



Creating Alignment with Non-financial Performance Measures

Programme Code: W090914S

Speaker	Dr. Neale O'Connor , Associate Professor, School of Business, The University of Hong Kong Dr. O'Connor is a pioneer in the use of web-based and computer interactive media teaching in Hong Kong, and has been involved in researching and consulting for a publicly listed firm in China on the adoption of performance measures and their linkage to manager compensation. He teaches a popular Accounting control and Management behavior course in the University of Hong Kong MBA programme and the HKU-FudanU IMBA programme. He has written a book on Management Accounting and Control systems in China.
Date	Monday, 14 September 2009
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
Enrolment fee	HK\$750 for HKICPA member or student; and IA/HKIAAT's member or student HK\$1,500 for non-member
Language	English
Format	Workshop with case study
Subject / Level	Management skills / General - for delegates who do not have prior knowledge of the subject area
Target Audience	CPAs who are interested in management and performance evaluation
CPD credit	3 hours

About the programme

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.