

## Personal leadership principles for the student of corporate reporting

### Your mission

You resolve to build higher order thinking skills that employers value which is why this course has identified them as essential for you to develop and deploy. In a nutshell: the ability to analyse and solve problems in a commercial context; to be able to communicate your ideas to others and fulfil their needs. Only these skills, and the continuous renewal of them, can fortify you against the relentless onslaught on accounting jobs. No doubt there are many jobs that can be easily replaced by robots and other forms of automation. But there are others, many others, in which the accountant will not fall victim to robotic displacement in the near future. Competition for them will in time naturally increase. It is imperative that you are proactively positioned to survive and prosper from this emerging reality and exploit the power of computers to perform your duties with enhanced capabilities and flair. You use the compass to navigate your journey and set clear milestones to monitor your progress. You are intrepid in your journey that has a goal but is without an end.

### Your vision

You will see yourself as an expert and that is how others will see you. You are determined that this expectation will never be betrayed. Therefore, you are committed to a constant quest for excellence, for you will not want to be found wanting. Equally, you will be willing to admit mistakes and develop the resilience to learn from them and improve. Through your work as a professional you will let the public know that you have values that are meaningful because they serve a collective purpose and they endure because they are shared with the community. **This is the foundation of your personal brand.** Knowing that you can contribute something of value to your community is the reason you work so hard in anticipation of the multiple rewards that would be available to you in the community that you will serve with unswerving devotion.

### Your strategy

You will use your strengths to overcome your weaknesses and develop the stamina required for resilience. You strive to be among the best as you must compete for the best opportunities in the community to maximize the potential of your impact. You have a personal brand; you have a plan to develop and exploit your brand. Studying this course is part of developing your distinct brand. You strive to master the course by building strong and deep roots within the profession's culture: actionable knowledge, versatile skills and wholesome attitudes. Otherwise, your brand will be indistinct; shallow roots means that you can easily be dislodged from your position by others, or displaced by computers. Through continuous professional development you intend to renew and extend your capabilities to make your brand continuously relevant. As a professional you are acutely aware of the consequences of malpractice and you therefore strive to minimise the risk of malpractice by increasing your knowledge of, and compliance with, the ethics code.

### Your goal

Your primary goal is to play your part in safeguarding the resources of the community, to manage their deployment and to seek their best value. The profession sees a role for you, and seeks to imbue you with the qualities to play that role with confidence, humility and integrity. You therefore aim to learn, not merely to pass, but to understand in depth, to master the craft and to excel. Your community expects from you more than a piece of paper – it expects real value. And that is your goal – that is what you will deliver. That will justify its rewards to you; the rewards that will nurture your growth and assure your fulfilment.