

business
skills
workshops

CPD units
7 for each
workshop

ACCA

Management Consulting Training Series

Dates

9, 16, May, 20 Jun,
4, 11 & 25 Jul 2009
Saturdays

Venue

ACCA Hong Kong
Conference Room
Room 1901, 19/F
World Wide House
19 Des Voeux Road
Central, Hong Kong

Rundown

09.00 Registration &
refreshments
09.30 Workshop begins
13.00 Lunch
14.00 Workshop begins
17.30 End

Fee (in HK\$/workshop)

ACCA Member
/Affiliate/ Student : 1,000
/Member of The
Hong Kong Institute of
Directors (HKIoD)

Staff of Approved : 1,200
Employer

Non-member : 1,400
(Lunch is NOT included)

Participants who enrol 6
workshops altogether will be
awarded an ACCA limited
edition leather folder

Enrolment Deadline

6 April 2009

Organised by

Professional Development
and SME Sub-committees
ACCA HK

The accounting profession is no longer restricted to traditional services but also extends to the high value consultancy service. Major accounting firms have spun off new operations to provide consultancy service to their international clients some time ago. Such demand is still growing and not limited to global companies but also applicable to small and medium enterprises (SMEs). However, limited professional training on providing consultancy services is available in Hong Kong. ACCA Hong Kong has organised a series of management consulting training with an aim to equip participants with various consultancy skills.

Programme Outline:

Workshop 1: Secrets of Management Consulting
Workshop 2: Proposal Development and Report Writing
Workshop 3: Business Diagnosis and Consulting Toolkit
Workshop 4: Change-Enabling Project Management
Workshop 5: Consulting Presentation and Group Facilitation
Workshop 6: Building a Practice and Extend Your Influence

Trainer:

Mr Terence Yeung, Managing Director, TACSEN Management Consultants Limited

Terence has over 16 years of experience in management consulting and corporate training. He once was a core management member of Andersen Business Consulting, providing management consulting services for both mainland and multinational enterprises. Before that, he was a Senior Training Consultant of Giordano International Limited. In 2002, he started his own consulting practice - TACSEN Management Consultants Limited, which now has offices in HK, Guangzhou and Shanghai. In 2006, Terence was awarded by Hong Kong Daily News in the Asian Top 10 Corporate Trainers Competition. Terence's experience spans across the Great China region as well as Asia Pacific. He has been a frequent speaker in large conferences in HK and China to share his wisdom in management consulting and corporate training.

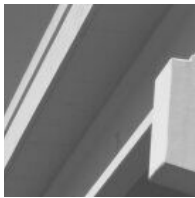
Language: Cantonese (supplemented with handouts in English)

Capacity Limit: max 40

ROOM 1901 19/F
WORLD WIDE HOUSE
19 DES VOEUX ROAD CENTRAL HONG KONG
香港 中環德輔道19號 環球大廈19樓1901室

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F 傳真 852 2868 4909

info@hk.accaglobal.com
www.hongkong.accaglobal.com



Workshop 1: Secrets of Management Consulting (BSW20090509)

Date: 9 May 2009 (Saturday)

Objectives and Benefits

This workshop provides participants with a basic understanding about the consulting industry and processes. It equips you with the necessary understanding so as to prepare you to go to the “battlefield”. At the end of this workshop, you will be able to:

- understand the nature of consultancy and consulting business
- understand the basic consulting process such as entry, contracting, diagnosis, intervention, and closure
- have a general overview of basic consulting models that are useful to their project execution
- aware of people issues that are crucial to the success of a project

Workshop Overview

- Management consultant vs management
- Consulting lifestyle and types
- How fit you are as a management consultant: self assessment?
- Competencies requirements as an internal and external consultant
- The consulting ECDIC process: understand the process. Discuss common pitfalls and how to avoid them during various phases: entry phase, contracting phase, diagnosis phase, intervention phase and closure phase
- What does it take to build your own practice?

Workshop 2: Proposal Development and Report Writing (BSW20090516)

Date: 16 May 2009 (Saturday)

Objectives and Benefits

At the end of this workshop, you will be able to:

- Acquire skills in understanding customers' real needs and wants
- Present the real value of their proposed solutions in clear and compelling terms to the client
- Acquire practical tools to develop a well-formulated business proposal
- Understand “best practices” for proposal development
- Get to know to avoid ways to destroy trust
- Understand the real meaning of a consulting report
- Translate subject matter expertise into terms your readers can understand
- Write effective conclusions and powerful recommendations
- Understand the best practices to get your report “signed-off” by your client

Workshop Overview

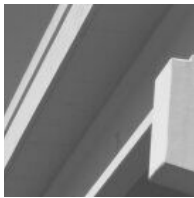
Proposal Development

- Why proposal: Understand the real objectives of writing a proposal and common misunderstanding
- How should you prepare for meetings with clients before writing the proposal
- Structuring and developing a professional proposal
- Distinguish proposal and statement of work/contract
- Best practices of proposal development
- What's next after proposal submission? – experience sharing

Report Writing

- The real meaning of report writing in consulting industry
- The fundamentals of good business writing
- Structuring a typical consulting report
- Presenting your findings
- Conclusion & recommendations
- Best practices to get your report “signed-off” by your client

Note: These workshops are independent, participants can select to attend them separately.



