

WORLD CONGRESS  
OF ACCOUNTANTS  
2014 ROME, ITALY  
SESSION 1.14 – TUESDAY 16:00

Let's have  
a different  
conversation



AuditFutures<sup>fi</sup>

# This World Congress is about building the future – let's do it together!

Come and take part in designing the shape of our profession for years to come. With *AuditFutures* we explore the opportunities for accountancy and how we all can be part of the answer to the challenges our societies and economies are facing.

## DEBATE THE NEW HORIZONS FOR ACCOUNTANCY

at our Panel Session 1.14 on Tuesday 11 November

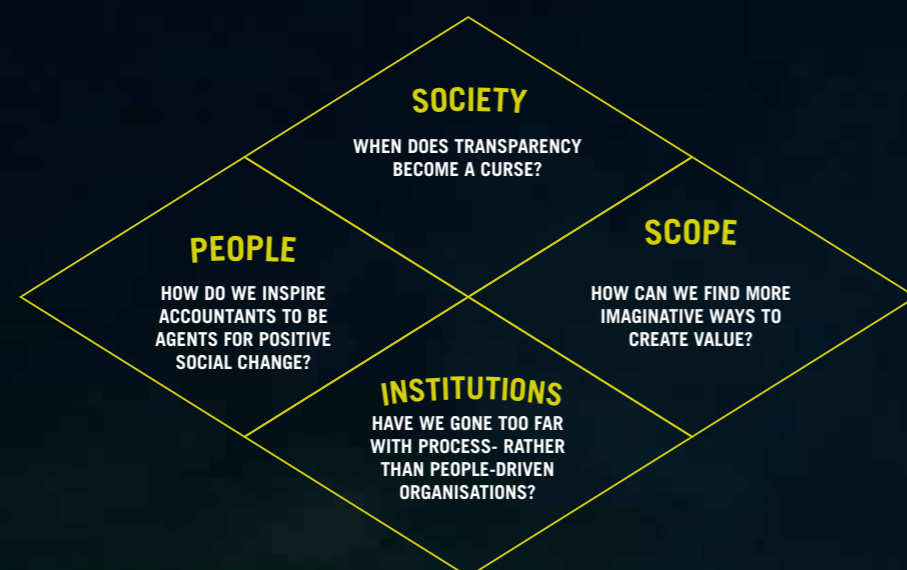
from 16:00 in the Theatre Studio

This panel session will be exciting, challenging and interesting. It is going to expand your mind. Our panellists are not accountants – they will bring new disciplines, new skills and new perspectives to change our thinking. They are here to highlight new possibilities: the world is changing, society's requirements are changing, and the profession needs to change too – here's your opportunity to be the change.

Come and talk to **Brett Scott** (journalist and activist), **Lee Bryant** (organisational strategist), **Ivan Krastev** (political scientist) and **Dr Nick De Leon** (engineer and designer).

The discussion will be chaired by **Robert Hodgkinson**, ICAEW Executive Director.

These four people are coming to provoke and challenge all of us. *AuditFutures* promotes a systemic view of the profession and expands in four dimensions – society, institutions, scope and people. Our speaker-challengers will spark our imagination in these four areas:



## SPEAK WITH OUR TEAM DURING THE WORLD CONGRESS

From Monday to Wednesday, our team will host the AuditFutures Café – informal chats with friends over coffee. We would love to hear from you and learn from the experience in your society and economy. If you want to find out how you can organise similar programmes we will be happy to share what we've learnt from our journey.

To schedule an individual time at the AuditFutures Café, please visit ICAEW's booth, send us a tweet @AuditFutures or email [martin.martinoff@icaew.com](mailto:martin.martinoff@icaew.com).

We will meet at ICAEW Booth #53, Exhibition Area, Level 2.

**The coffee is on us!**

## JOIN OUR ONLINE COMMUNITY AND GLOBAL DISCUSSIONS

Over a thousand people from a wide range of organisations have joined our community. We invite people to take active roles in designing and developing our work. Take part in a working group, participate in a discussion or join our online forums.

We would love to hear from you!

