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Tomorrow's world is coming

Helen Brand, Chief executive, ACCA

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Generation Next:

ACCA members and future
members of 36 and under

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A **GLOBAL** RESPONSE to the survey

AGE GROUPS
16 – 20 10%
21 – 25 30%
26 – 30 32%
31 – 36 28%

TOTAL RESPONSES
18,646
f 9,069
m 9,577
countries 150



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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!

Millennials struggle
to buy a home

What happens when
millennials run
the workplace?

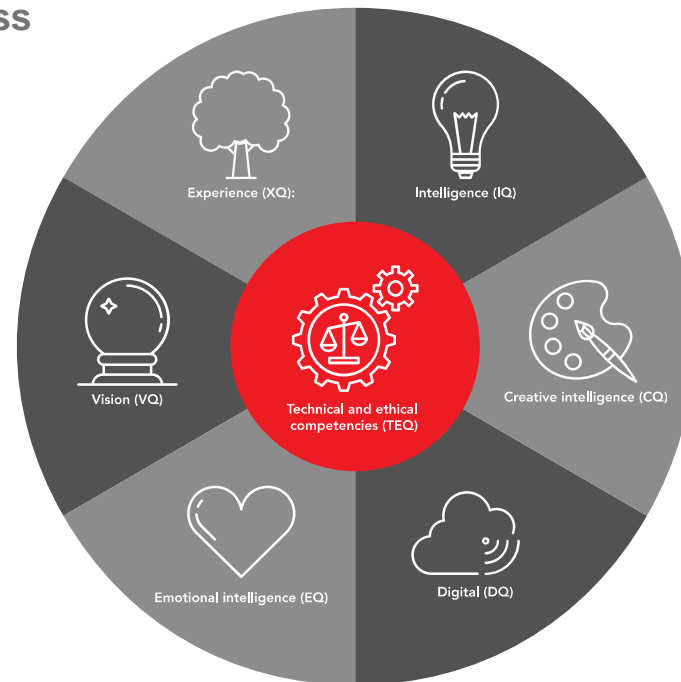
Why are the millennials so unhappy?

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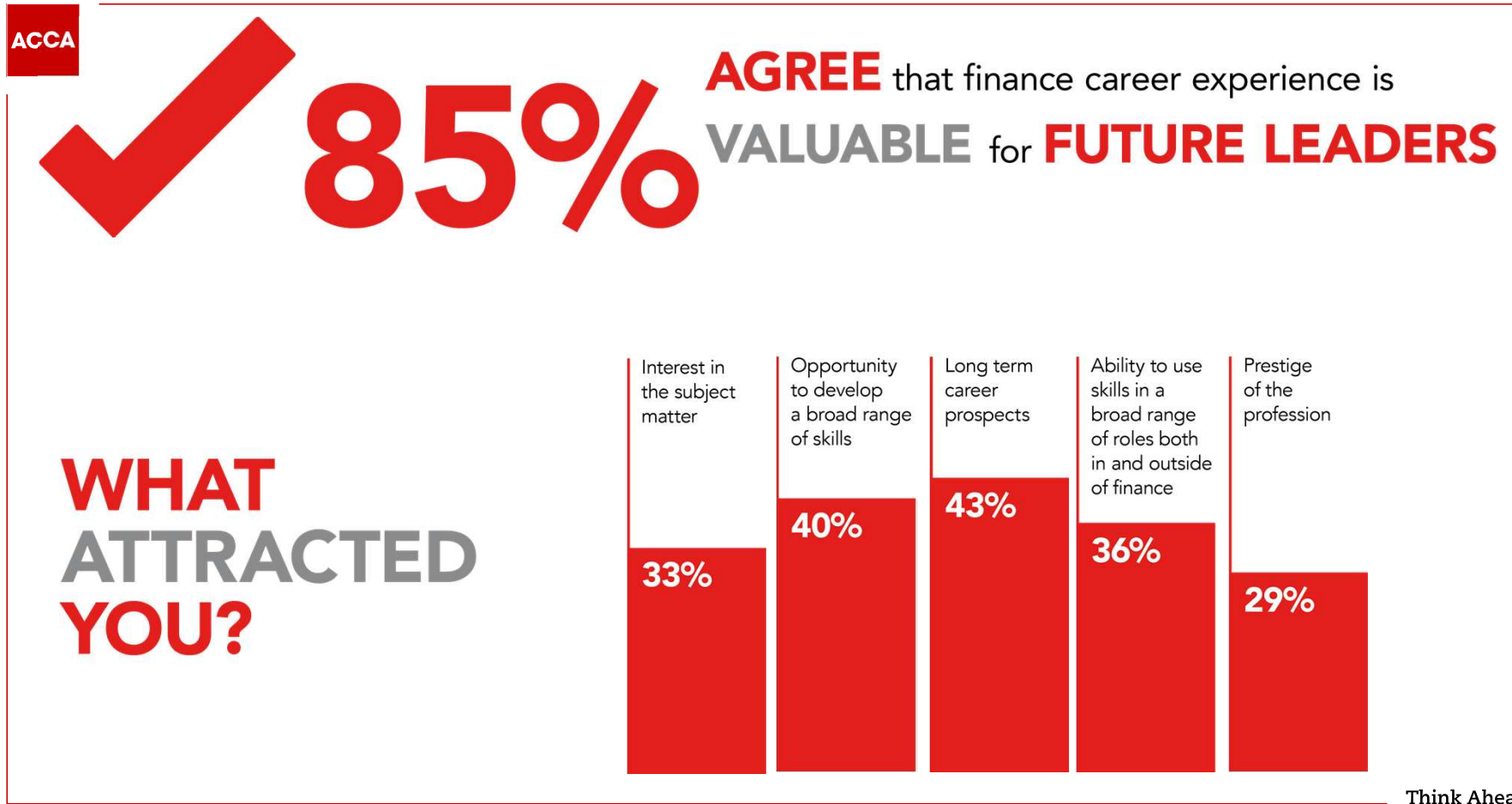
Key drivers of future skills

