

ARE CPA's FUTURE READY?

INSIGHTS INTO THE 2015 CPA OF THE FUTURE STUDY

The fast future is a collision of trends that are drivers of productivity and progress—and represent new competitive advantages. Leaders that fail to adapt fast enough will not survive the onslaught of disruptive changes. As such, all firms need to be future ready. Here is a glimpse into the future readiness of the accounting profession.



TALENT & THE CHANGING WORKFORCE

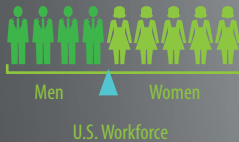
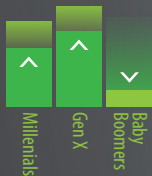


80%

Have concerns about talent recruitment to meet future needs

51%

Think it's very important to understand the changing workforce



THE CHANGING ROLE OF THE CPA



80%

Think their role will change significantly by 2025—becoming more intimate with clients and offering more consultative services



58%

Agree that understanding disruptive innovations, workforce, and change management are the top trends that will significantly affect the CPA's future role

- Consultative Business Development
- Risk Management
- Advisory Services

10%

View themselves as innovative



DISRUPTIVE TECHNOLOGY



8%
Think profession is future ready today

90%

Agree that digital future is rapidly approaching

20%+

Believe **disruptive innovations** will be a driving influence by 2025



82%

Need to better understand innovation

- 3D Manufacturing
- Digital Money
- Smart Machines/Artificial Intelligence
- Internet of Things
- Digital Distribution



GLOBALIZATION & THE MARKETPLACE



45%

Recognize the need to prepare their clients for the global marketplace

78%

Think they should prepare their clients for the complex challenges of the future marketplace



- Workforce
- Technologies
- Economic Risk
- Marketplace



70%

Think government regulation is holding back business/marketplace productivity and growth



EVOLVING CLIENT NEEDS

Recognize that every business should be concerned about social accountability and sustainability



16%