



FOUNDATIONS OF THE FUTURE: CPA INTEGRATION & COMPETENCY PROGRAM FOR NEW MEMBERS

By CPA Hillary Oonge



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A Personal Effectiveness and Leadership Coach

CFO | Management Consultant | Leadership Coach
Peak Performance | Strategy | Mindset | Execution

Accredited 4D Clarity Coach!



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CFO

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Personal Effectiveness & Leadership Coach

Specializing in Peak Performance, Strategy, Mindset and Execution (FPKE)

BOARD

Director & Board Member

Kenya Community Development Foundation (KCDF)

"A Strategic Builder who designs financial systems, develops people, and drives execution at scale."

BEEN THERE, DONE THAT!

A Career Built on Progressive Excellence





SECTION 1

Personal Leadership, Career Development & Advancement



PAUSE · REFLECT · REWIRE

What if everything you've achieved so far is just the warm-up?

The next phase of your career won't be decided by what you've done — it will be decided by how you choose to grow from here.



Six pillars. One strategy. A career built by design — not by accident.

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THE POWER-D STRATEGY

6 Pillars to Career Excellence



Plan Your Career

Set clear goals and map your path forward



Organize Your Team

Build the right support system around you



Work on Yourself

Invest in continuous self-improvement



Emotional Intelligence

Master your emotions and read others



Resilience

Bounce back stronger from setbacks



Discipline

Execute consistently with focus

PILLAR 1: PLAN YOUR CAREER

Set clear goals and map your path forward



P

DEFINITION

Career planning is the deliberate act of setting professional goals, identifying the skills and milestones required to reach them, and charting a roadmap that aligns your daily work with your long-term vision.

WHY IT MATTERS

Without a plan, you drift. Professionals who plan intentionally are far more likely to reach senior roles, navigate transitions confidently, and avoid years lost to misaligned work.

HOW TO APPLY

Write a 3-year career vision. Break it into 12-month goals with specific milestones. Review quarterly, adjust as needed, and discuss progress with a mentor or coach.

"A goal without a plan is just a wish." — Antoine de Saint-Exupéry

PILLAR 2: ORGANIZE YOUR TEAM

Build the right support system around you



O

DEFINITION

Organizing your team means deliberately surrounding yourself with mentors, peers, sponsors, and collaborators who challenge your thinking, expand your access, and amplify your impact.

WHY IT MATTERS

No career is built alone. Your network shapes the opportunities you hear about, the standards you hold yourself to, and the support available when you face hard decisions or setbacks.

HOW TO APPLY

Map your circle into four roles — mentor, sponsor, peer, and challenger. Identify gaps and recruit deliberately. Invest first: offer value, then ask for guidance.

"If you want to go fast, go alone. If you want to go far, go together." — African Proverb

PILLAR 3: WORK ON YOURSELF

Invest in continuous self-improvement



W

DEFINITION

Working on yourself is the disciplined practice of upgrading your skills, knowledge, and mindset — treating personal development as a non-negotiable part of your professional standard.

WHY IT MATTERS

The half-life of professional skills keeps shrinking. Those who stop learning stagnate; those who invest in themselves stay relevant, command better roles, and shape the future of their field.

HOW TO APPLY

Carve out 5 hours weekly for deliberate growth — reading, courses, certifications, or skill drills. Pick one capability to deepen each quarter. Get feedback often and act on it quickly.

"An investment in yourself pays the best interest." — Benjamin Franklin

PILLAR 4: EMOTIONAL INTELLIGENCE

Master your emotions and read others



E

DEFINITION

Emotional intelligence is the ability to recognize your own emotions, regulate your reactions, and read the emotional currents of the people around you — then use that awareness to lead, collaborate, and decide well.

WHY IT MATTERS

Technical skill gets you hired; emotional intelligence gets you promoted. Research consistently shows it is the strongest predictor of leadership effectiveness and team performance.

HOW TO APPLY

Practice the pause — name what you feel before you react. Ask better questions, then listen twice as much as you speak. Seek honest feedback on your blind spots from people you trust.

"You are not dealing with creatures of logic, but creatures of emotion." — Dale Carnegie

PILLAR 5: RESILIENCE

Bounce back stronger from setbacks



R

DEFINITION

Resilience is the capacity to recover from disappointment, absorb pressure without breaking, and return to action with clarity and resolve — turning setbacks into the raw material for growth.

WHY IT MATTERS

Every meaningful career carries losses — failed projects, missed promotions, sudden layoffs. What separates those who plateau from those who advance is not the absence of setbacks, but the speed and grace of their recovery.

HOW TO APPLY

Build recovery rituals — sleep, exercise, reflection. Reframe failure as data, not identity. Maintain a support circle you can call on the hard days, and document each setback's lesson in writing.

"It is not the load that breaks you down, it's the way you carry it." — Lou Holtz

PILLAR 6: DISCIPLINE

Execute consistently with focus

[▶ Watch the Video](#)



D

DEFINITION

Discipline is the daily practice of doing what your goals require — especially when motivation fades. It is the bridge between intention and outcome, built on systems, habits, and focus.