- Increased regulation and stronger governance
- Digital technologies
- Expectations on the profession
- Globalisation

ACCA's seven Professional quotients for future success

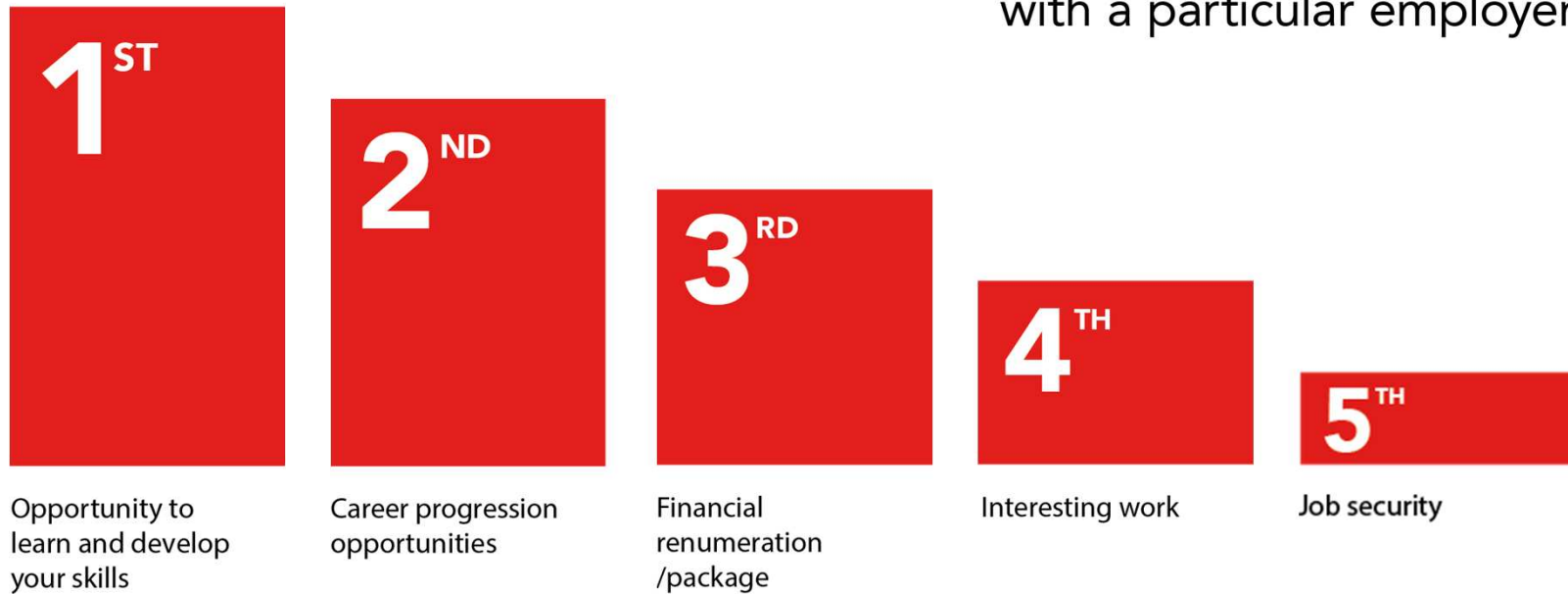


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Most **IMPORTANT** factors influencing
respondents to **GO TO** and **STAY**
with a particular employer



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ENTREPRENEURIAL AMBITIONS?

81%

WOULD LIKE TO
EVENTUALLY START
THEIR OWN BUSINESS

