

Little reporters – meeting the professionals

Introduction

The programme “Little reporters – meeting the professionals” is a continuation of the HKIAAT Accounting and Business Management Case Competition, and the little reporters are the competition winners. This programme aims to further strengthen the little reporters’ generic skills and to widen their horizons through exposure to the real world by giving them the opportunity to interact with CPAs.

Responsibilities

Little reporters are required to outline interview questions, to conduct an interview, to take photos and notes during the interview and to write up the interview article.

Interviewee



Mr. Dennis Chung is one of the three founding partners of CWCC, a professional advisory firm providing a full range of business services in Hong Kong and major cities throughout China. Dennis is a fellow member of the Hong Kong Institute of Certified Public Accountants. He was the president of the Hong Kong Institute of Accredited Accounting Technicians Limited in 2004 and 2005. Like his fellow CWCC founders, he is a graduate of Hong Kong Polytechnic University.

Little reporters

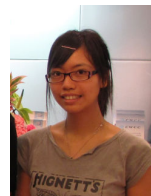
The four little reporters are form-seven students from Cognitio College (Kowloon). They are the 2nd Runner-up team of the HKIAAT Accounting and Business Management Case Competition 2008-2009. The little reporters are:



Chan Yin Ling



Cheung Kit Yi



Lai Hiu Hung



Lo Chun Yin



Accounting for success

It is definitely a dream for us, a group of secondary students, to become accountants after graduation. Mr. Dennis Chung, who had a similar school life as ours, is a Certified Public Accountant (CPA) in reality. His story tells us that being a CPA is not only a dream to us.

Being an accountant is not a dream

Traditionally, having good results in both accounting and mathematics in secondary school and university are the basic requirements to become a CPA. However, Mr. Chung is one of the exceptions. "I didn't study accounting and business in secondary school. When I was your age, being a lawyer, doctor and accountant were the three best occupations. Although I had no idea about this subject at that time, I finally chose studying accounting at university because I am interested in numbers and being an accountant is an occupation with a secure career path and stable income," Mr. Chung says. His lack of accounting knowledge meant that Mr. Chung had to work hard. "I studied the whole accounting textbook in a day so that I could catch up with the rest of the class," he adds. Success, apparently, belongs to those who prepare well.

Strive for success

CWCC is a very comprehensive accounting firm as it provides a wide range of services, including auditing, migration consulting and tax planning. It was Mr. Chung's vision to set up a diversified company in 1986. "We wanted our firm to be outstanding and to offer a wide spectrum of expert services," he says.

Coincidentally, the three founders of CWCC were all secondary and university schoolmates. "After we graduated, we all worked in different firms. However, we wanted to challenge ourselves while we were still young. So when we got enough work experience, we decided to start our own business in 1986." At the beginning, only one of them worked full-time in the firm, which specialized in consultancy. It was not until 1989 that the three founders worked full-time and widened the specialty to accountancy. The three partners brought a synergistic effect to the company as each of them specialized in different aspects and, as a result, CWCC now offers a wide range of reliable, high-quality services.



Effective communication – Key for staff management

As one of the company's leaders, Mr. Chung has his own style in managing team members. "Communication is the key to success for a company," he says. He explained it seriously. "A company can only offer high-quality services if it has effective internal communication. As such, CWCC provides an open environment for staff to communicate with management. "We encourage direct communication in the office. I welcome staff sending e-mails to me when they have any problems. They can also knock on my door for sure." Other than that, the company encourages the use of Skype, a communication platform for staff to interact with each other. Thanks to Mr. Chung's open management style, staff can express freely their feelings and suggestions!

The road to becoming a professional

"A CPA has much more to learn than the basic knowledge from a textbook," Mr. Chung advises. "You have to learn how to apply your knowledge to real life and to understand the economy. For me, reading newspaper is a good way to get information about the economy." Mr. Chung advises the little reporters about the importance of identifying a goal and of concentrating effort on paving the road to becoming a professional. "It is important to have a good understanding of your work and to attain relevant professional qualifications. Staying focus is very important. Otherwise, it's only a waste of time," Mr. Chung advises. This attitude is always true of work, study and everything we do in life.



As you read the article,
we hope to share our learning
experience with you.....

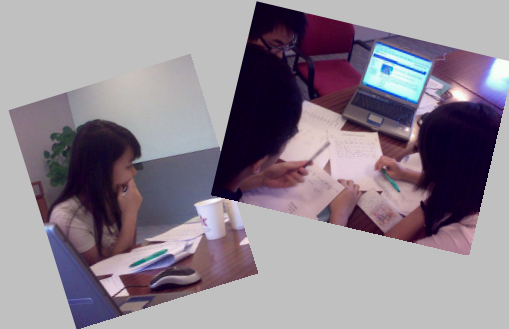


Our learning process and experience

>>> 25 July 2009, 9:00am (3 days before interview - preparation)



Before the interview, we have to study the background of the interviewee and his company, prepare the interview questions and assign roles for each of us.



It is not easy to fix the interview angle and related questions. We all have our own ideas. Finally, we learn how to compromise and try to see the task from each others' point of view.

>>> 28 July 2009, 3:00pm (interview day)



It is a valuable chance for us to have face-to-face interview with Mr. Chung. We feel excited and nervous.



We found that suitable use of eye contact and gesture helps improve the interaction with the interviewee.

>>> 28 July 2009, 3:00 - 4:00pm (interview in progress.....)



During the interview, we have different roles such as interacting with interviewee, jotting down notes and taking photos. Thanks to Mr. Chung for sharing his experience with us and giving us the benefit of his experience.



Chan Yin Ling

“I have never interviewed a CEO before. It was definitely unforgettable for me. Mr. Chung was very friendly. He was keen on sharing his successful experience with us. He also taught us a lot about interview skills. During the interview, I absolutely learnt more than I expected.”

Cheung Kit Yi

“This interview was a great eye opener as we all thought that professional accountants are taciturn. After this interview with Mr. Chung, we know that this is not true. He talked to us with a witty tone and gave us a lot of advice in setting our goals for learning and working. He advised us that working and studying without any direction would affect the quality of our life.”

Lai Hiu Hung

“I admired Mr. Chung’s management style in emphasizing communication with staff. Many directors may ignore this critical factor: that is why they cannot offer a premium quality service to their customers. Moreover, his open attitude towards his staffs really surprised me. I wish I could meet a boss like Mr. Chung in my career path.”

Lo Chun Yin

“Mr. Chung taught us that staying focus is the key to success. For example, he suggested that we shall not use msn when we are working as it is difficult to concentrate on two different matters simultaneously. He also taught us how to lead an interview and how to ask questions so that we can get the answers we want. It is an unforgettable learning experience!”