



How to Develop Your Firm's Employee Value Proposition

Programme Code: S111114A5

How to develop your Employee Value Proposition (EVP)? The seminar will teach you how to sharpen your talent sourcing strategy in a formalized EVP. An integrated training framework is presented and used to develop an EVP. The speaker will discuss the following:

- Best practices of EVP
- Defining your EVP
- An EVP exercise will be conducted in which participants experience the power of the EVP Planning Matrix

People are your most important assets. Treat them like they make a difference – and they'll make a difference. All firms have an EVP, but few of them have a formal EVP. This seminar will help you to learn how to formalize a formal EVP which can greatly assist with your firm's (i) recruitment as well as (ii) retention strategies. We will consider the best practices across different industries and work through a step by step process (EVP planning matrix) that participants can take back to their firm and apply.

Date	Monday, 14 November 2011
Time	6:30 p.m. – 9:30 p.m.
Venue	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.
Format	Seminar including game playing exercise, practical example and case study
Language	English
Fee	HK\$430 for HKICPA member or student; and IA/ HKIAAT's member or student HK\$420 for online enrolment HK\$700 for non-member
Objectives	<ul style="list-style-type: none">• Understand what is employee value proposition (EVP) and why it is important for your firm• Able to apply a general framework for formulating your firm's EVP• Able to formulate a strategy for communicating change in the EVP in your firm by a case study and an EVP exercise
Speaker	Dr. Neale O'Connor , Associate Professor, School of Business, The University of Hong Kong
Participants	Middle level managers, Human resources managers, CPAs
Competency	General Business and Professional Knowledge
Rating	Foundation to Intermediate Level (Please refer to the Institute's online CPD Learning Resource Centre)
CPD hours	3



Creating Alignment with Non-financial Performance Measures (re-run)

Programme Code: W1111265

The workshop focuses on the development of non-financial performance measures. Topics include:

- Introducing a simple framework for formulating your firm's strategic competitive advantage
- Developing a strategy map
- Designing performance measures to link with strategy
- Incorporating subjective measures into the performance evaluation process

A China case study of an incentive system that includes subjective performance measures.

Date	Monday, 28 November 2011
Time	6:30 p.m. – 9:30 p.m.
Venue	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.
Format	Workshop including case studies
Language	English
Fee	HK\$750 for HKICPA member or student; and IA/ HKIAAT's member or student HK\$1,500 for non-member
Objectives	<ul style="list-style-type: none">• To be able to develop measures to fit with a particular strategy• Understand the constraints of various types of performance measures
Speaker	Dr. Neale O'Connor , Associate Professor, School of Business, The University of Hong Kong
Participants	Financial / Business Analysts or Managers; CPAs who are involved in strategic planning.
Competency	Management Accounting, Control and Performance Evaluation
Rating	Foundation to Intermediate Level (Please refer to the Institute's online CPD Learning Resource Centre)
CPD hours	3