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The future is female

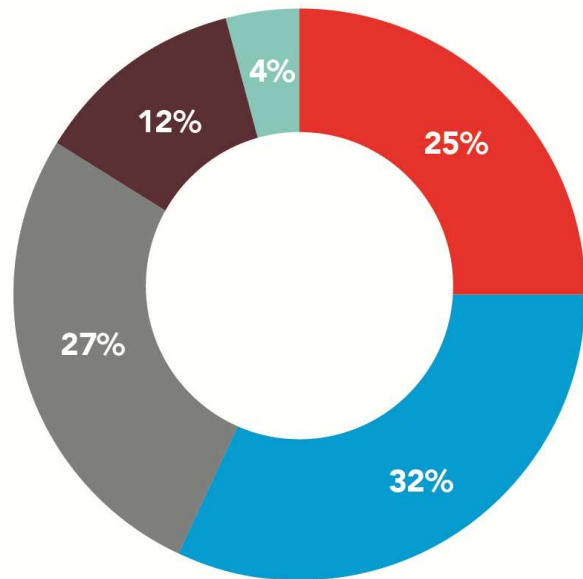
- **36%** happy with remuneration
(30% for men)
- **42%** expect to stay with current employer in next role
(37% for men)
- **87%** more likely to accept a role for work-life balance
(69% for men)

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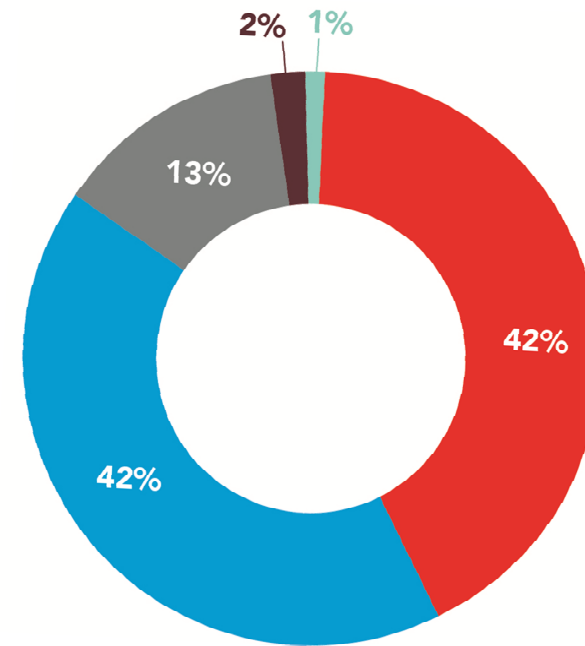
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TECHNOLOGY
will replace many **ENTRY
LEVEL** roles in the profession



