



Association  
of International  
Certified Professional  
Accountants®

*The unified voice of AICPA and CIMA*

# The Future of the Profession

Yvonne Hinson, Academic in Residence

Claire Jefferies, Lead Manager, Academic & Student Engagement

Who we are

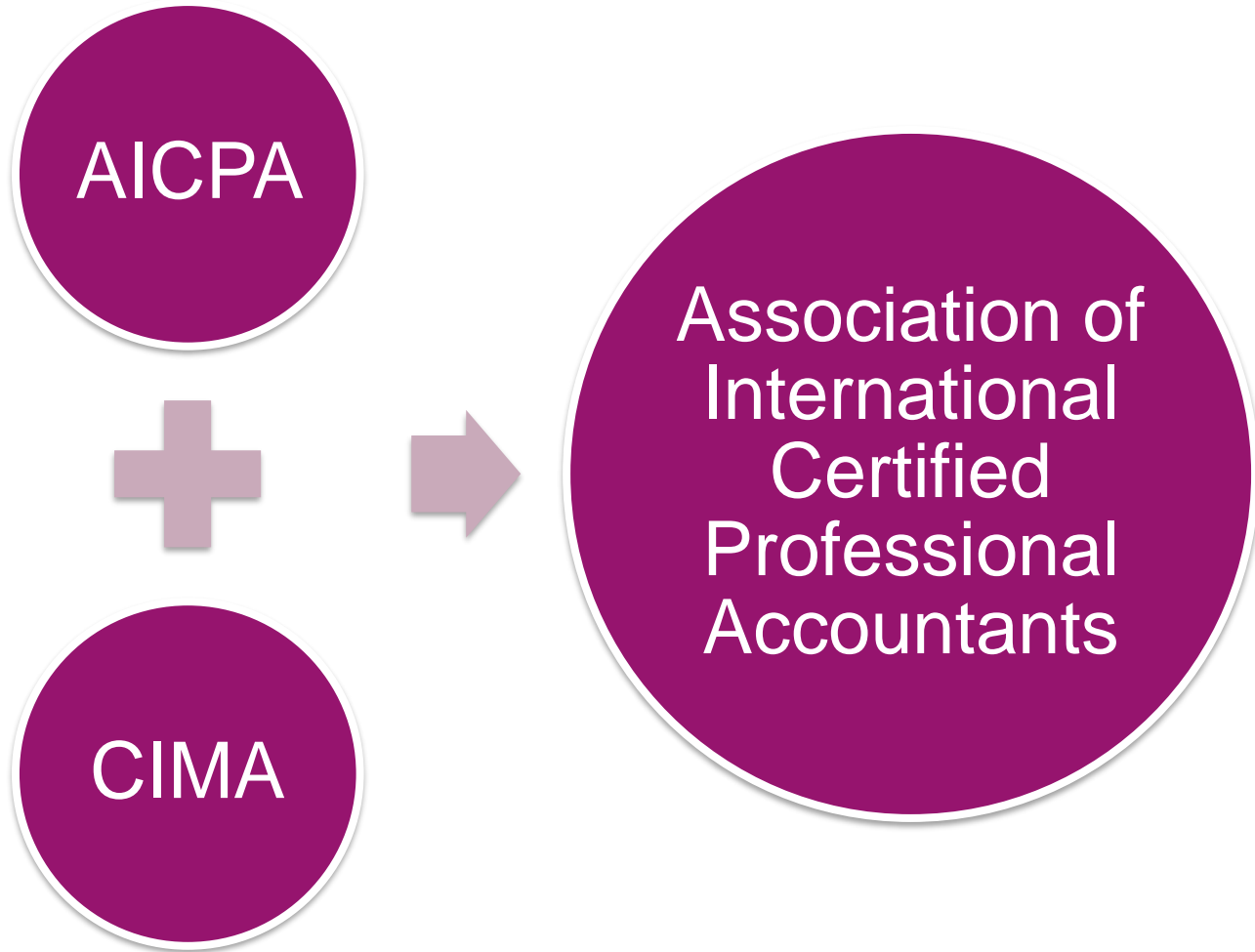
## **AICPA** – American Institute of Certified Public Accountants

