

QUT eX

The Strategic Accountant

Challenge your thinking on how your practice deals with the impacts of technology disruption and how to re-invent your value proposition for your clients.

Available from 14 March 2022

As a practicing accountant, in this 20-hour self-paced online master class, you will be challenged to understand how, and in which ways, your firm adds value to your clients.

This masterclass also comprises an optional 2-hour Group Coaching session. This allows participants to share experiences and insights on obtain expert guidance on how they can best put this theory into practice. Please check website for scheduled coaching session dates.

Book Bonus

At the completion of this master class, you will also receive a copy of the book **The Strategic Accountant**, written by your expert facilitator **John Hale**.



Evolve with QUTeX

In this master class, you will learn ways to re-invent your firm's value proposition to better deal with the disruption faced across the industry, and to understand why automation and artificial intelligence is destroying the traditional compliance-based service firm.

Importantly, you will identify new value-creating opportunities for your firm for the future through the fostering of a strategic mindset.

Who should participate?

Any practicing accountant who needs to deal with the impacts of automation and the need to develop new forms of client value.

Core concepts

The four modules covered in this master class comprise:

1



Growing Digital Wings

2



Respect, Ethics, and Integrity

3



Cultivating a Strategic Mindset

4



Strategic Positioning for the Future

At the conclusion of this master class, you will have developed the ability to understand and apply the skills required to:

- Design your firms value drivers through three value-driven and time-based conversations.
- Build capabilities of Digital Acumen, Ethics and Integrity, Critical Thinking and Judgement, and an Adaptive Mindset.
- Understand and apply the skills required for a future focused mindset to strategically redesign your firms' value proposition.

Your expert facilitator

John Hale, Strategic Advisor and Motivational Speaker



John Hale has worked as an early-stage investor, educated hundreds of start-ups, and advised some of the world's biggest firms. He is the founder of **Hale Consulting Group**, where he has delivered strategic planning, leadership development and cultural transformation consulting services for 25 years across many industries and in various parts of the globe. He is a highly sought-after public speaker, guest university lecturer, and is author of several books including **The Strategic Accountant**.

Cost

Standard Registration

\$660 (GST included)

*Includes copy of the book 'The Strategic Accountant'



20-Hours, self-paced
ONLINE



Certificate of
Participation: Advanced
Professional Practice



Cost: \$660

Apply Now

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