Strongly agree
Agree
Neutral
Disagree
Strongly disagree

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



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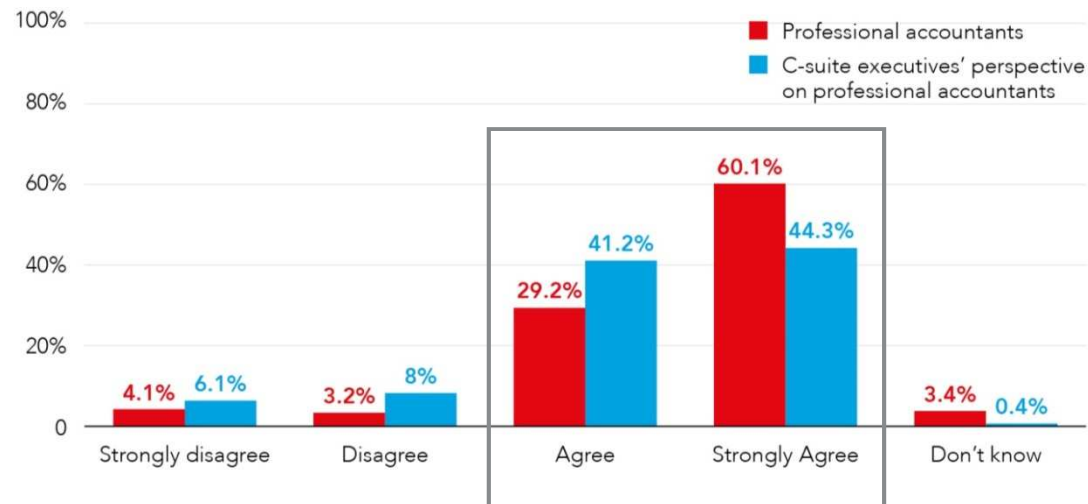
Ethics and trust in a digital age

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Impact of digital on ethics

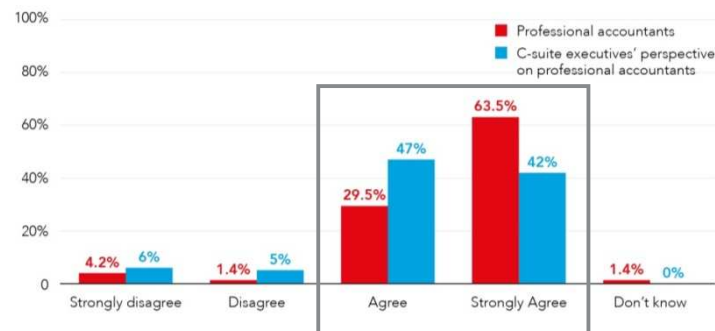
Strong ethical principles and behaviour will become more important in the evolving digital age



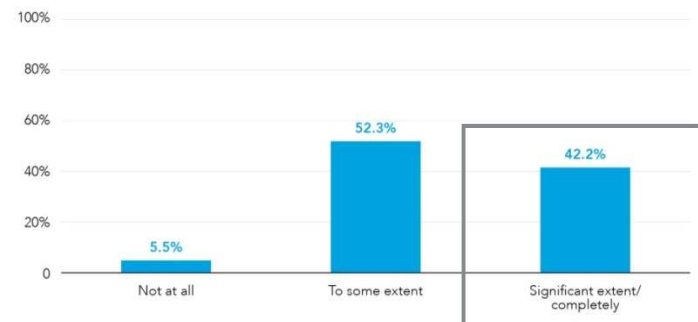
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Link between ethics and trust

Extent to which respondents agree that ethics helps to build trust



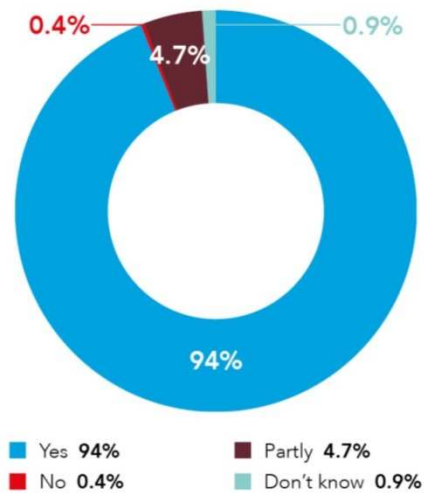
C-suite executives think that the accountant's ethical behaviour helps the organisation build trust with internal and external stakeholders



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Fundamental principles remain as relevant as ever

IESBA principles still apply and remain relevant



- Integrity
- Objectivity
- Confidentiality
- Professional competence and due care
- Professional behaviour

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