



Toward 2030: Transforming the role of professional accountants

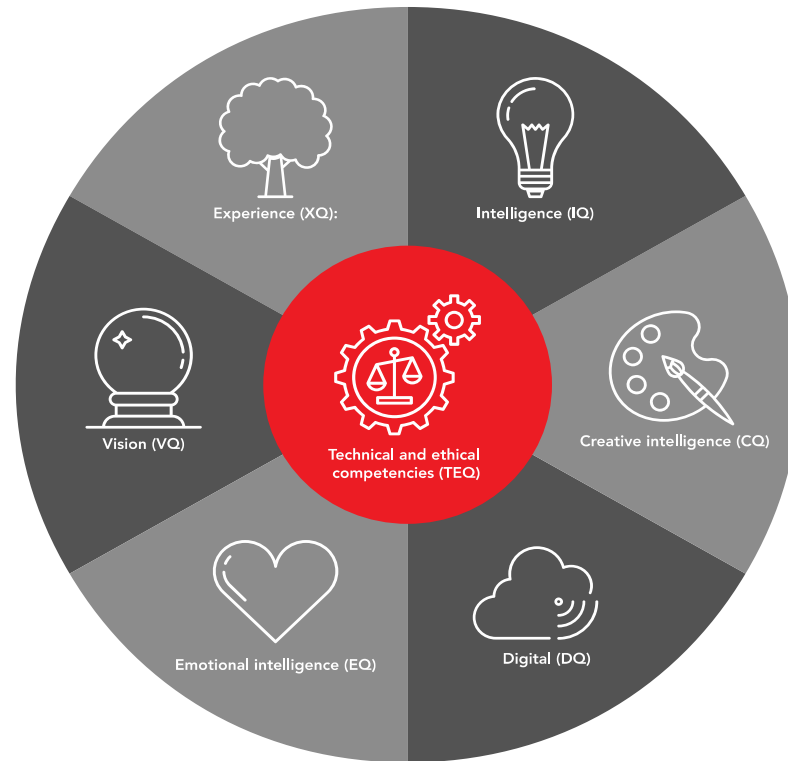
- Lucia Real Martin, Director Emerging Markets ACCA



4 overarching drivers of change for the profession:

1. Increased regulation and stronger governance
2. Transformed by technologies
3. Global villagers – local vs global
4. Expanding expectations on the profession

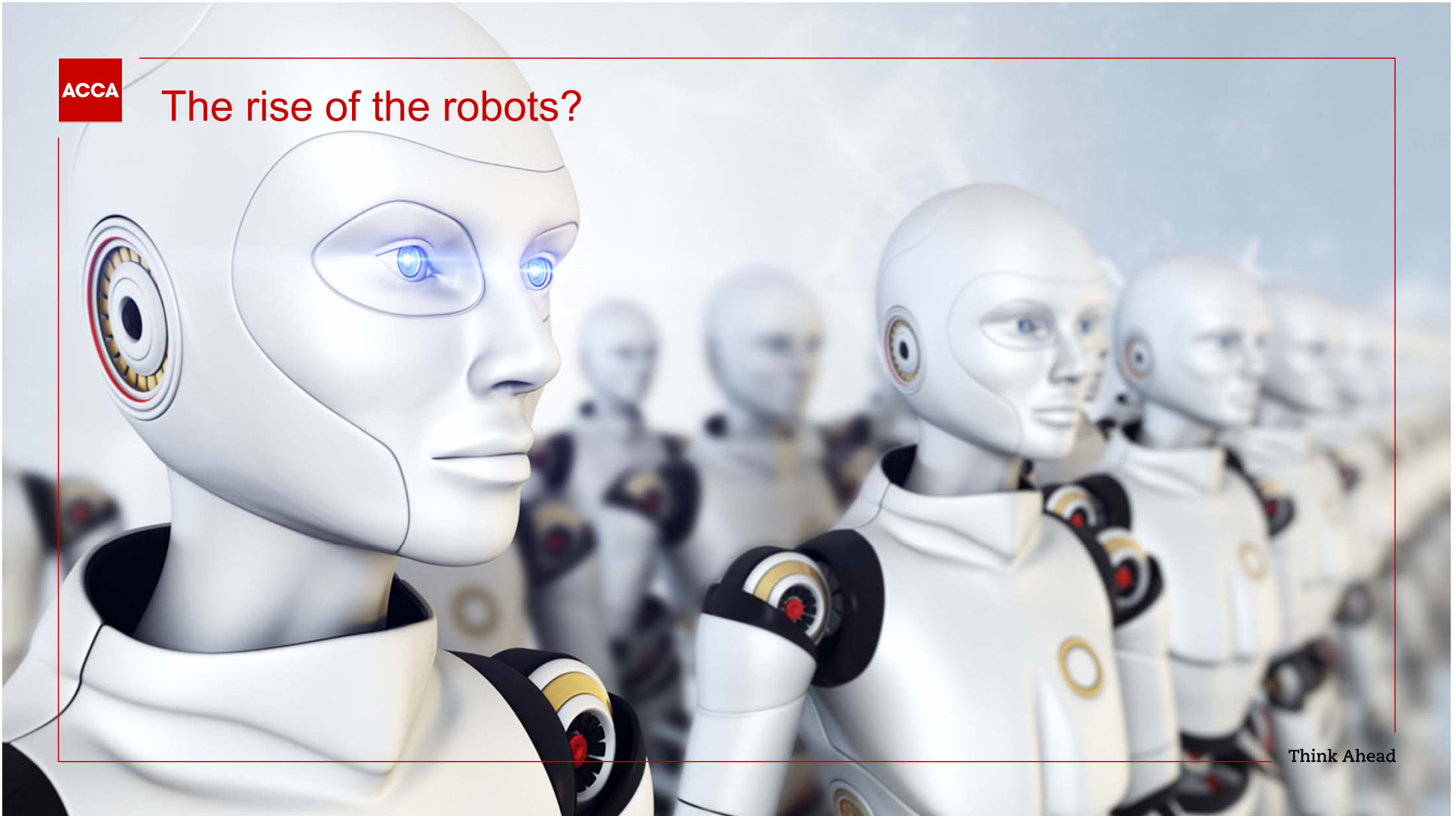
Professional quotients for success



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The rise of the robots?