Workshop 3: Business Diagnosis and Consulting Toolkit (BSW20090620) Date: 20 June 2009 (Saturday)

Objectives and Benefits

This workshop introduces some common business diagnostic tools and consulting toolkit which are practical in applying to most consulting engagements. At the end of this workshop, you will be able to:

- get familiar with the key tools in business diagnosis and consulting
- learn key skills in client interview as part of the diagnostic process
- understand when and how to apply different tools into real client environments

Workshop Overview

- Importance of business diagnosis
- Building a business case: finding root causes of a problem
- Common diagnostic tools
- Conducting client interview
 - Plan your question and formulate your interview plan
 - Create rapport and how to ask effective questions
 - Interview communication with client
- Consulting Methodologies:
 - Balance scorecard
 - McKinsey 7S
 - GE matrix
 - BCG matrix
 - Porter's model
 - SWOT
 - PEST macro analysis
 - Core competency analysis
- Translating problems into action: Choosing best solutions and helping clients prioritise decisions. Application and case studies

Workshop 4: Change-Enabling Project Management (BSW20090704) Date: 4 July 2009 (Saturday)

Objectives and Benefits

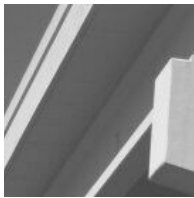
This workshop introduces modern techniques on change-enabling project management. It focuses on the practical issues of change management that need to be addressed by project managers. The aim is to identify a range of models, tools and structures to manage client's organisational or operation change. At the end of this workshop, you will be able to:

- get familiar with the key tools in project management, thus enabling them to be more effective within their own projects
- adopt a structured approach to planning a project, from initial concept through to a risk assessment of the plan
- learn how to examine the personal and organisational impact of change and achieve behavioural change within your client's environment
- identify the best methods of planning for and managing change through the successful change programmes
- master strategies to achieve sustainable change by integrating the culture of continuous and sustainable change
- beware of the impact of people issues on a project and tackle them with proper skills

Workshop Overview

- Overview of project management: critical success factors and components
- The people side of project management
- Risk management: identification, assessment, quantification and contingency planning
- Change management overview: framework and psychology of change
- Effective change management process
- Preparing for change: effective diagnosis, selecting appropriate model and client education
- Managing change: develop change management plans: communications plan, sponsor roadmap, coaching plan, resistance management plan, and training plan
- Reinforcing change: change champions and knowledge transfer
- Adapt to client's change

Note: These workshops are independent, participants can select to attend them separately.



Workshop 5: Consulting Presentation and Group Facilitation (BSW20090711)

Date: 11 July 2009 Saturday)

Objectives and Benefits

At the end of this workshop, you will be able to:

- Develop strategies and guidelines to effectively present both informative and persuasive presentations
- Have developed techniques to interact with the audience and handle questions in a professional manner
- Present key points and findings in a concise, logical, to-the-point, and reader-friendly manner with the help of statistics and visuals
- Acquire skills in doing group facilitation
- Understand the best practices to get your presentation buy-in by your client

Workshop Overview

- What does it take to become a good and confident presenter? The most fundamental element for effective presentation
- Difference between a written report and a presentation
- Audience analysis in consulting context
- Key presentation skills in different scenarios: proposal presentation, progress report and final report presentation
- Create an effective opening
- Structuring your message using pyramid principles
- Closing: End with a Bang!
- Using your voice and body to your full advantage
- Developing visuals
- Facilitation skills in group interviews/focus group
- Workshop facilitation skills
- Handling questions effectively
- Best practices of consulting presentation

Workshop 6: Building a Practice and Extend Your Influence (BSW20090725)

Date: 25 July 2009 (Saturday)

Objectives and Benefits

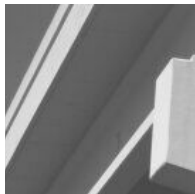
This workshop is designed to help participants to identify the key factors in building one's own practice and common misconceptions. Participants will be required to build their own business plan to be a consultant (applicable for both internal and external consultants). Professional ethics of management consultant will be discussed. At the end of this workshop, you will be able to:

- Compile a "sellable CV"
- Understand that having superb ability to deliver does not constitute a good consultant
- Understand the importance of networking
- Write one's own consulting business plan
- Understand key guidelines in professional ethics in the consulting industry

Workshop Overview

- Assessing your strengths and weaknesses
- Defining your service offerings, your product positioning and target market
- Principles in pricing your services
- Building your client base
- Managing client relationship
- Developing a "sellable CV"
- Marketing your services
- Developing your own business plan
- Professional ethics of a management consultant

Note: These workshops are independent, participants can select to attend them separately.



