



Executive Study Group

Sharing Ideas and Experiences



About Executive Study Group

Organized by the Chinese University of Hong Kong with the Hong Kong Science & Technology Parks Corp., the **Executive Study Group** is a monthly gathering which facilitates networking and interactions between academics and senior executives of leading enterprises. Each monthly topic is carefully selected by university professor in response to market trends, current affairs and company's interest. During the Executive Study Group, our guest speakers will share the background and insights on the monthly topic with participants. They are also welcomed to ask questions and share ideas and experiences interactively.

"A nice platform for sharing and networking!"

--- Mr. Paul Kan, Managing Director, Greater Wall International (Holdings) Ltd.

"I am surprised and delighted to realize that your content is a well mix of theory and practice, ... your observation is exactly the same as what we faced in daily operations, but in a more systematic way. ..."

--- Mr. Feynman Li, Managing Director, CCT Telecom (HK) Ltd.

Topic of July: The Five Pitfalls of Key Performance Indicators (KPI) and Balanced Scorecard

Date & Time: July 16, 2010 (Friday) 3:00p.m. – 5:30p.m.

Venue: Conference Hall 04, 2/F., Lakeside 2, Phase 2, Hong Kong Science Park, Shatin

Language: Cantonese

- Most senior executives always ask:
 - Why has the company performance not improved even with excellent measurement numbers?
 - Does my management only play with numbers rather than really improve the business?
- This is because many of them fall into five common pitfalls of performance measurement:
 - Use themselves rather than competitors as benchmarks
 - Focus on past indicators of success
 - Overvalue numbers at the expense of qualitative measures
 - Set easy-to-game metrics
 - Cling to systems that have outlived their usefulness
- We will discuss and share how to overcome those pitfalls.

***Do you agree? Are you sure you are doing the right things for performance management?
Let's come and join our discussion at Science Park!***

Guest Speaker

Mr. Mark Lee, MBA, Center for Logistics Technologies and Supply Chain Optimization, CUHK

Mr. Mark Lee has over 15 years of research and consulting experiences in the areas of China strategy, market intelligence and supply chain management. Before his joining to the Chinese University, he was working for an international top tier management consultancy firm. His clients include both multinationals and local enterprises such as 3M, First National Bank, General Motor, Hongkong Electric, Motorola, Shell Oil, etc. He obtained his MBA from the University of Maryland, College Park in the US.

To Register

This event is free-of-charge. Please register at http://www.hkstpc.org/HKSTPC/onlineRegistration.jsp?lan=en&formId=OF_0000105.

For inquiry, please call 2629 6718 (Katrina Yeung).