

REGISTRATION FORM
[Fax: 03 - 7957 7678]

**1-DAY WORKSHOP ON
S.W.O.T For Your Finances**
Strength, Weaknesses, Opportunity & Threat Analysis
- Understand To Improve
30 JUNE 2012

**Chairperson,
SUB-COMMITTEE ON WOMEN ENGINEERS**
c/o The Institution of Engineers, Malaysia
Bangunan Ingenieur, Lots 60/62, Jalan 52/4
P. O. Box 223 (Jalan Sultan)
46720 Petaling Jaya

Name :
M'ship No. : Fax :
Organisation/Co. :
Mailing Address :
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Tel : (HP) / (Off)
E-mail :

Enclosed herewith a crossed cheque/bank draft/money order no.: _____ for the sum of RM _____ issued in favour of **'The Institution of Engineers, Malaysia'** and crossed **'A/C Payee Only'**. I/We understand that the fee is not refundable if I/we withdraw after my/our registration is/are accepted by the Organising Committee but substitution of participants will be allowed. If I/we fail to attend the course, the fee paid would not be refunded.

Date : Signature :

**1-DAY WORKSHOP ON
S.W.O.T for Your Finances**
Strength, Weaknesses, Opportunity & Threat Analysis
- Understand To Improve

**30 June 2012
(SATURDAY)**
9.00 A.M. - 5.00 P.M.

VENUE
TUS LECTURE ROOM
2ND FLOOR, WISMA IEM

NO. 21, JALAN SELANGOR, 46200 PETALING JAYA, SELANGOR

REGISTRATION FEE
IEM MEMBER - RM300.00
NON MEMBER - RM370.00
G&S MEMBER - RM200.00



BEM Approved:
CPD/PDP : 5
IEM12 / HQ / 015 / W

ORGANISED BY
Sub-Committee on Women Engineers,
The Institution of Engineers, Malaysia
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SPEAKER'S BIODATA - Joyce Lim, Licensed Financial Planner, CFP^{CERT}™, MBA (UWS), B.ACC (UM), CMSRL



Joyce Lim, is a Certified Financial Planner and holds a Capital Market Services Representative License by Securities Commission. She is an Accountant by training with more than 10 years of experience in the financial industry. She believes in sharing knowledge, building relationship and adding value to others.

She has contributed to Personal Money magazine column "Money Makeover" providing insights and guidance to those who have concerns about their finances and is an invited speaker on areas of personal finance for organizations. Her approach is highly practical and her sincere guidance will help you see how you can get the best out of every sen that you make/own.

Joyce Lim is a practising Financial Planner with CIMB Wealth Advisors Berhad, a company in CIMB Group.

COURSE OUTLINE

Part 1 : SWOT Profile for Individual and Finance

- 1.1 What is SWOT Profiling and how it is done
- 1.2 SWOT Profile of an individual relating to money and individual finances
- 1.3 The SWOT Matrix - develop competitive advantage and pursue compelling opportunity while optimizing resources and insulating from threats

Part 2 : Developing your competitive advantage

- *Capitalizing on your strength and opportunity*
- 2.1 Introduction to Law of Choosing and Law of Cause and Effect
 - 2.2 How to capitalize on your strength - your key success factors
 - 2.3 How to take advantage of your opportunity

Part 3 : Managing your weaknesses and threat

- 3.1 Introduction to law of opposites
- 3.2 How to manage your weakness and threat - developing a defensive plan

Part 4 : Paradigm shift - Planning for your ideal life using a 6 step process

- Setting your financial goals and achieving them
- 4.1 What is your ideal life
 - 4.2 What is the 6-step process to planning for your finances
 - 4.3 How to jumpstart your life with small changes that have major impact
(**End result - workable plan based on actual numbers by participants**)

Part 5 : Life skills to achieve your goals

- Growing your money as one life skill to be master
- 5.1 What is your investor risk profile, investment objective and time horizon
 - 5.2 What are the features, benefits and risk of common investment solutions
 - 5.3 What type of investment solution that match your investor profile
 - 5.4 What is an investment plan and how it can help you achieve your goals

METHODOLOGY

Mini-lectures, group and pair discussions, games, hand-on exercises. Personal examples from participants are encouraged to ensure greater application of the concepts and steps shared.

SYNOPSIS

Decisions - how do everyday decisions, big or small, affect the long-term success (or failure) of our financial lives? Are the decisions made based on faith and confidence of our strength and the opportunity? Or more out of our fear of potential threats or that we are not good enough?

Strength, Weaknesses, Opportunity and Threat analysis or **SWOT**, in short, is a tool used to audit an organization and its environment. It helps people involved to understand the situation and focus on key issues.

Similarly, a **Financial SWOT** can be used to identify the key issues in your finances. How to get started on the road to success if you do not know where you are now? How is this interlinked with who you are? What is **YOUR** S.W.O.T profile? Knowing oneself is the key to success in life. As Sun Tzu in The Art of War says, "If you know the enemy and know yourself you need not fear the results of a hundred battles".

This workshop presents the way to **understand** yourself and **your finances** better by reviewing your habits and behaviour. It gives an idea how to make choices that enable us to take a measure of control over the areas of our lives where money is involved. Most importantly, it guides on "What to do next?" as well as the tools and techniques to empower you to make the **change** required to put you on the road to your ideal life - the **HOW** of living a truly **exceptional** life!

In this 1-day S.W.O.T Analysis for Your Finances Workshop, participants would enhance their personal knowledge and skill which empowers them to be financially savvy.

OBJECTIVES

At the end of this program, you, the participant should be able to:

- Understand what is S.W.O.T and how to apply it effectively to analyse objectively yourself and your finances
- Identify and review your habits, behaviour, strengths and weaknesses
- How to set goals based on strength and opportunity **AND** the action plan to achieve them
- How to jumpstart your plan with little changes in habits and behaviour with major impact on your life
- How to acquire and improve on the life skill of growing your money to achieve your goals

Note:

All fees must be fully paid before commencement of the workshop; otherwise participants will not be allowed to enter the Lecture Hall. Reservations/Bookings by fax or email of intending participants are acceptable with payment being forwarded before the closing date. If a place is reserved and the intended participants fail to attend the workshop on the date of the event the fee is to be settled in full. Completed registration form accompanied by cheque/PO/MO are to be made payable to "**The Institution of Engineers, Malaysia Account**" should reach the IEM Secretariat not later than **25 June 2012**.

The fee paid is non refundable. However substitution of participants(s) will be permitted with approval by IEM. In view of the limited places available, intending participants are advised to send their registration as early as possible so as to avoid disappointment. The Organizing Committee reserves the right to alter or change the programme due to unforeseen circumstances. Every effort will be made to inform the registered participants of any changes.