Please visit our website [www.AuditFutures.org](http://www.AuditFutures.org) or follow us @AuditFutures.





**Dr Ivan Krastev** is the Chairman of the Centre for Liberal Strategies in Sofia, permanent fellow at the Institute for Human Sciences in Vienna and 2013–14 Richard von Weizsäcker fellow at the Robert Bosch Stiftung in Berlin. He is a founding board member of the European Council on Foreign Relations, a member of the advisory board of the ERSTE Foundation, and a member of the Advisory Council of the Center for European Policy Analysis (CEPA). He is also associate editor of *Europe's World* and a member of the editorial board of the *Journal of Democracy and Transit – Europäische Revue*. He was ranked in the 2008 Top 100 Public Intellectuals Foreign Policy/Prospect List.

## DR IVAN KRASTEV WHEN DOES TRANSPARENCY BECOME A CURSE?

**DR KRASTEV WILL CHALLENGE THE ORTHODOXY OF TRANSPARENCY AND WILL DISCUSS THE ACCOUNTING PROFESSION IN THE BIGGER PICTURE OF ITS SOCIAL CONTEXT. HE WILL LOOK AT THE IMPLICATIONS OF THE 'TRANSPARENCY REVOLUTION' ON ACCOUNTANCY AND HOW IT IS CHANGING THE RELATIONSHIPS BETWEEN PROFESSIONALS, ELITES, PUBLIC AND THE MEDIA.**

**We aspire to restore public trust in business and institutions and to repurpose the role of the profession as a catalyst for a better society.**

*AuditFutures* aims to inspire innovation and positive debate about the role of the audit and accounting profession by building trust-rich and prosperous societies. There are wider issues involving the public interest where we cannot afford to work in isolation or generate mere technical answers. We hope to become a catalyst for change and to galvanise accountancy to lead the discussion on the future of society and become an exemplar for a socially minded and innovative profession.

Over the past few years, most public debates have been dominated by the financial crisis and lack of trust. While these conversations have often been

curated by institutions that claim to be representative of the public and society, we as a profession can better reconnect with real people and real economies.

*AuditFutures* is engaging the profession with a wider and more diverse group of stakeholders. By building new partnerships with civil society we want to help build stronger national and regional professional bodies that are rooted in their cultural and economic context and lead a proactive dialogue with society.



**Dr Nick de Leon** heads the new department of Service Design at the Royal College of Art. This wholly postgraduate programme has rapidly become the most influential programmes of its kind globally, working with international businesses as well as governments. He began his career as a design engineer at IBM and held a number of executive roles over a 30-year period in product development and marketing, including European director of marketing. He has a PhD from Imperial College London and a Masters degree from the Royal College of Art. He is also a fellow of the Royal College of Art and a visiting fellow of Imperial College.

## DR NICK DE LEON HOW CAN WE FIND MORE IMAGINATIVE WAYS TO CREATE VALUE?

**DR NICK DE LEON WILL CHALLENGE US NOT TO LIMIT OURSELVES TO THE WAY WE HAVE BEEN DELIVERING SERVICES AND TO COME UP WITH FRESH WAYS OF CREATING VALUE FOR CLIENTS AND THE PUBLIC. HE BELIEVES THE ESSENCE OF DESIGN IS FINDING WHAT PEOPLE NEED AND WHAT WORKS FOR THEM AND DESIGN CAN HELP US GET TO THE ROOTS OF WHAT THE PROFESSION IS ABOUT.**

**We want to reimagine the way we deliver value to society and to be innovative with our approach and the scope of our professional services.**

The major challenges of society will not be fixed by processes alone – we will need new types of innovations. Young people have aspirations and want to work for companies which have values and create value themselves. To innovate and transform the profession, we need thinking that embodies empathy, bold experiments and collaboration. Fresh partnerships with wider stakeholders and fresh co-creation processes are needed that use new ways of seeing, new ways of thinking, and new ways of asking questions. This will unlock opportunities for the profession to gain public confidence and rebuild trust in society.

