



NURTURING THE NEXT GENERATION

Member advocacy pack

www.accaglobal.com/proud



Dear ACCA member

Inspiring a new generation of accountants

What makes you proud to be an ACCA member? It is a question I ask ACCA members every day, and while the answers I receive are diverse, the consensus is the same: the day you become ACCA qualified is one of the proudest moments of your life.

Now is your chance to help the next generation of accountants feel just as proud.

Whether you have just qualified, or you have been an ACCA member for 40 years, what would your life look like had you not had the opportunity to become ACCA qualified? As I travel around the UK meeting members, employers and young people with a passion for accountancy and finance, it reminds me that promoting our qualifications and the value of accountants is the starting point of such opportunities.

We are asking you to help us promote your profession and continue the legacy of ACCA by actively inspiring the accountants of tomorrow. And what could be more inspiring than real examples of what our members, like you, can achieve? First hand examples that really illustrate what is possible; that being ACCA qualified can genuinely change your life. It is why we launched our ACCA and Proud campaign last year – for more information see page 5.

That is where you come in. Your story is inspiring. Your experience is unique. You can help shape a young person's career in finance, set them on a path to success, and define what ACCA's membership looks like for years to come.

This pack contains everything you need to get involved with encouraging, inspiring and mentoring aspiring accountants. I hope you find it useful.



Sarah Hathaway
Head of ACCA UK

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Why get involved?

ACCA is the preferred route to the accountancy and finance profession. By sharing your experiences you can inspire people with your expertise and help them with answers about what they can expect to gain by completing a professional qualification. Your insight will help to shape their future.

Benefits for you getting involved in nurturing the next generation include:



As an ACCA member

- Raise your profile as a professionally-trained chartered certified accountant in your local community and beyond
- Enhance your CV and LinkedIn profile
- Promote your involvement by sharing your experience with your colleagues and peers
- Share your experience with ACCA members at networking events and via LinkedIn
- By participating in thought leadership, be seen as an influencer on key topics shaping the future of accountancy
- Ensure that ACCA continues to grow as the leading body for finance professionals, and by extension, enhance your own reputation as an ACCA member.



As an employer recruiting ACCA students/members

- Connecting with the best talent ACCA has to offer will cut down your recruitment time and costs significantly
- The opportunity to develop talent in a way that best suits your business
- Capitalise on ideas suggested by talent and tailor this to your business
- Enhance your brand reputation by supporting talent and linking this to your corporate social responsibility.



As a member of your local community

- Your role and profile in the local community becomes known as being nurturing and supportive
- Visiting schools, colleges and universities to share your experiences inspires young people to become ambitious and driven to do better
- Local businesses benefit from new talent due to your influence
- For young people from disadvantaged backgrounds, meeting successful finance professionals can be a transformational experience – especially if members have come from a similar background and are prepared to share the challenges that they have had to face along their own career pathway.

ACCA and Proud

Since 2013, members like you have been sharing their stories via the ACCA Official LinkedIn group, explaining why they are proud to be members of ACCA and how their membership status has supported their career. The stories are truly inspiring and showcase how far being ACCA qualified can get you.



ACCA &
PROUD

'I'm proud to be a member of ACCA. They are an organisation that is proud of its past and yet it is looking to lead the profession into the future through its research and insights programme.'

Tony Down, owner,
Venture Consultancy Network



ACCA &
PROUD

'Gaining the ACCA Qualification definitely counts as one of my greatest achievements in life.'

Steve Rowley-Terry,
consultant, Deloitte

Our members make us proud. Each and every one of you has taken a unique journey to reach membership, and we hope that we have been there every step of the way. Now, we would love to hear your story.



Share your ACCA story

Do you remember what it felt like when you became an ACCA member? How has being an ACCA member benefited your career? Tell us about it on [LinkedIn](#), and we will share your inspiring stories with young people who have a passion for finance, to encourage them to be the ACCA members of tomorrow.



