



THE INSTITUTION OF ENGINEERS, MALAYSIA
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Talk on "S.W.O.T ANALYSIS - THE WAY FOR FINANCIAL GROWTH"

(Organised by the Sub-Committee on Women Engineers)

Date : 17 May 2012 (Thursday)
Time : 5:30 p.m. to 7:30 p.m. (Refreshment would be served at 5:00 p.m.)
Venue : TUS Lecture Room, 2nd Floor, Wisma IEM
Speaker : Ms. Joyce Lim

~ SYNOPSIS ~

We all face small decisions everyday that affect the long-term success (or failure) of our financial lives – but we don't realize it. Now that you are aware, what's the next step? How can you make informed decision that leads to road of success and not failure?

SWOT/TOWS analysis is a tool for auditing an organization and its environment. It helps people involved to focus on key issues and it's the first stage of planning. 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". A Financial S.W.O.T can be used to identify the key issues in your finances. What do you need to do if it's time to get this part of your life 'addressed' – and how to get started on the road to success? What are tools and techniques that can help the process of change that would be required to put you on the road to your ideal life? How can you start living a truly exceptional life? In this evening talk on S.W.O.T – The Way for Financial and Personal Growth?, you will learn:-

- What is S.W.O.T?
- How to use S.W.O.T to understand your finances
- What are the key areas to focus on for a better life?
- How little changes in your habits and behaviour can lead to major impact on your life
- What is the 6 step process to plan for your ideal life?

TALK OUTLINE

Part 1: SWOT Profile

- 1.1 What is SWOT profiling and how it is done
- 1.2 SWOT Profile of your finances
- 1.4 The SWOT Matrix - developing your competitive advantage and pursuing a compelling opportunity
 - optimizing your resources and insulating your finances from threats

Part 2: Applying what you know

- 2.1 How to capitalize on your strength – your key success factors
- 2.2 How to take advantage of your opportunity
- 2.3 How to manage your weakness and threat – defensive planning
- 2.4 Can your weakness/threat be transformed into strength/opportunity?

Part 3: Paradigm shift – Planning for your ideal life using a 6-step process

BEM APPROVED
CPD/PDP HOURS : 2
REF. NO. : IEM12 / HQ / 014 / T

~ BIODATA OF SPEAKERS ~

Speaker 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.



Ir. June Lau Yuk Ma

Chairperson (Session 2011-2012)

Sub Committee on Women Engineers

Announcement to note:

1. Talk is **STRICTLY** for IEM members only (walk in).
2. Limited seats available on a 'first come first served basis' (maximum 110 participants).
3. No telephone and/or fax reservation will be entertained.
4. Latecomers will not be allowed entrance, if the lecture hall is full.
5. Please bring along this flyer for confirmation of attendance (CPD purpose).

For IEM members, membership card **MUST** be presented for identification purpose. Members who fail to show their membership card will be charged a fee of RM20.00.

FUNDS FOR IEM NEW BUILDING

Kindly be informed that IEM will be charging participants RM10.00 administrative fee to evening talks organised by IEM. The fee would be used for overhead costs, building maintenance expenses as well as to support the purchase of the new building. Students are however exempted. Your understanding is greatly appreciated.

CPD HOURS CONFIRMATION

Name of Members :
 M'Ship No. :
 Date :
 Signature :