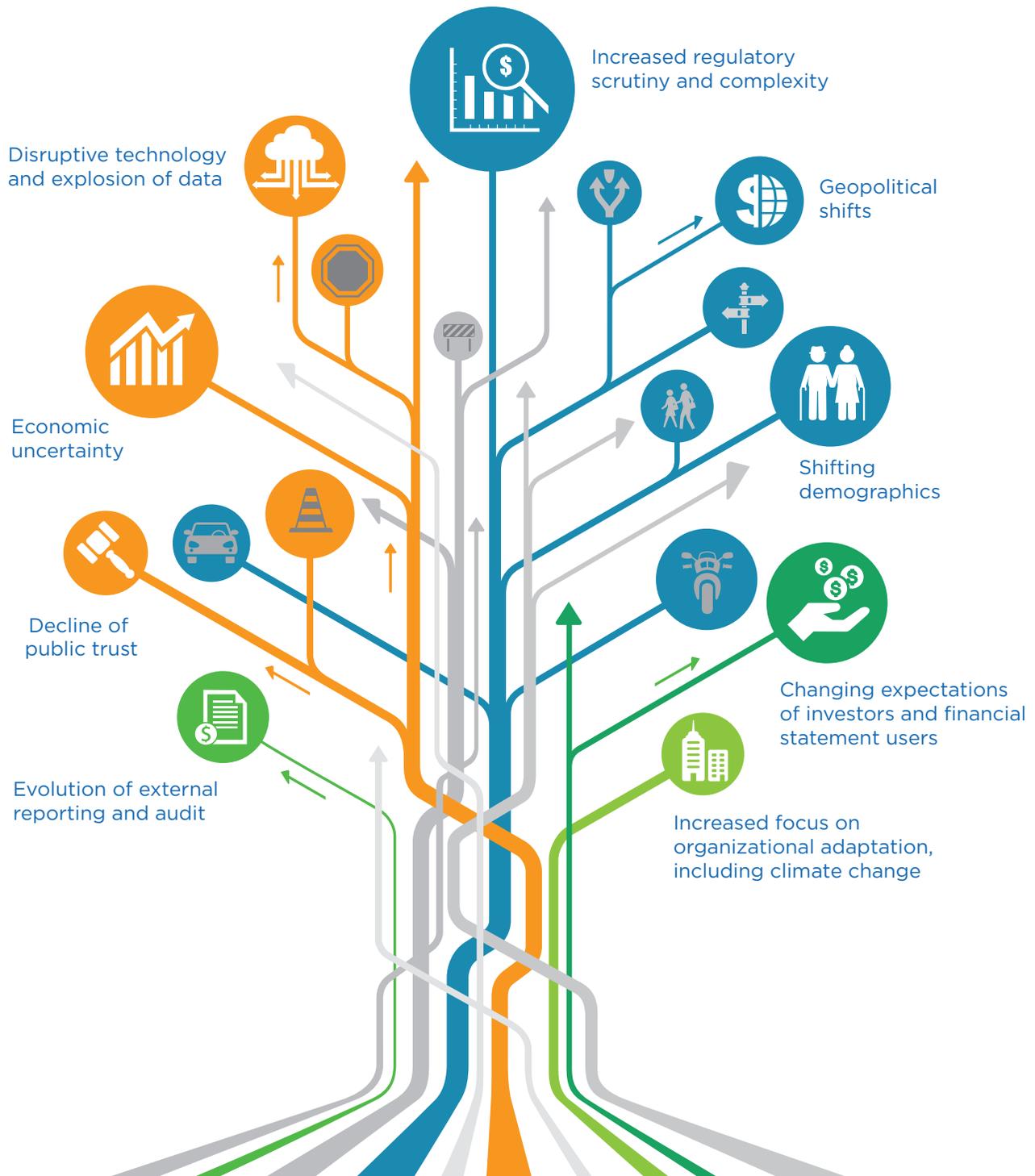


Changing landscape

Global external forces driving change



In the age of information, data is power. The accounting profession in Canada and globally is experiencing unique and unprecedented challenges and opportunities. The digitization of transactions is quickly transforming the landscape and nature of work, and accountants are recognizing the need to shift their focus from hindsight to foresight. This means embracing new technologies and methods that will enable professional accountants to harness the power of information in a data-driven world.

Fluctuating global conditions are reshaping what constitutes value in today's world. Businesses are adapting to this new reality by increasingly making decisions based on real-time data rather than historical information - impacting the traditional role of accounting. The very notion of what an accountant is has been changing - and will continue to evolve.

If the profession is to thrive and maintain a competitive advantage, it must be nimble in responding to global changes in the business environment. In doing so, it will be well-positioned to continue making relevant contributions to businesses today and into the future.

To address these fast, complex and far-reaching changes, CPA Canada launched an initiative called **Foresight: Reimagining the Profession**. Phase 1 of the project presented an urgent case for change and inspired a renewed energy and eagerness to attack the challenges of today and tomorrow. Through a unique and collaborative approach to the initiative, CPA Canada was able to leverage the tremendous and valuable insights of CPAs and other critical stakeholders across the accounting "ecosystem," including regulators, standard setters, academics, and experts in technology and sustainability.

Phase 1 will lay the groundwork for the next phase and the implementation of targeted workstreams in fiscal 2019-2020.



1,300 participants

provided insights into the future
of the accounting profession.