Twitter

When attending events or any time you particularly feel proud to be an ACCA member, use the hashtag [#ACCAProud](#) and share your story with us and the social media community.

www.accaglobal.com/proud
[#ACCAProud](#)

Getting involved

There are lots of ways you can get involved with inspiring the next generation of accountants, whether it's through using your experience to answer their questions in presentations at schools, colleges and universities; sharing your own ACCA story with them; or providing an all-important work placement for talented young people.

Whichever way you want to help, we are here to support you with tools, resources and ideas. We will assign you a dedicated ACCA business relationship manager, who will have a relationship with places of learning in your area and tell you about any opportunities for presenting that you may be interested in. They will help you decide how best to share your knowledge and experience with your audience.

There is no prescriptive model here: together, you can decide how and what you will present, and what you both think will be the most effective way to get the most out of your valuable time.

The main ways to get involved include:

1. Thought leadership
2. Tell my story
3. Work experience



Ways to get involved

1. Thought leadership

Thought leadership is about being an authority on ACCA membership and the accountancy profession, and answering the biggest questions on the minds of young people. So as an ACCA member presenting to an audience of young people, peers or influencers you'll be a thought leader. Through answering their questions and creating a discussion, you will intrigue, challenge and inspire them to find out more about ACCA and a career in accounting.

If you have a particular area of specialism or interest then sharing your knowledge through this strand would be ideal. There are a range of opportunities we can match you to, including:

Roundtable discussion

Volunteering to be either the theme leader or join the discussion in an area of cutting edge research will allow you to influence a range of peers and academics. ACCA link roundtable discussions closely to our Research and Insights, which can be found by visiting www.accaglobal.com/ri. Typically, other participants will be leading academics and business leaders with a special interest in the area being discussed.

Guest speaker

This category presents the opportunity for members to share their views and expertise on a specific area of interest to a large audience on campus. Increasingly these audiences will include local business people as well as undergraduate and postgraduate students and academics.

Guest presenter – master class

Members contributing here will do so with the purpose of enriching undergraduate and postgraduate learning by attending lectures and speaking about a specialist subject that will help students with their assignments, dissertations and exams.

If you are interested in participating in thought leadership simply register your interest with us and we will match you to an opportunity.

2. Tell my story

There is nothing more helpful and reassuring than hearing from someone who has been there and done that. Share your ACCA story with a group of young people and you will be giving them an invaluable insight into the world of ACCA and accounting. For more information see page 8.

3. Work experience

If you are in a position to provide a work placement for a talented young person, we want to hear from you. Getting a first-hand experience of accounting is highly sought after amongst young people, academics and employers. In fact, it is usually the deciding factor for choosing a career in finance and a first step on the path to ACCA membership. For more information see page 10.



'As a past president of the West Midlands network and vice-chair of the healthcare panel, I've enjoyed opportunities to contribute to the research and insight programmes, gaining valuable experience and influence on hot topics. My networking and profile in the business community has significantly increased through local and national events, which has led to stronger contacts and business relationships with clients.'

Mark Surridge, public sector audit and assurance specialist, Grant Thornton UK LLP

Submit your interest by filling out the *Registration form* and emailing it to studentpromotions@accaglobal.com

Tell my story

This opportunity focuses on influencing the next generation to choose accountancy, in particular studying with ACCA, as a key to their future success. It involves members like you being connected with educational institutions such as schools, colleges and university campuses to share your experience as an ACCA member and the career path you took to being where you are today.

This category includes a wider range of activities, including the following:

Tell my story – group talks

Group talk opportunities will often be part of a scheduled lecture or lesson; alternatively it may be a standalone event, very often organised by the careers service. Typically during these sessions members will be asked to share their experience of studying ACCA, their career progression and the aspects of the profession that they enjoy. Alternatively it will be to share their knowledge around a particular area of expertise such as tax or forensic accounting.

Richard Kerr FCCA is financial controls manager at Standard Life Investments. Alongside ACCA, Richard presented his experience of becoming an ACCA member and shared what this achievement has done for his career so far. His role was to provide a positive example of how the ACCA Qualification can benefit their future career and to demonstrate the opportunities it can provide to enhance their journey.

