The Future is Here

The Accountancy Profession: Surviving the Forces

Accountancy - an appraisal

"The accountancy profession, like all professions, is going through a period of appraisal of its future position as a result of numerous changes in *culture, technology* and the *world of work*"

IFAC

Accountancy - an appraisal

"Accounting has a dim future in the digital world of tomorrow, technologies such as cloud-based data management, process automation and advanced analytics are actually poised to further elevate accountants in new and empowering ways"

"The profession has to move far beyond mere bookkeeping and payroll and take on an increasingly strategic role for forward-thinking businesses"

Michael Higgins, Forbes, May 2021

Accountancy - an appraisal

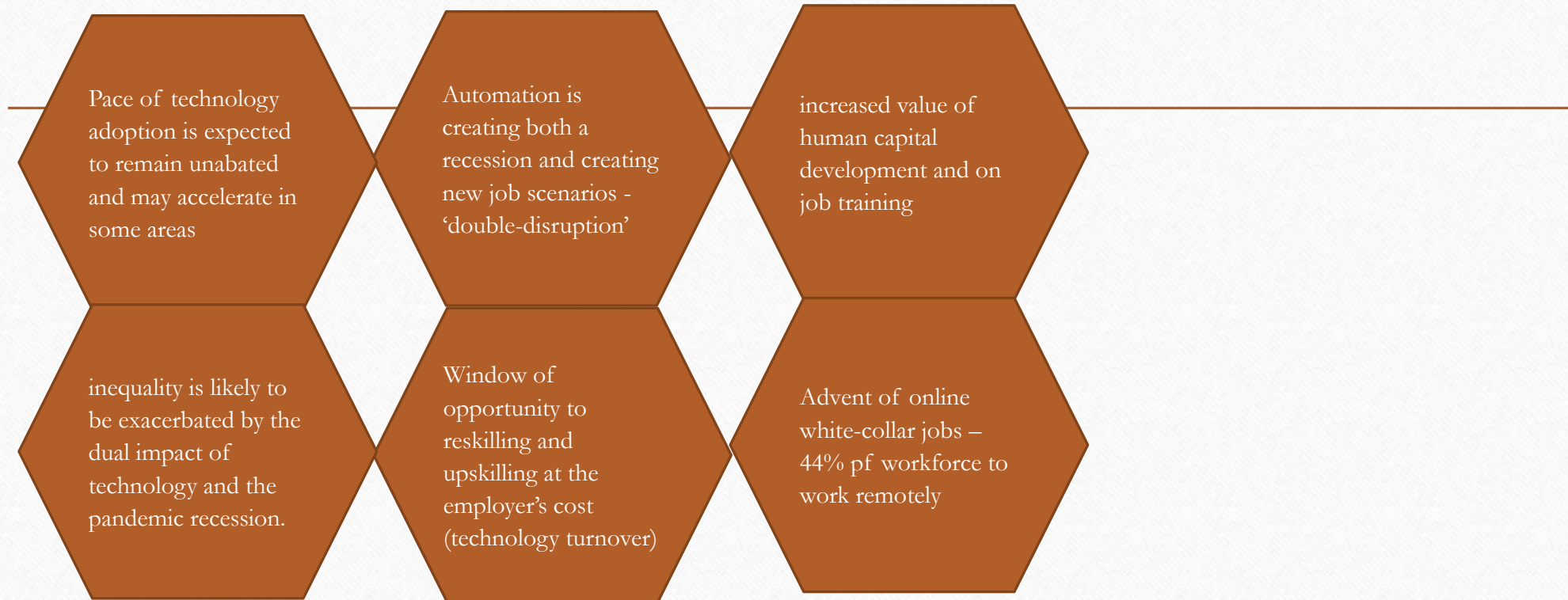Threat to the future viability of accounting profession:

1. challenge of attraction;
2. the challenge of relevance; and
3. the challenge of change.

Proposed solutions:
- disaggregate "accounting" from the "accountant"; (eg domination of BI in the accountancy function)

- "flip the model"; and

- "open the borders".

IFAC

The world around us

Pace of technology adoption is expected to remain unabated and may accelerate in some areas

Automation is creating both a recession and creating new job scenarios - 'double-disruption'

increased value of human capital development and on job training

inequality is likely to be exacerbated by the dual impact of technology and the pandemic recession.