WHY IT MATTERS

Talent opens doors; discipline keeps you in the room. Careers compound through small, consistent actions taken over years. Without discipline, even the best plan dies in execution.

HOW TO APPLY

Design your environment for the behavior you want — remove friction from good habits, add friction to distractions. Protect deep-work blocks weekly. Track progress visibly, and review weekly.

"Discipline is the bridge between goals and accomplishment." — Jim Rohn

PROGRAM OVERVIEW

What Starring Your Career Ambition (SUCA) By FinanceProfessionalsKE (FPKE) Will Help You Achieve

Clarify Career Goals

Develop Practical Skills

Enhance Self-Awareness

Improve Communication Skills

Build a Strong Professional Network

Cultivate Time Management & Productivity

Strengthen Emotional Intelligence

Refine Resume Building & Interview Skills

Promote Continuous Learning

Develop Leadership & Teamwork

Have a Career Growth Financial Plan

Facilitate Career Planning & Long-Term Vision



QUESTIONS & DISCUSSION

CPA Hillary Oonge | CFO | Management Consultant | Leadership Coach

<https://fpke.africa/>

Vision: A world class Professional Accountancy Institute.



SECTION 2

The Evolving Role of the Accountant & Future Readiness

FROM SCOREKEEPER TO STRATEGIC BUILDER

Why the role of the accountant is being rewritten

For decades, the accountant was seen as the keeper of the ledger — a guardian of accuracy, looking backwards at what already happened. That description no longer fits.

Today, business is being rewritten in real time — by technology, regulation, and the pace of change itself. Boards no longer ask the finance function to report the past. They expect it to shape the future. That demands a different kind of professional: one who is part analyst, part strategist, part storyteller, part change agent.

Modern finance plays four roles — not one.

Protector · Liberator · Creator · Communicator of value.

I've lived this shift — from closing books to shaping strategy, from defending numbers to building value.

Let's look at what those four roles demand of us today.

1. What Are the Roles of Accounting and Finance functions ?



Protector of Value

- Safeguards long-term interests
- Controls, compliance, risk stewardship
- Reliable financial reporting
- Stewardship Role

Liberator of Value

- Streamlines processes, removes bureaucracy
- Optimises systems for efficiency
- Unlocks business potential
- Simplify things (Smart Lazy)

Creator of Value

- Identifies cost savings, margin growth
- Supports M&A, portfolio reviews, new markets
- Partners with business to drive growth

Communicator of Value

- Tells the story behind the numbers
- Builds trust with investors & stakeholders
- Makes impact visible and understood

PROTECTOR OF VALUE

"The guardian no one notices — until they're gone."

Safeguarding long-term value through **controls, compliance, and integrity** of the numbers — the foundation everything else is built on.

1

FROM **compliance checker**
TO **risk anticipator**

2

FROM **month-end reports**
TO **real-time assurance**

3

FROM **cost centre**
TO **trust dividend**

Ask yourself: What value does your organization trust you — and only you — to protect?

LIBERATOR OF VALUE

*Free capital,
free the business.*

Unlocking value tied up in working capital, processes, and decisions — so the business can move.

1

FROM Trapped working capital
TO Cash velocity

2

FROM Manual reconciliation
TO Process automation

3

FROM Cost cutting
TO Margin expansion

Ask yourself: Where is value trapped in your organisation — and what would it take to release it?

CREATOR OF VALUE

*Don't just count
the value — build it.*

Shaping strategy, pricing, capital allocation, and the business model — turning insight into new value.

1

FROM Reporting the past
TO Shaping the future

2

FROM Budget keeper
TO Capital allocator

3

FROM Finance silo
TO Business partner

Ask yourself: What new value have you helped create in the last 12 months — beyond reporting it?

COMMUNICATOR OF VALUE

*If they don't see it,
it isn't value.*

Translating numbers into narrative — so boards, investors, and teams can act with confidence.

1

FROM Dense report packs
TO Clear story arcs

2

FROM Numbers in isolation
TO Numbers with meaning

3

FROM Information transfer
TO Decision enablement

Ask yourself: Do the people who matter walk away with clarity — or just more data?

AI: THE NEW ACCELERANT

AI doesn't replace the four roles — it amplifies each one. Here is what that looks like in practice.

PROTECTOR	LIBERATOR	CREATOR	COMMUNICATOR
<ul style="list-style-type: none">→ Continuous controls monitoring→ Anomaly & fraud detection→ Real-time risk signals→ Audit trail intelligence	<ul style="list-style-type: none">→ Process & close automation→ Working-capital AI agents→ Reconciliation at scale→ Touchless transactions	<ul style="list-style-type: none">→ Predictive scenario modelling→ AI-driven forecasting→ Pricing & margin optimisation→ Investment decision support	<ul style="list-style-type: none">→ Auto-generated narratives→ Natural-language Q&A→ Insights on demand→ Dashboards that explain themselves

The accountant who leads on AI becomes indispensable in every one of these four roles. The one who waits is replaced by the one who didn't.



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