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Trends and Views



Growth Opportunities for Canadian Private Companies

KPMG's survey of Canadian private company executives, *Taking on the World*, documents the extent of private companies' foreign operations to date, sheds light on the benefits of global expansion for private companies, the key challenges and risks of doing so, and provides information about local employee and supply resources in foreign markets.

<http://www.kpmg.ca/en/services/enterprise/takingontheworld.html>

A Barometer of Economic Activity

The Q3 2008 issue of the *CICA/RBC Business Monitor* comes at one of the most volatile economic periods in history, not just here in Canada, but around the world. And while the survey was completed before the explosion of the recent global financial crisis, the results reflected the impact of rising energy prices and a growing apprehension, with the former seemingly dominating the results.

For details, read the Q3 2008 report at:

www.cicarbcbusinessmonitor.com

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Transition to International Standards



Free online course

Introduction to IFRS - Implications for Canadian Business

With the countdown underway for adopting International Financial Reporting Standards (IFRS) in 2011, take advantage of a free e-learning course that can help your organization embark on a seamless transition.

Read the press release at:

www.cica.ca/4/7/3/9/2/index1.shtml

Online registration is simple and free. Register for *Introduction to IFRS - Implications for Canadian Business* at:

www.cica.ca/4/7/0/7/2/index1.shtml

For more resources, visit the CICA's dedicated IFRS website

Free webinar

Communications About IFRS Changeover

January 14, 2009

Receive a one hour CPD credit for attending this webinar.

This Webinar will bring suggestions for what companies should be disclosing in their MD&A about the conversion to IFRS in the period leading up to the 2011 changeover. It will address both disclosures about the changeover plan and the impact of the conversion on an entity's financial reporting, including considerations in determining the timing for various disclosures.

Online registration is simple and free. After the presentation, a recording of the presentation is also available at this link.

www.snwebcastcenter.com/event/?event_id=242

This webinar is sponsored by [PTC](#)

Second Omnibus Exposure Draft of IFRSs

Canadian reporting entities affected by the Accounting Standards Board's (AcSB) IFRS strategy should take note of a forthcoming second omnibus Exposure Draft of IFRSs. Among other things, the omnibus Exposure Draft will clarify the definition of a publicly accountable enterprise. For more information, read the October issue of the FYI Accounting Standards newsletter at:

www.acsbcanada.org/index.cfm/ci_id/4340/la_id/1

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Focus on Business Success



Surviving a Tough Market

In today's tough business environment, how can your company grow or even retain its market share? According to business consultant John Haskell, you first need to evaluate what you are doing now, and then determine what you have NOT been doing in the past. *Five Fatal Business Mistakes You Don't Know You're Making* can help you solidify your business' position in the market.

www.cica.ca/index.cfm/ci_id/48167/la_id/1.htm

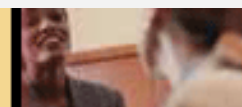
Leveraging the Power of Public Relations

You do not need to be a public relations expert to maximize the results of a publicity campaign. In her article *Seven Public Relations Strategies to Get Your Business Noticed*, Pam Lontos pinpoints the most effective publicity tools to increase your organization's visibility and sell more products or services – with little or no cash outlay.

www.cica.ca/index.cfm/ci_id/48170/la_id/1.htm

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Human Resources



Getting the Best from Your Employees

Feedback is one of the most powerful tools that managers have to help guide, coach and instruct employees to continually grow, make extra effort and improve performance. Read Jay Forte's article *Give Feedback, Get Performance* for proven feedback strategies that will inspire loyalty and peak performance.

www.cica.ca/index.cfm/ci_id/48171/la_id/1.htm

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Technology Matters



Is a Smart Phone Worth the Cost?

A recent Ipsos-Reid research study highlights some compelling findings as well as includes useful reference tables to help you estimate at-a-glance the ROI of an organization's BlackBerry deployment. To read the executive summary of *Analyzing the Return on Investment of a BlackBerry Deployment, 2007* or to download the complete report, go to:

www.blackberry.com/newsletters/connection/business_solutions/i5-2007/report-summary.shtml

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Legal Matters



Changes to Pensions and Other Post-Employment Benefits

In *Wronko*, the Ontario Court of Appeal determined that an employee was not bound by two years' notice of a fundamental change to his terms of employment. When the employer attempted to impose the modified terms after the notice period, the employee alleged termination without notice. The Court of Appeal agreed. Some judicial comments in *Wronko* may be particularly relevant to employers making significant changes to pensions or other post-employment benefits.

To view Fasken-Martineau's bulletin, go to:

www.fasken.com/wronko_october_2008_bulletin/

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Professional Resources

Helping Directors Deal with the Financial Crunch

A recent release, the CICA's *Director Alert: The Global Financial Meltdown – Questions for Directors to Ask* highlights key topics for directors to consider to better understand their companies' exposure and their own obligations. Read the press release and download the free PDF of this Alert at:

www.cica.ca/4/7/2/0/9/index1.shtml

Boosting the Bottom Line

Organizations that learn to adapt to women will be better able to respond to the challenge of an aging workforce and the demands of the next generation of knowledge workers, according to authors Aviah Wittenberg-Cox and Alison Maitland. For information about their book, *Why Women Mean Business: Understanding the Emergence of our next Economic Revolution*:

[Click here](#)

Building on your Business' Success

Staying ahead of the pack is a challenge that has become even more pertinent in today's uncertain economic environment. This webpage offers an overview and quick links to the CICA's professional resources that can help you maximize your business opportunities and build on your success:

cica.ems01.com/tools/0812ROI/

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Continuing Education

World Congress of Accountants 2010



Sustaining Value Creation
November 8-11, 2010
Kuala Lumpur, Malaysia
[For more information, please click here](#)

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www.cica.ca/index.cfm/ci_id/25048/la_id/1.htm

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