'It's very important to give potential ACCA students an insight into what studying the ACCA Qualification actually involves, how the Qualification can benefit them and what it's like to forge a career in accountancy. Without the chance to speak to people who have been there and done that, it's very difficult for them to relate to. It also gives students an invaluable opportunity to ask questions of their own so they fully understand the options open to them', says Richard.

The experience was hugely positive, especially since Richard was able to present at his former university: **'I got the greatest satisfaction from being approached at the end by one of the students who was genuinely interested in how he could apply for work experience with my employer.'**

Tell my story – one to one

Generally, one to one engagements will be at a careers fair. These can be at schools, Further Education colleges, sixth form colleges, universities and public graduate events. Members at these events will be asked a wide range of questions, but the focus is generally around managing study/work balance, finding a job/traineeship and career progression.

ACCA member James Slatter, director at JK Accountancy, got involved by attending Cardiff University Business and Finance Fair. James was able to relate to the students by sharing his experiences and insights, with the aim to help them make the right choice about life after university.

'If you're able to talk to a student on their level – show them you've been in their shoes – that sense of empathy works wonders and can provide a positive influence', says James.

Careers fairs tend to be busy with students looking for first-hand experience of jobs that ACCA members are well-equipped to share. James' attendance at the fair proved to be positive for both him and the students.

'I found the fair engaging and was encouraged by the number of students genuinely interested in studying with ACCA. It was also a great chance to develop my networking skills with other exhibitors on the day.'

James Slatter ACCA, director at JK Accountancy

Next steps



1. Registration

Submit your interest by filling out the Registration form and emailing it to **studentpromotions@accaglobal.com**

2. Opportunity

We'll match you with an opportunity to present to young people or you can highlight an opportunity to us

3. Action

- Thought leadership
- Tell my story
- Work experience

4. Feedback

Tell us what you thought of the experience – it will help us improve the process

5. ACCA and Proud

Congratulations! You've helped influence the next generation of accountants and build the legacy of ACCA membership for years to come!

We will be in touch about opportunities to produce a case study on your experience.

Useful forms

Ready to get involved? Here are the forms you need to get started.



Registration form

Register your interest in presenting to a group of young people. We particularly want to know where in the UK you want to present, your area of expertise, and any specialist subjects you have.



Opportunities form

We will use this form to contact you and match you to an opportunity. If you know of an opportunity you would like to highlight to us email **studentpromotions@accaglobal.com**



Feedback form

Once you have presented, we want to hear how you felt it went, and anything we can do to improve the process next time.

Work experience

Students need an authentic experience of what it is like to be an ACCA-qualified accountant, so where better to get that than with a member, or member firm in the workplace.



Work placements and internships

This covers participating in a three way partnership between education providers, ACCA and the student in a particular geographical area. A development in partnership with the education provider means that a placement or internship can be tailored but also generally include short summer internships and nine month sandwich placements.



Project-based work

This is targeted to postgraduate students, particularly MBA students. It provides them with the opportunity to work on real-life case studies or projects to benefit your organisation. Typically these are undertaken as group projects and although students may visit your premises, generally the work is done on campus.



Work shadowing

This is the opportunity to provide a young person with an insight into the accountancy and finance world by letting them see for themselves the working environment of a business. These are generally for school aged children or first year undergraduate students and are unpaid.

Accounts Assist employs members of staff who either are ACCA members or are studying towards their ACCA Qualification.

'There are many benefits for companies who offer opportunities of work experience to young people interested in accountancy and finance; the main one being that they will bring a fresh perspective to the business and learn skills that will put them on the right track for the future. Who knows... you might even find a future leader for your business!'

Anita Brook FCCA founded accountancy practice Accounts Assist in 2009.

If you are interested in offering work experience opportunities to young people, register your interest by emailing studentpromotions@accaglobal.com



ACCA CONNECT

We provide a 24 hours a day, 7 days a week, 365 days a year global customer service centre. You can contact ACCA *Connect* by phone or email, and a dedicated member of the team will be on hand to answer your queries.



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