

## Management Accounting is not a dream - Make it an everyday reality

You read it everywhere, the economy's is changing rapidly; global markets are more dynamic than ever before; volatility is here to stay; global pressures on the business environment, etc. So it's clear that simply managing as you've always done is not going to achieve the objectives. To borrow a phrase from the French, "Plus ça change; c'est ça", which means that's how it is, deal with it!

CIMA is organizing a seminar delivered by Mr. Francis Rowland on Business Process Re-Engineering (BPR). This one-hour introduction will give management accountants, financial accountants and those building your business accounting skills, a look at how you can use this powerful business tool to assess needs, tailor them to your own environment and develop a means to implement BPR. Employing Management Accounting tools and techniques is guaranteed to help drive sustainable improvements as well as minimize risks and threats.

In Francis's book on Business Process Re-engineering (BPR), published in Hong Kong last year, he makes the simple statement, "Change is not an option". BPR is a business tool that helps to improve productivity through process redesign, innovation and the best aspects of Kaizen techniques, reshaping, re-invigorating the enterprise.

The event is supported by **Hong Kong Business Accountants Association** and **Deloitte Touche Tohmatsu**.

Date:	9 December 2015, Wednesday
Time:	7:00pm to 8:30pm (reception starts at 6:30pm)
Venue:	Deloitte Office – 35F, One Pacific Place, Admiralty, Hong Kong
Language:	English
Fee:	Free for CIMA and HKBAA member
CPD:	1.5 hours

### Outline of the discussion

- The Human Dimension – People are the business: Not all activities add equal value to the business, can you differentiate?
- People and Performance – Achieving the optimal balance
- The Enterprise Awareness & Agility – Is it right for us and how do we get to be Agile?
- The Financial Implications – The critical importance of the Business Case and its impact [including a word from NASA]
- Finally, a quick word on managing the disruption

## What you will gain

- Understand how to differentiate between diversionary, support and core activities
- Discover how to use the LEAN Enterprise approach to performance
- Learn how to build an Enterprise Awareness Matrix and follow on with a Critical Path Map
- Build a business case along with a Position Analysis & Assessment Statement
- Developing a clear CBA [Cost-Benefits Analysis]

Mr Francis Rowlands is Past-Chairman, Global Markets Committee of CIMA. He was awarded the Institute Silver Medal for services at the AGM 2014. Originally an Engineer, Francis is a CIMA member (FCMA) with 18 years experience in manufacturing industries, 8 in the motor industry, nearly 25 as a business development specialist and celebrates 20 years this year, as a senior business & executive trainer consultant. He has worked with clients from all sectors, including, Aviation & Airport Services, Coca Cola, HSBC Bank, KFC Asia, KPMG, Mackley Construction, Robert Bosch, Sony, Yves Saint Laurent, The Hong Kong Government, etc. He has also worked with many of the major professional institutes in Hong Kong.

Francis has delivered presentations, chaired conferences and worked as training consultant in Brunei, China, Europe, Hong Kong, Malaysia, Qatar, Sarawak, Scandinavia, Singapore, South Africa, The UAE as well as for clients across the UK. He has written many articles in professional magazines around the world. His book, ***Business Process Re-Engineering-A Practical Guide***, was published in Hong Kong in October 2014. He is currently finalizing his next book, which is a comprehensive practical guide to Management Accounting.