### DESIGNS FOR TRUST

With this design project we worked with service design students from the Royal College of Art to bring fresh perspectives to future of audit and assurance services. Five students worked to a very broad brief to explore areas where trust between individuals, organisations and communities was needed and highlighted opportunities for the profession. They explored different dimensions of how to find imaginative ways to create value and how their projects were grounded in specific, concrete ideas, which is very necessary for a profession like audit.

As a profession, we have to acknowledge that we are on a journey towards demonstrating the relevance of services to a wider range of stakeholders – including small businesses and civil society. Design-led innovation and intelligence on the fringes are fundamental to this journey. We need to bring new empathetic tools and to enable innovations where the needs are, where the new markets are, where the customers are.

### ENLIGHTENING PROFESSIONS

This partnership with the Royal Society of the Arts brought together over 200 contributions from accounting professionals and civil society leaders and produced a ground-breaking report. *Enlightening Professions? A vision for audit and a better society* encourages greater collaboration and debate across the professions and offers them a place to look forward, to access the bigger picture and express their highest aspirations.

### ACCOUNTANCY SALON

Accountancy Salon is a series of events that facilitate discussion on a range of topics around the social context of accountancy. One of the fundamental aims of *AuditFutures* is to create a space where challenging questions can be asked and complex problems addressed. The Accountancy Salons will contribute to this endeavour by galvanising momentum on core issues of accountancy with diverse partners in unconventional venues.

# Let's have a different conversation.

PANEL SESSION 1.14

TUESDAY 11 NOVEMBER, 16:00, THEATRE STUDIO



**Brett Scott** is a journalist, campaigner and former derivatives broker. He is the author of *The Heretic's Guide to Global Finance: Hacking the Future of Money* (2013, Pluto Press). He has worked with diverse groups such as Action Aid, World Development Movement, OpenOil, and MoveYourMoney UK. He has written for *The Guardian*, *New Scientist*, *Wired Magazine*, *Aeon* and *CNN.com*, and provides commentary on financial reform and cryptocurrencies on media channels such as BBC and Arte. He is also a fellow of the Finance Innovation Lab and helps facilitate a course on power and design at the University of the Arts London.

## BRETT SCOTT

### HOW DO WE INSPIRE ACCOUNTANTS TO BE AGENTS FOR POSITIVE SOCIAL CHANGE?

**BRETT SCOTT WILL BRING HIS IMMERSIVE EXPERIENCE WITH CAMPAIGNERS, CIVIL SOCIETY ACTIVISTS AND INNOVATORS TO CHALLENGE THE TRADITIONAL ROLE OF ACCOUNTANTS. HE BELIEVES THEY CAN BE CREATIVE AND POWERFUL ENABLERS – HACKERS FOR SOCIAL CHANGE.**

**We want to have a twenty-first century accountancy profession that is vibrant and relevant, which inspires and attracts diverse talent through people who want to deliver social value.**

Society needs professionals of the future to have wider sets of skills, a much broader mix of abilities, intellectual curiosity and flexibility. With our initiatives we promote fundamental virtues and capacities to question and critically evaluate complex problems which will enhance moral sensitivity and independence of mind. We aim to take a systemic approach in rethinking the education practices, learning approaches and competencies needed in young professionals.

One of the principal goals of *AuditFutures* is to generate and promote a wider wave of collaboration between academia, practice and society. Universities are the perfect places to re-think and redefine the goals of twenty-first century society and we believe that their role should be more holistic, proactive and entrepreneurial in fostering progressive and socially minded professionals.

#### AUDITFUTURES UNIVERSITY & PROFESSIONALS XXI

With these engagement programmes we invite people who are early on in their careers to participate in discussions and to take active leadership in shaping the future of society. In partnership with universities, accounting firms and civil society organisations, we design and host workshops for students and junior professionals to capture their enthusiasm and to inspire them to take a dynamic role in driving their profession forward.

#### PHILOSOPHY FOR ACCOUNTANCY

We have piloted a new integrated approach to enhance accounting education that combines the breadth of the liberal arts with the depth of philosophical inquiry. The aim of these regular university sessions is to help teachers engage students to achieve independent critical thinking and foster professional and social identity. Through content-specific facilitation we introduce students holistically to the tools of philosophical inquiry, systems and design thinking.