- The world's largest member association representing the accounting profession with a history of serving the public interest since 1887
- More than 440,000 members in 143 countries
- Represents business & industry, public practice, government, education, and consulting

3

## **CIMA** – Chartered Institute of Management Accountants

- The world's largest and leading professional body of management accountants
- More than 227,000 members and students in 179 countries who work at the heart of business and industry, public sector, commerce, and not-for-profit organizations



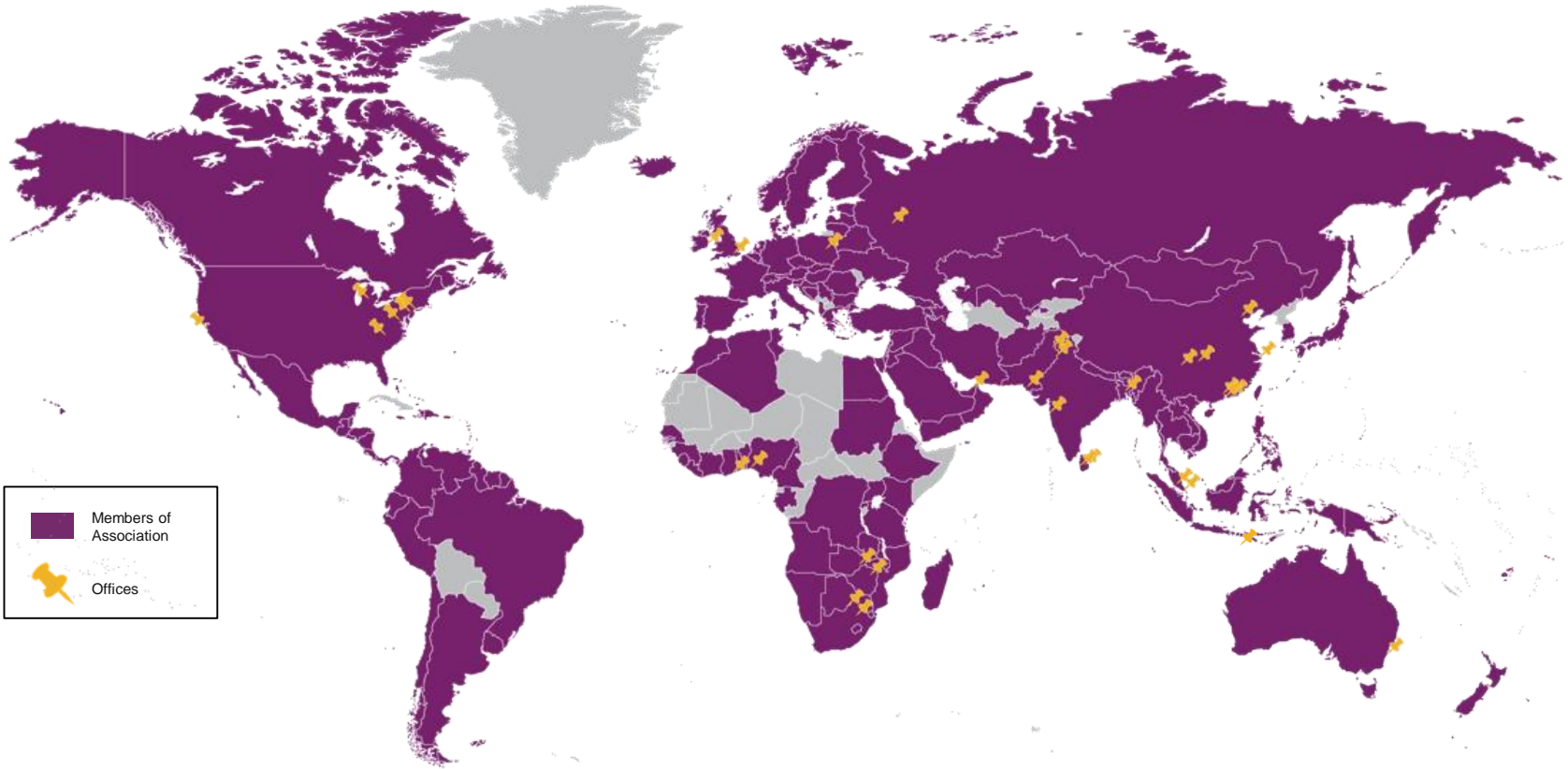
# Association of International Certified Professional Accountants