Window of opportunity to reskilling and upskilling at the employer's cost (technology turnover)

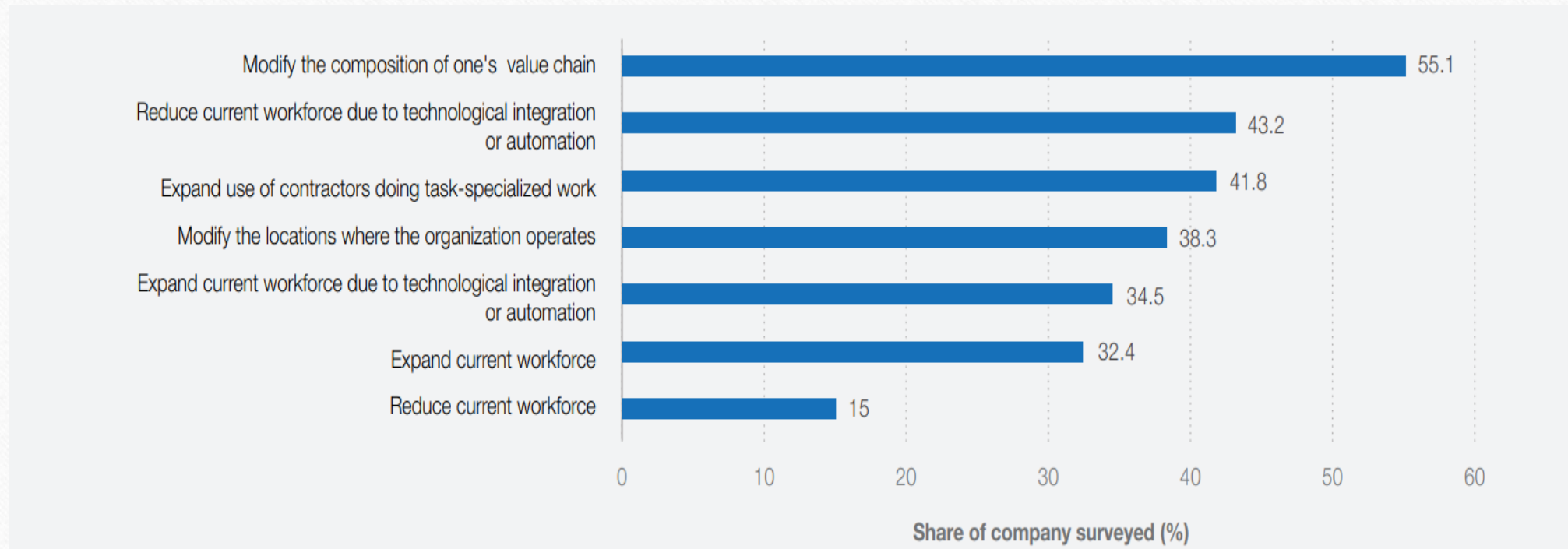Advent of online white-collar jobs – 44% pf workforce to work remotely