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KEJAYAAN AKUNTAN PROFESIONAL
KEJAYAAN NEGERI

A GLOBAL RESPONSE

to the survey



TOTAL RESPONSES

18,646 ESIA
untants

f 9,069

m 9,577

countries 150

AGE GROUPS

16 – 20 10%

21 – 25 30%

26 – 30 32%

31 – 36 28%



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- **Generation Next:**
- 84% welcome technological
- Developments

The myth of
millennial entitlement

The
Me Me Me
generation

Why the
millennials will
save us all

Millennials shaking up the
workplace rules

War on Millennials!

What happens when
millennials run
the workplace?

Millennials struggle
to buy a home

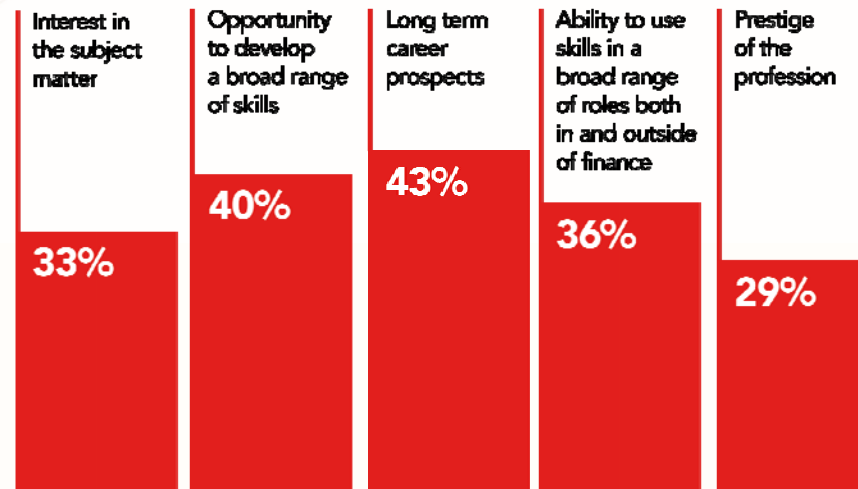
Why are the millennials so unhappy?



85%

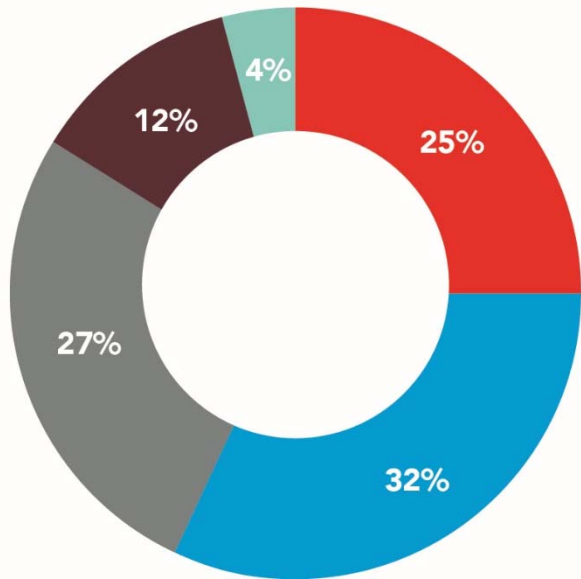
AGREE that finance career experience is
VALUABLE for **FUTURE LEADERS**

**WHAT
ATTRACTED
YOU?**



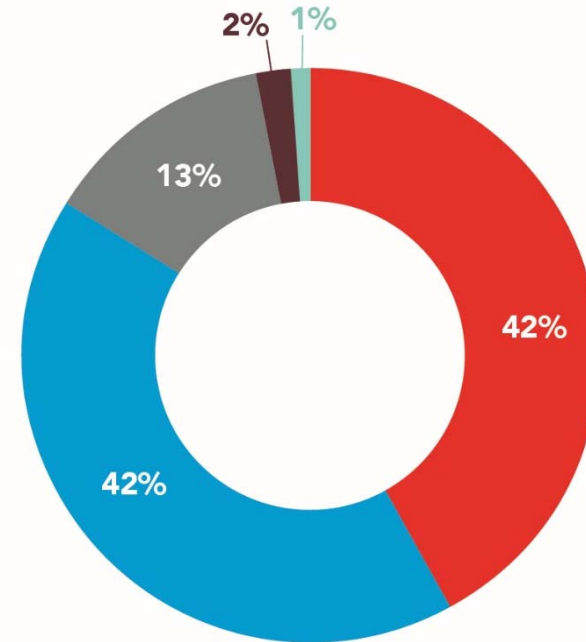
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TECHNOLOGY
 will replace many **ENTRY**
LEVEL roles in the profession



- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

TECHNOLOGY will enable
 finance professionals to focus on
HIGHER VALUE added activity



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The future landscape



- Accountants are at the front line of change
- We have a huge role to play in ensuring that we embrace technological changes.
- Technology is not a threat to the profession: it's an opportunity.

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