

IMPACT #2: STRONG & SUSTAINABLE PRIVATE AND PUBLIC SECTOR ORGANIZATIONS

FOCUS AREAS	ACTIONS
<p>1. Professional Accountants as CFOs & Business Leaders</p> <p><i>Outcome:</i></p> <ul style="list-style-type: none"> Enhanced recognition of and confidence in professional accountants as CFOs and business leaders and value partners 	<ol style="list-style-type: none"> Position professional accountants as trusted value partners and thereby differentiate them in the marketplace from those without professional accountancy training and qualification. Champion an “integrated mindset” and “chief value officer” role that will uniquely position professional accountants, particularly CFOs, to lead in the sustainability and value creation space. Raise awareness of technology as an enabler for professional accountants, and advocate for new and enhanced roles created by digital transformation, such as in data analytics, AI and cybersecurity. Support and promote professional accountants’ agility in identifying and responding to macro-economic trends to build trust and create value.
<p>2. Corporate Governance and Audit Committees</p> <p><i>Outcome:</i></p> <ul style="list-style-type: none"> Enhanced corporate behavior and trust in boards and audit committees 	<ol style="list-style-type: none"> Advocate for best practices in corporate governance, including board responsibility for integrated reporting, sustainability, internal and external assurance activities, and enhanced audit quality. Support IFAC members’ engagement with non-executive directors and audit committee members to raise awareness of effective audit committee practices and to prepare them for new responsibilities.
<p>3. Public Sector Finance Workforce</p> <p><i>Outcome:</i></p> <ul style="list-style-type: none"> Enhanced accountability and performance in the public sector 	<ol style="list-style-type: none"> Promote the role of professional accountants in strengthening public financial management and enabling public sector objectives and outcomes. Identify and communicate priorities and challenges to help PAOs and other stakeholders focus on the professionalization and skills development needed to support public sector priorities and create attractive career pathways.