
<b>CPD hours</b>	1.5

\* Please refer to the [competencies and ratings for CPD events](#).

### **About the speaker**

#### **Mr. Cliff Kong**

Co-founding Director, Institute of Business Ethics and Sustainability (IBES)

Mr. Kong brings 30 years of senior executive experience from leading corporations including Shui On Group, MTR, Hong Kong Productivity Council, and Lee Kum Kee. As a prominent business consultant, Mr. Kong excels in strategic planning, performance management, business process re-engineering, and leadership development. His contributions have driven significant transformational change and operational excellence in numerous organizations in Hong Kong and China.

Mr. Kong has been appointed by both the HKSAR and the PRC Government as the master trainer and principal assessor for prestigious business quality awards. These include the Hong Kong Industries Award – Productivity and Quality, China (National) Quality Management Award, Guangdong Quality Management Award, Shenzhen Mayor Quality Management Award, and Ningbo Mayor Quality Management Award.

Mr. Kong holds a BSc in Engineering from the University of Hong Kong and an MBA from Brunel University, and is a member of The Hong Kong Institute of Engineers.

#### **Dr. Stephen Lui**

Co-founding Director, Institute of Business Ethics and Sustainability (IBES)

As a distinguished business consultant, Dr. Lui helps company executives achieve sustainable growth and business transformation using globally proven processes. With over 30 years of operational excellence, he has held the position of regional president in blue-chip organizations including ICI, Zeneca (now AstraZeneca), GSK, and served as the CEO of the Lee Kum Kee Group. During his tenure, Dr. Lui commissioned over 10 manufacturing facilities in Greater China and the US, and leading them to attain leadership positions in their respective sectors.

Dr. Lui has a wide-ranging expertise in specialty chemicals, healthcare, and fast-moving consumer goods. He has demonstrated a track record of success in technology applications, manufacturing, and brand marketing in both Asian and Western markets.

Dr. Lui was educated in the UK and holds a Joint Honours BSc degree in Chemistry and Biochemistry, a PhD in Chemistry, and an MBA. Professionally, he is a Chartered Scientist (CSci), a Chartered Chemist (CChem), and a Member of the Royal Society of Chemistry (MRSC). Previously, Dr. Lui served as the Vice Chairman and the China Committee Chairman of the British Chamber of Commerce in Hong Kong.



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

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 e-mail: [enrolment@hkicpa.org.hk](mailto:enrolment@hkicpa.org.hk)

Course Information Enquiry:  
 2287 7253 / 2287 7230  
 e-mail: [cpd@hkicpa.org.hk](mailto:cpd@hkicpa.org.hk)

FOR OFFICE USE

Deadline: 2 working days before the date of the programme

\*The Institute reserves the right to allocate places to enable the enjoyment of more members in this event and the Institute's decision is final.

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2							
3							
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- Notes:**
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