**Lee Bryant** is passionate about using social technology to put humans front and centre of the way we do things in the twenty-first century, and believes social networks, not bureaucracies, are the organising principle of the current era. He co-founded Headshift in 2002 to investigate new uses for social technology inside companies and organisations which became a leading international social business consultancy and was acquired by a US firm in 2009. In 2013 he co-founded a new company, POST\*SHIFT, dedicated to exploring the intersection between new social technologies and new thinking on organisational structure and culture.

## LEE BRYANT

### HAVE WE GONE TOO FAR WITH PROCESS- RATHER THAN PEOPLE-DRIVEN ORGANISATIONS?

**LEE BRYANT WILL PROVIDE A FRESH VIEW ON HOW LARGE ORGANISATIONS FUNCTION AND WHAT THE LIMITS OF PROCESS-CENTRIC ORGANISATIONS ARE. HE WILL SHARE NEW THINKING ON MANAGEMENT AND ORGANISATIONAL DESIGN AND NEW WAYS FOR SOCIAL TECHNOLOGY TO INFLUENCE INSTITUTIONAL BEHAVIOURS, CULTURES AND HIERARCHIES.**

**We are interested in the structure and culture of the institutions of the profession and the opportunities to work better in the public interest.**

Accountancy developed as a highly networked community of individuals in good standing, working together in a very social way, built on reputation and trust. We are creating the space to reflect on the future architecture of the profession with an open dialogue with accounting firms, businesses, regulators and civil society.

We can use a creative perspective to explore how we can work together as a profession. The world has new technologies, global interconnected communities, new ways of collaborating and a better understanding of human behaviour. There is an opportunity to change our process-driven behaviours which are not very successful in delivering value or avoiding problems. We can learn from innovations in other sectors of the economy and think about how we organise our workplace and what models we can develop.

#### OPEN DESIGN STUDIO

This design-led initiative of *AuditFutures* will be an incubator for new thinking and radical innovations that bring together talent from a range of accounting firms and professional organisations. In multi-disciplinary workshops with organisational and technological experts, facilitated by designers, a number of radically new ideas will be prototyped and developed to solve real social challenges and advance the role of the public interest in the profession.

# AuditFutures<sup>fi</sup>

*AuditFutures* is an ICAEW thought leadership programme established as a collaboration between the Audit and Assurance Faculty and the Finance Innovation Lab to inspire innovation and positive debate about the future of the profession.

*AuditFutures* is the compelling and evolving story about a profession critically evaluating itself and articulating a vision for the future. It is about the public interest and big social issues like trust. Through action research, thought leadership, and practical engagement on the ground, we are working on a number of interlocking initiatives to encompass the whole system.

**Accountancy can be part of the solution** to the problems society is facing and it is about time it took the driving seat. The profession can determine its own fate, take responsibility to restore public trust and embark on a new journey towards a more successful and fairer society.

**We have set out on that journey of change.** Over the past two years, we have created a safe, inclusive and collaborative environment where difficult questions can be addressed. We have developed a highly participatory process and creative culture to look at systems with bold experimentation and radical thinking. We see an opportunity to reinvent the public interest function of the profession by building programmes to enable innovators, thinkers and practitioners to collaborate for the benefit of society.

**We are optimistic about the opportunities for accountancy to become an exemplar for an innovative and socially minded profession.** It is important to connect the global profession as no single organisation can tackle the wider systemic issues that we are facing today. We invite people to create something together that will have a lasting significance, where good ideas can flourish and where collaborative relationships prosper.

**We hope you can join us.**

**ICAEW** is a professional membership organisation that promotes, develops and supports over 142,000 chartered accountants worldwide. We provide qualifications and professional development, share our knowledge, insight and technical expertise, and protect the quality and integrity of the accountancy and finance professions.

As leaders in accountancy, finance and business our members have the knowledge, skills and commitment to maintain the highest professional standards and integrity. Together we contribute to the success of individuals, organisations, communities and economies around the world.



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