Enrolment form for business skills workshops on Management Consulting Training Series

ACCA

Participants' Particulars *(Please use ENGLISH BLOCK letters to complete the form)*

Name of Participant					Membership No (if any)					
Company					Position					
Email (for confirmation) ^(see note 11)				Tel			Mobile No (for emergency)			

¹ Please circle where appropriate

If the contact person is different from the above, please provide the details here

Contact person				Tel			Mobile No (for emergency)			
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Selection of Workshop(s) (you may choose more than one)¹

<input type="checkbox"/> Workshop 1 (9 May 2009) (BSW20090509)	<input type="checkbox"/> Workshop 4 (4 Jul 2009) (BSW20090704)
<input type="checkbox"/> Workshop 2 (16 May 2009) (BSW20090516)	<input type="checkbox"/> Workshop 5 (11 Jul 2009) (BSW20090711)
<input type="checkbox"/> Workshop 3 (20 Jun 2009) (BSW20090620)	<input type="checkbox"/> Workshop 6 (25 Jul 2009) (BSW20090725)

¹ Please tick the appropriate box

Fee for each workshop

	No. of workshop(s)	Total
HK\$1,000 (ACCA Member/Affiliate/Student/HKIoD Member) ¹		
HK\$1,200 (Staff of Approved Employer)		
HK\$1,400 (Non-member)		
Grand Total:		\$

Payment Method²

<input type="checkbox"/> Cheque (payable to "The Association of Chartered Certified Accountants") ³															
Cheque No.					Bank										
<input type="checkbox"/> Visa / <input type="checkbox"/> MasterCard															
Card No.											Expiry Date (MM / YY)				
Cardholder's Name (pls print)					Cardholder's signature					Date					

² Please tick the appropriate box

³ A separate cheque is required for each workshop

Important notes:

- ACCA Hong Kong reserves the right to cancel or make any changes to the event. No refund will be made unless the event is cancelled.
- Enrolment by fax is ONLY acceptable for payments by credit cards. Only VISA and MASTERCARD will be accepted.**
- For cheque payment, a **cheque MUST be attached to the completed enrolment form**, otherwise the enrolment will be rejected.
- Please issue **separate cheques** for different seminars/workshops and/ or activities you enrol, otherwise ACCA Hong Kong reserves the right to reject the enrolment.
- Enrolment to individual workshops is treated independently. If a member is unable to join the workshop that he/she has enrolled, no make-up attendance will be allowed for attending another workshop that he/she has NOT previously enrolled nor will there be any refund of the enrolment fee. **NEW**
- To facilitate the orderly allocation of enrolments via online, fax and mail, valid applications will be processed on a first-come-first-served basis for enrolments through each individual means. ACCA reserves the absolute right to make adjustments to the allocation of enrolments between different application channels in response to prevailing application status. In case the event is over-subscribed, the priority of enrolments will be given in the following order: ACCA Members, Affiliates, Students, HKIoD Members, Staff of Approved Employers and Non-members
- Members must fill in their membership no. for verification of their status. **Enrolment forms with incomplete information will not be accepted.**
- Each enrollee will be notified either via **EMAIL** of the result of their application for enrolment within five working days after the deadline of enrolment.
- If you do not receive any notifications regarding the enrolment status prior to the commencement of the event, please contact the ACCA office.** All unsuccessful application forms will be shredded after the event unless those which are paid by cheque will be returned to the enrollees.
- The number of CPD units granted is corresponding to the number of hours of the seminar/workshop scheduled. For those who arrive late and/or depart early from the scheduled time, the CPD units will have to be discounted corresponding to the actual time of attendance by the attendee.
- If you do not have an email address for receiving the seminar/workshop confirmation, please provide your fax no. here: _____
- The on-line enrolment system is now available to ACCA members. Members are invited to make use of this system to facilitate your enrolment process.
- The event may be cancelled/re-scheduled when typhoon no. 8 or black rainstorm warning is hoisted. Please refer to ACCA Hong Kong website for detailed arrangements.
- Any personal data provided in this form will only be used for the purpose of carrying out the above-mentioned seminar. You are required to supply the data in order to process your enrolment. You have rights of access and correction with respect to your personal data. If you wish to exercise these rights with respect to your personal data held by us, please contact the ACCA Hong Kong office.

MUST FILL IN (for returning materials)

Name:	_____
Address:	_____

FOR OFFICE USE ONLY

Authorisation code:	_____
Handled by:	_____