



## Soft Skills Series – Communication

(April to June 2023)



Communication is vital in our daily life. Good communication skills not only enhance efficiency, but also strengthen the relationship with people around us. Thus, it is always worth paying efforts to refine the skills and learn from experts.

This soft skills series of online webinars focus on the communication skills such as effective messaging, positive communication and storytelling. These skills are especially useful in business scenes, no matters with your colleagues, clients or vendors.

To cater members' needs on soft skills training, Soft Skill Curriculum has been launched by the Institute which showcases the selected courses. Access the [Curriculum](#) now to know more.

Topic/ Programme code	Date and time	Rating*	Speakers
Effective Messages to Enhance Trust with Audience (EWEB23040301)	Monday, 3 April 2023 12:30 p.m. – 2:00 p.m.	Foundation	<b>Ms. Catherine Wong</b> Chief Development Officer, Chorev Consulting International Ltd.
Positive Communication (EWEB23041801)	Tuesday, 18 April 2023 12:30 p.m. – 2:00 p.m.	Foundation	<b>Ms. Ruth Liang</b> Leadership Consultant and Growth Facilitator, Chorev Consulting International Ltd.
Communicate with Clarity and Confidence (EWEB23051601)	Tuesday, 16 May 2023 12:30 p.m. – 2:00 p.m.	Foundation	<b>Ms. Catherine Wong</b> Chief Development Officer, Chorev Consulting International Ltd.
Storytelling to Engage Your Audience (EWEB23061901)	Monday, 19 June 2023 12:30 p.m. – 2:00 p.m.	Foundation	<b>Dr. Andrew Ma</b> Director and Co-Founder, Chorev Consulting International Ltd.



<b>Format</b>	Webinar
<b>Language</b>	Cantonese
<b>Fee</b>	HKICPA member or student or IA: HK\$160
<b>(for each session)</b>	Non-member: HK\$360
<i>(An email will be sent to you when your registration is accepted, which will include a login ID and password for the webinar. You can access the webinar by tablet, smart phone or PC.)</i>	
<b>Participants</b>	Staff and management of all levels; Accounting professionals; Business managers; Persons who want to enhance soft skills in the pursuit of individual or business success
<b>Competency*</b>	Interpersonal skills; Business relations; Investor relations
<b>Sub-competency*</b>	Communication skills, presentation skills, influencing and negotiation skills, networking skills; Establishing relationships
<b>CPD hours</b>	1.5
<b>(for each session)</b>	

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

## About the programme

### Effective Messages to Enhance Trust with Audience (EWEB23040301)

An effective message to enhance trust with an audience should be clear, concise, and tailored to the specific audience. The message should be tailored to the audience's level of understanding and in approaches that can be accepted by the audience. In this webinar, speaker will go through how to build trust through appropriate messaging, the message pyramid, and ways to handle difficult questions and answers.

After joining this webinar, participants will:

- Learn the process of how to structure messages that can address concerns from different types of stakeholders while achieving the desired outcomes
- Use different messaging approaches to achieve the communication objectives
- Use of real-life situations to consider possible key messages that can be used, and how to determine which message is the most appropriate given the situation



### **Positive Communication (EWEB23041801)**

It is important to know how to communicate effectively and positively in order to build strong relationships, resolve conflicts, and create positive work environment. Positive communication helps to create an atmosphere of trust and respect, which can lead to better collaboration and higher productivity. In this webinar, participants will be guided to understand the essential elements, traits, and mindset of positive communication in order to build a cohesive and positive workforce.

After joining this webinar, participants will:

- Acquire practical skills to engage, motivate and develop their teams to become more positive and productive
- Learn about the mindset and skillset for having effective and empathetic communication with staff

### **Communicate with Clarity and Confidence (EWEB23051601)**

People communicate every day with internal and external parties and different types of people have different communication habits. Introducing a new way to communicate, therefore, needs to address why people do not want to do it. This webinar will address the underlying concerns on why people avoid assertive communication and the assumptions and introduce the 3Cs – Clarity, Confidence, and Control of assertive communication. Only by dispelling the limiting beliefs (assumptions) will people take up and apply new skills learned.