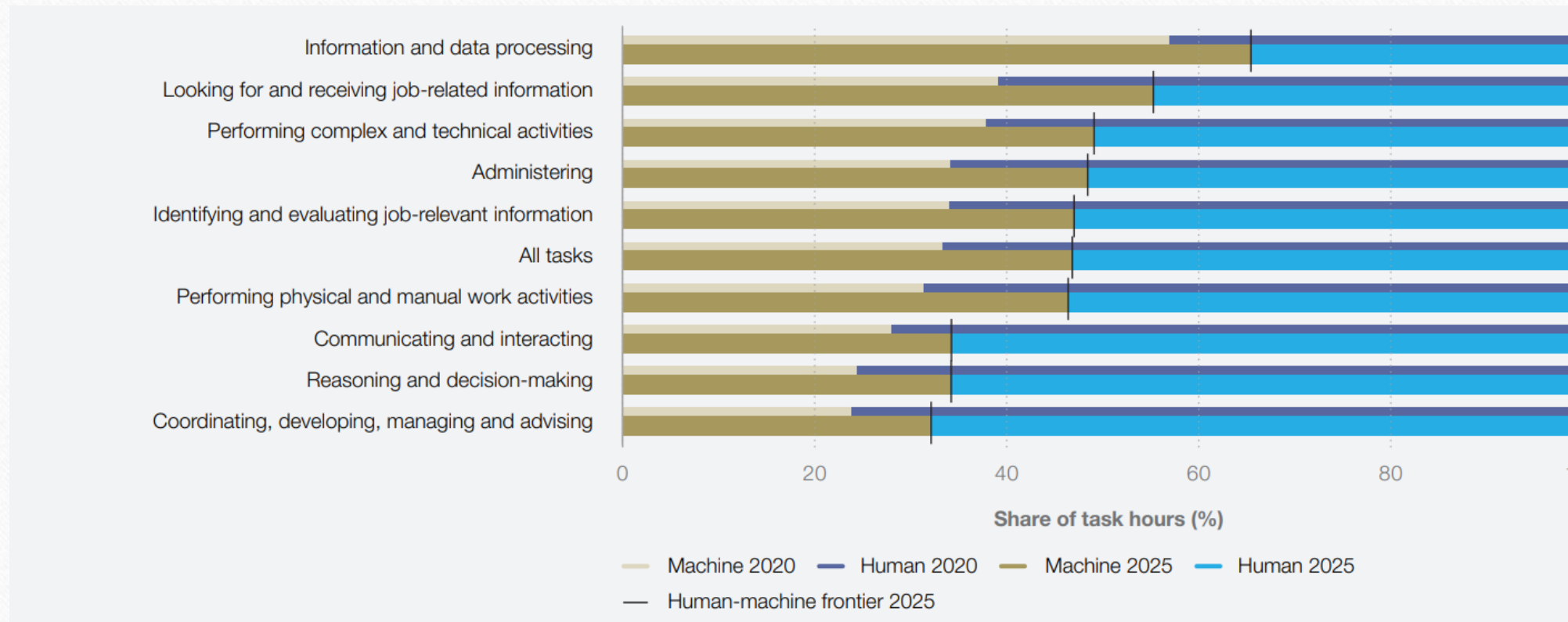Source: Future of Jobs Survey 2020, World Economic Forum

Technologies likely to be adopted by 2025
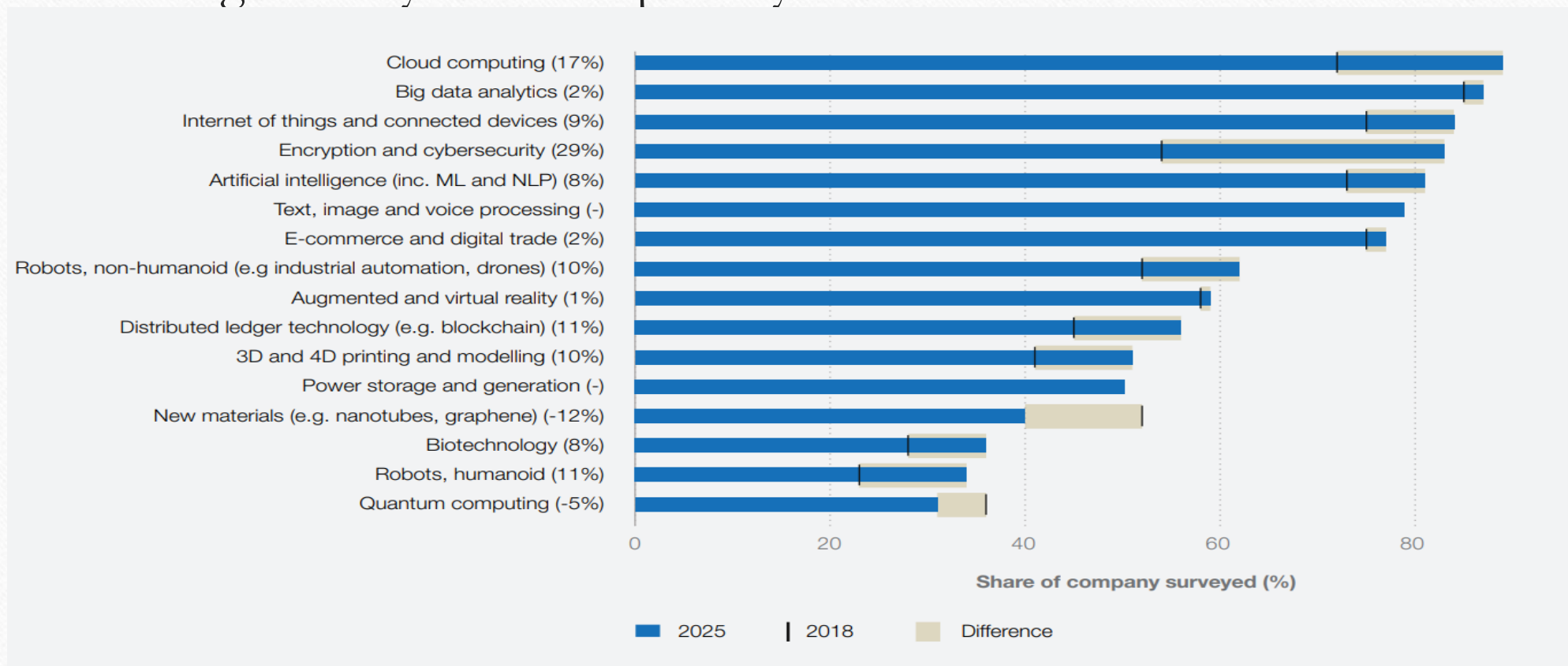
Source: Future of Jobs Survey 2020, World Economic Forum

