



## Creating Alignment with Non-financial Performance Measures

Programme Code: W110126S

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.

<b>Date</b>	Wednesday, 26 January 2011		
<b>Time</b>	6:30 p.m. – 9:30 p.m.		
<b>Venue</b>	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.		
<b>Format</b>	Workshop including case studies		
<b>Language</b>	English		
<b>Fee</b>	HK\$750 for HKICPA member or student; and IAV HKIAAT's member or student HK\$1,500 for non-member		
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• To be able to develop measures to fit with a particular strategy</li> <li>• Understand the constraints of various types of performance measures</li> </ul>		
<b>Speaker</b>	Dr. Neale O'Connor, Associate Professor, School of Business, The University of Hong Kong		
<b>Participants</b>	CPAs who are interested in management and performance evaluation		
<b>Competency</b>	720042	Performance evaluation, including non-financial	Knowledge of financial and non-financial performance evaluation methods including such non-financial performance evaluation methods as the balanced scorecard and the use of KPIs.
	720045	Psychology of managerial accounting and performance evaluation	Knowledge of organisational and industrial psychology relevant to the design and operation of managerial accounting and performance evaluation systems.
<b>Rating</b>	Foundation/intermediate		
<b>CPD hours</b>	3		