The Association combines the strengths of AICPA and CIMA:

- Represents over 650,000 members and students in public and management accounting
- Advocates for the public interest and business sustainability on current and emerging issues
- Established the CGMA (Chartered Global Management Accountant) designation, the most widely held management accounting designation in the world



# Association of International Certified Professional Accountants



# The future of accounting

The image features a dark, ink-like splash or blotch centered on a light, gradient background. The splash is irregular and textured, resembling a cloud of dark particles or a splash of liquid. Overlaid on this splash is the text "We live in Extraordinary Times" in a bold, white, sans-serif font. The text is arranged in three lines: "We live in" on the top line, "Extraordinary" on the middle line, and "Times" on the bottom line. The background has a subtle gradient from light blue on the left to light purple on the right. There are also some faint, blurry shapes within the splash, possibly representing a person or an object, but they are not clearly defined.

**We live in  
Extraordinary  
Times**



“When fast gets really fast, being slower to adapt makes you really slow – and disoriented.”

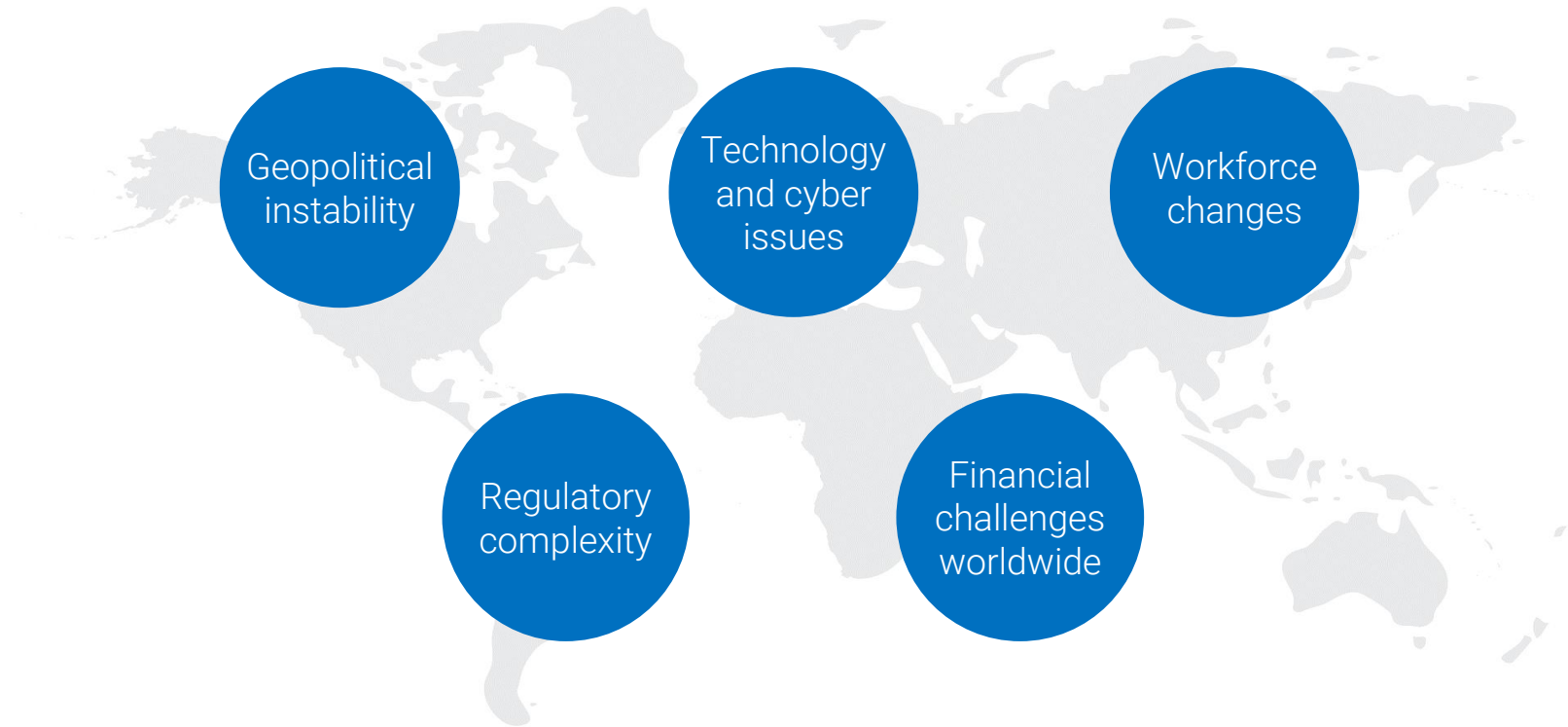
**Thomas Friedman**  
Author, Thank You for Being Late