Companies' expected changes to the workforce by 2025

Category	Value
Modify the composition of one's value chain	55.1
Reduce current workforce due to technological integration or automation	43.2
Expand use of contractors doing task-specialized work	41.8
Modify the locations where the organization operates	38.3
Expand current workforce due to technological integration or automation	34.5
Expand current workforce	32.4
Reduce current workforce	15

Share of company surveyed (%)

Source: Future of Jobs Survey 2020, World Economic Forum

Share of tasks performed by humans vs machines, 2020 and 2025

Source: Future of Jobs Survey 2020, World Economic Forum

Top 20 job roles (increasing and decreasing in demand)

↗ Increasing demand

1	Data Analysts and Scientists
2	AI and Machine Learning Specialists
3	Big Data Specialists
4	Digital Marketing and Strategy Specialists
5	Process Automation Specialists
6	Business Development Professionals
7	Digital Transformation Specialists
8	Information Security Analysts
9	Software and Applications Developers
10	Internet of Things Specialists
11	Project Managers
12	Business Services and Administration Managers
13	Database and Network Professionals
14	Robotics Engineers
15	Strategic Advisors
16	Management and Organization Analysts
17	FinTech Engineers
18	Mechanics and Machinery Repairers
19	Organizational Development Specialists
20	Risk Management Specialists

↘ Decreasing demand

1	Data Entry Clerks
2	Administrative and Executive Secretaries
3	Accounting, Bookkeeping and Payroll Clerks
4	Accountants and Auditors
5	Assembly and Factory Workers
6	Business Services and Administration Managers
7	Client Information and Customer Service Workers
8	General and Operations Managers
9	Mechanics and Machinery Repairers
10	Material-Recording and Stock-Keeping Clerks
11	Financial Analysts
12	Postal Service Clerks
13	Sales Rep., Wholesale and Manuf., Tech. and Sci.Products
14	Relationship Managers
15	Bank Tellers and Related Clerks
16	Door-To-Door Sales, News and Street Vendors
17	Electronics and Telecoms Installers and Repairers
18	Human Resources Specialists
19	Training and Development Specialists
20	Construction Laborers

Source: Future of Jobs Survey 2020, World Economic Forum

15 emerging skills

1. Analytical thinking and innovation
2. Active learning and learning strategies
3. Complex problem-solving
4. Critical thinking and analysis
5. Creativity, originality and initiative
6. Leadership and social influence
7. Technology use, monitoring and control

15 emerging skills

8. Technology design and programming
9. Resilience, stress tolerance and flexibility
10. Reasoning, problem-solving and ideation
11. Emotional intelligence
12. Troubleshooting and user experience
13. Service orientation
14. Systems analysis and evaluation
15. Persuasion and negotiation

Future focus

"The most relevant question to businesses, governments and individuals is not to what extent automation and augmentation of human labour will affect current employment numbers, but under what conditions the global labour market can be supported towards a new equilibrium in the division of labour between human workers, robots and algorithms"