After joining this webinar, participants will:

- Understand how to structure their messages so that it is assertive
- Understand how to choose the right words in order to communicate respectfully
- Understand assertive communication goes beyond content, but also need to be mindful of body language and tone

### **Storytelling to Engage Your Audience (EWEB23061901)**

Keeping your audience engaged is important in order to deliver key points to them. Storytelling is a useful practice to keep your audience engaged during your presentation. This webinar aims to show you how storytelling can make an impact to your audience, how to utilize your unique stories to demonstrate your strengths, and structure your storytelling to create a strong impression for your audience.

After joining this webinar, participants will be able to:

- Analyze the audience and identify opportunities to use stories in making impactful and convincing presentations
- Build the context and choose an appropriate story-crafting framework or model to create effective stories and build powerful narratives
- Structure key messages in a clear and coherent order
- Harness the skills to transform complex ideas into simpler, engaging insights
- Enhance audience engagement through customized stories to create buy-in and drive action



## About the speakers

### **Ms. Catherine Wong**

Chief Development Officer, Chorev Consulting International Ltd.

Ms. Wong is a dynamic communication trainer and coach, with diverse experience in working with clients from the financial, chemical, professional services, property development, technology, media and transportation industries. Prior to becoming a trainer, she was the Hong Kong office head of a global communications consultancy, leading the local operations with profit and loss and staff development responsibilities.

Ms. Wong has coached and trained staff from different levels – from middle managers to C-suite executives on topics related to leadership, communication, change management and transition. She stresses the importance of mindset and behavioral change when working with her clients. Ms. Wong has worked with different companies including Amadeus, AsiaWorld-Expo, BlackRock, Cathay Pacific, Dow Corning, Dragages, HSBC INVISTA, Prudential, The Hong Kong Police Force, Wyeth Nutrition and Shui On Land.

### **Ms. Ruth Liang**

Leadership Consultant and Growth Facilitator, Chorev Consulting International Ltd.

Ms. Liang is a creative and experienced expert on leadership development and experiential education for business. She has more than 10 years' experiences on designing and conducting leadership development programmes for big and small corporations as well as public organizations in Hong Kong, Mainland China and the Netherlands. The main topics of her trainings include team alignment, positive/ empathetic communication, creative problem solving, change management, adaptive leadership and etc.

Ms. Liang is also an accredited practitioner of Everything DiSC® and a certified Assistant Facilitator from the Asia Association for Experiential Education. She has provided leadership training services to different companies and organizations including Amadeus, GAP, Prudential, Dragages Hong Kong, Infinitus (China), Wyeth Nutrition, the Hong Kong Police Force, Urban Renewal Authority, the Hong Kong University of Science and Technology, China Unicom, Dometic, Greenpeace, The University of Hong Kong, TransUnion, YMCA and etc.

### **Dr. Andrew Ma**

Director and Co-Founder, Chorev Consulting International Ltd.

Dr. Ma is a renowned leadership trainer, researcher and coach who has conducted leadership development programmes to thousands of executives, managers, and university students in the world. He has extensive global management experience in diverse disciplines including marketing, business development, strategic and product management, system engineering, consultancy and training.

Dr. Ma completed his Ph.D. in Global Leadership recently with a research focus on cross-cultural and cross generational leadership. He is an accredited practitioner of the PRO-D, Ucipher, Myers-Briggs Type Indicator® Step 1 & 2, John Maxwell 360, LEA 360, Miller Heiman Strategic Selling & Conceptual Selling.

Dr. Ma is also one of the handful certified trainers for The Potential Project CBMT (Corporate Based Mindfulness Training) program in Hong Kong, which has been successfully rollout in global organizations such as Google, Sony and Carlsberg. He has been integrating mindfulness into leadership trainings to clients in corporations, government and universities in Hong Kong.



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## HKICPA Event Enrolment Form (For Support Programme)

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Hong Kong Institute of CPAs,  
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Payment & Enrolment Status Enquiry: 2287 7381  
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)

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### **Deadline: 7 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							
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☐ I am unemployed and not working. I am planning to rejoin the workforce.

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Contact information is used solely for communication of this particular event, without update to your member profile.

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- Notes:**
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  - 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.

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