“The pace of change will never be as slow as it is today.”

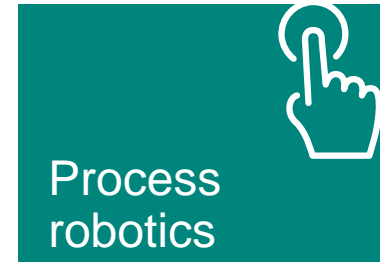
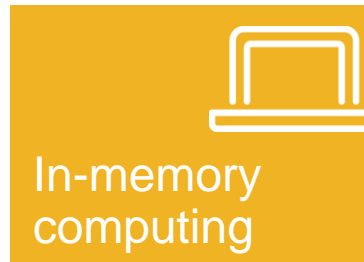
**Sue Siegel**

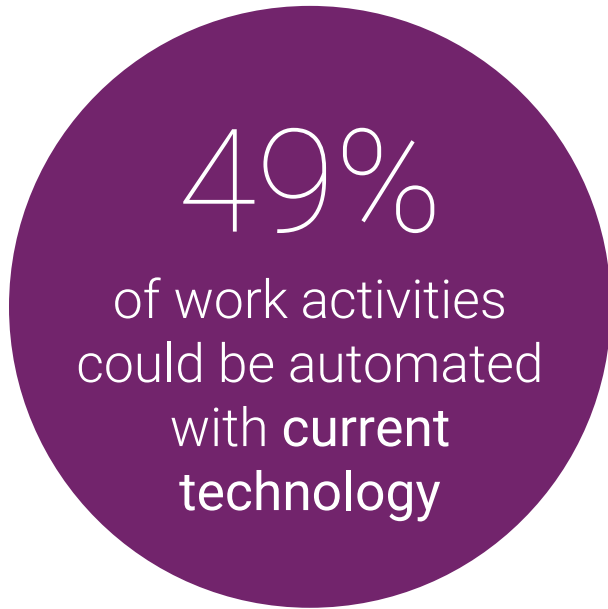
Chief Innovation Officer, GE  
CEO, GE Business Innovations