Future of Jobs Survey 2020, World Economic Forum

Areas of reflection

1. Reflection on kind of competences we want to roll out
2. Refocusing the course curriculum
3. Reengineering the staff complement – Retooling and reskilling
4. Mainstream R&D (for relevance through market intelligence)
5. Creativity, originality and initiative
6. Contract management for internal efficiency
7. Leadership and social influence
8. Technology adoption in all aspects of Kasneb
9. Risk management

Reflections
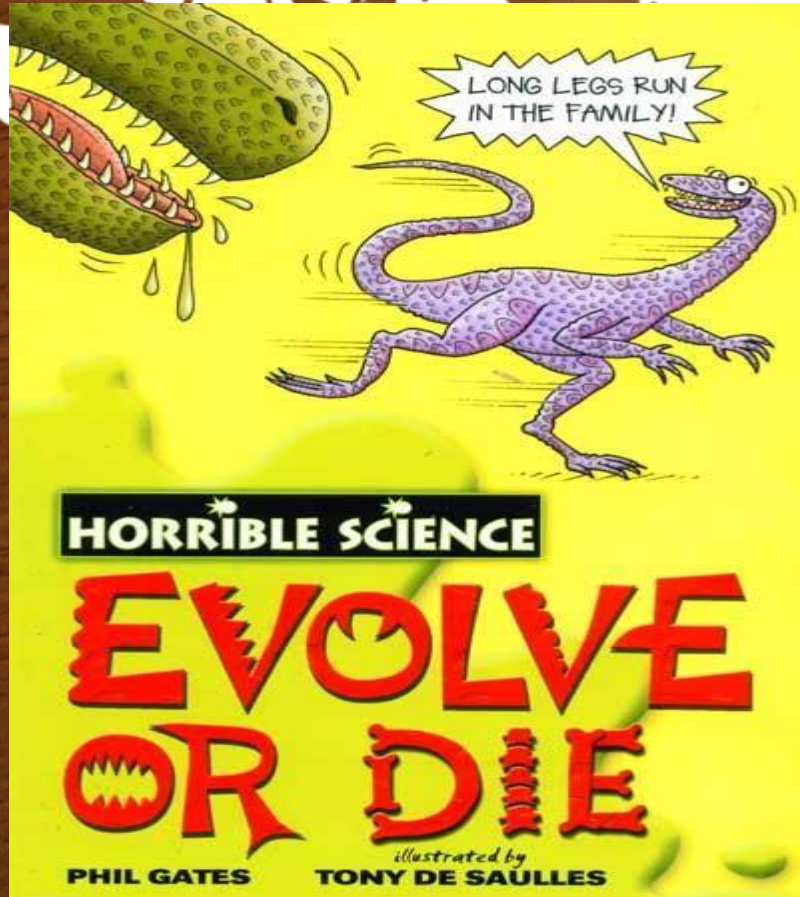
> The future depends on what we do in the present.
>
> MAHATMA GANDHI
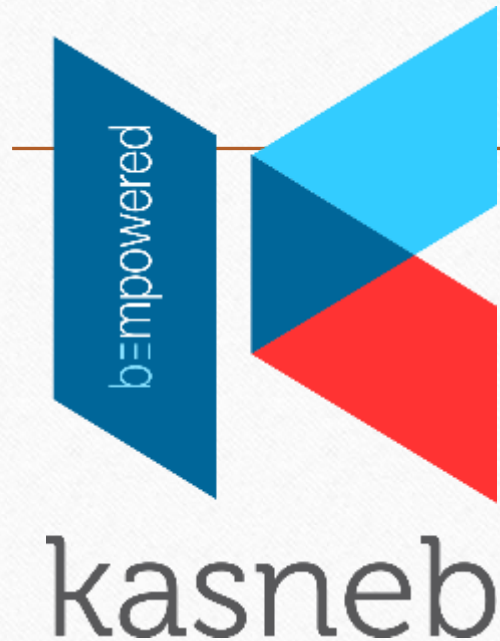
kasneb

Contacts

KASNEB Towers, Off Hospital Road
P.O. Box 41362 00100
Nairobi, Kenya
Tel: 020 2712640, 020 2712828
ISDN: 020 4923000
Mobile: 0722201214, 0734600624
Email: info@kasneb.or.ke
Website: www.kasneb.or.ke