

**8 MARCH 2010 (Monday)**

18.30 Registration & Refreshment  
19.00 Seminar begins  
20.00 Q&A session  
20.30 End

**Venue: Conrad Hong Kong**  
Chatham Room, L7, Pacific Place  
88 Queensway, Hong Kong

**Organised by:** Professional Development  
Sub-committee, ACCA HK

**Fee (HK\$)**

ACCA Member (online enrolment)..... 180  
ACCA Member/ Affiliate/ Student/ ..... 200  
Member of the Hong Kong Institute  
of Directors (HKIoD)  
Staff of Approved Employer..... 300  
Non-member ..... 400  
(complimentary refreshments are provided)

**Language:** English  
**Enrolment Deadline:** 22 February 2010



**business skills seminar**

# **BUILDING OPTIMISM FOR YOU AND YOUR TEAM**

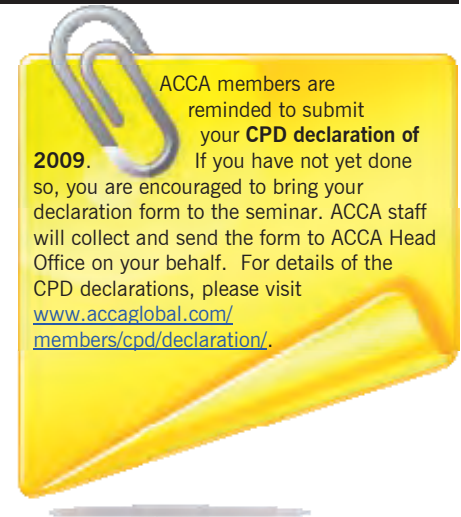
**1.5 CPD units**  
BSS20100308

**INTRODUCTION**

Flexible, realistic optimism is a key factor in the sustainable success and resilience of individuals, teams and organisations. Using fun, mood-enhancing exercises based on the latest research in brain science and positive psychology, Drs Bob Murray and Alicia Fortinberry will walk you through five key principles of optimism and how you can maintain energy and enthusiasm and counter stress.

**LEARN PROVEN LEADING-EDGE STRATEGIES AND TIPS FOR ENHANCING EFFECTIVENESS, INCLUDING HOW TO:**

- Generate a positive outlook in yourself and others
- Enhance meaning and fulfilment at work
- Empower yourself and others to have more control over work life
- Quickly build trust and improve communication
- Attract and retain clients and high-performing staff



**SPEAKERS**

**Dr Bob Murray and Dr Alicia Fortinberry, Principals, Fortinberry Murray Consulting**  
Drs Murray and Fortinberry help prominent organisations around the world increase sustainable performance and resilience. Founders of Fortinberry Murray Consulting, their clients include PricewaterhouseCoopers (Global, China/Singapore/Hong Kong), Hong Kong Institute of Certified Public Accountants, PepsiCo, McDonald's, Stockland, Macquarie Bank, Deloitte, and some of the world's top law firms.

Best-selling authors of *Creating Optimism* and *Raising an Optimistic Child*, Murray and Fortinberry have taught at leading universities in the US and Australia.

Dr Murray holds a PhD in clinical psychology from New York University and an MBA from Sydney University. In the UK, his work as a management consultant earned him a Fellowship of the British Institute of Management. Bob is quoted frequently in major publications from *The New York Times* to *Entrepreneur*.

Dr Fortinberry holds a PhD in organisational psychology from the University of Phoenix and received her Masters from Columbia University. Alicia has written for *Psychology Today*, many major US women's magazines and several Time Inc. and Dow Jones publications. Alicia is widely quoted in publications such as the *Australian Financial Review* and *Readers' Digest* and is a sought-after speaker on resilience and leadership.

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