# External forces driving change

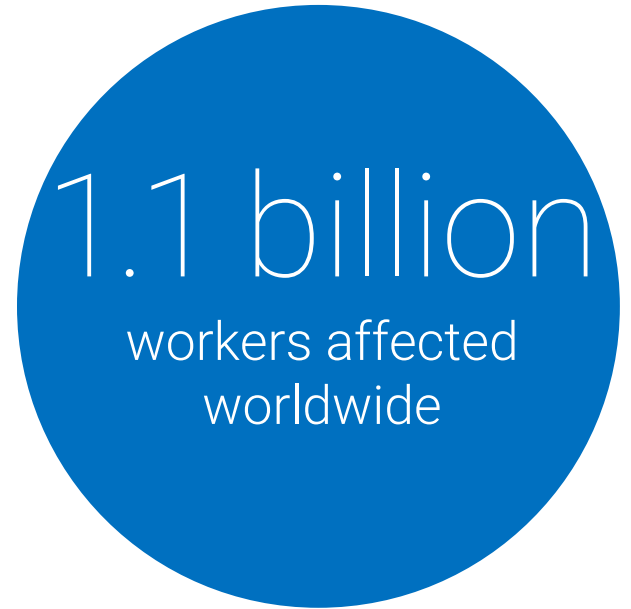


# Technology is enabling disruption

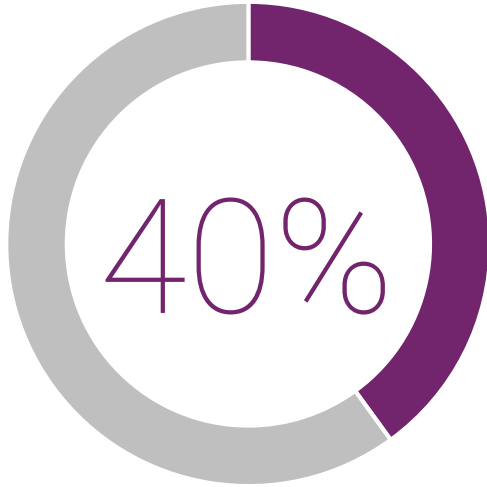




Translates to ...  
→

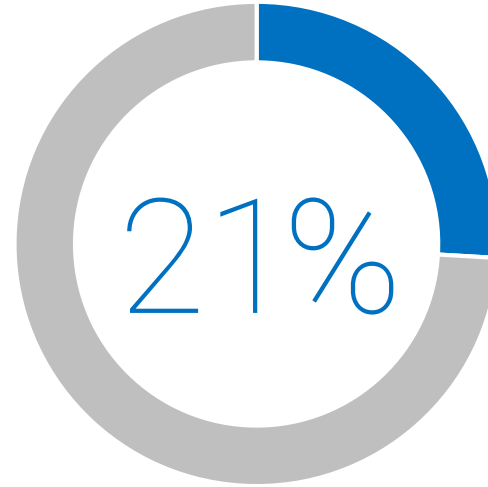


**Robotics** is predicted to automate or eliminate up to



of **basic accounting** work by 2020

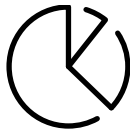
Source: Accenture | Deloitte



of organizations have **blockchain** in production

**25% plan** to do so in the next year

# Transforming the role of finance/accounting



Data  
capture



Reports



Analysis



Insight



Influence



Impact

Comfort Zone

Value

Preparing students  
for accounting of the  
future



# 10 Top

## skills in 2020

New skill sets will be needed

- 1 ..... • Complex problem-solving
- 2 ..... • Critical thinking
- 3 ..... • Creativity
- 4 ..... • People management
- 5 ..... • Coordinating with others
- 6 ..... • Emotional intelligence
- 7 ..... • Judgment and decision-making
- 8 ..... • Service orientation
- 9 ..... • Negotiation
- 10 ..... • Cognitive flexibility

# Top 3 skills finance executives look for in auditors



say **technology skills** are needed

↑ 27% increase  
since 2014



say **communication skills** are needed

↑ 25% increase  
since 2014



say **critical thinking/judgment skills** are needed

↑ 13% increase  
since 2014

## Technical skills accounting students need for career success

---

Technical Accounting Knowledge

---

Lean Process (Six Sigma)

---

Basic Coding (R, Python)

---

Advanced Excel

---

Data Analytics (SAS)

---

Data Visualization (Tableau)

# Soft skills accounting students need for career success

Leadership

Creativity

Communication Skills

Critical Thinking

Mindfulness

Relationship Management

How we can help



## Free student resources:

[AICPA Legacy Scholarships](#) and  
our [National Scholarship Search](#)

[Career options](#) and [salary](#)  
[information](#)

Free [AICPA Student Membership](#)

## Free educator resources:

[thiswaytocpa.com/resources](https://thiswaytocpa.com/resources)

\*you must first register as an  
educator on [ThisWayToCPA.com](https://ThisWayToCPA.com)

# Contacts

## **Dr. Yvonne Hinson, CPA, CGMA**

Academic in Residence, Senior  
Director: Academic & Student  
Engagement

[Yvonne.Hinson@aicpa-cima.com](mailto:Yvonne.Hinson@aicpa-cima.com)

## **Claire Jefferies, M.A.**

Lead Manager, Academic & Student  
Engagement

[Claire.Jefferies@aicpa-cima.com](mailto:Claire.Jefferies@aicpa-cima.com)

Questions?





Association  
of International  
Certified Professional  
Accountants®

*The unified voice of AICPA and CIMA*

# Thank you