

# CPD Development Survey – Member Insights Panel

## Dates run

13 - 27 July 2021

## Participation

1,640 respondents

## Objective

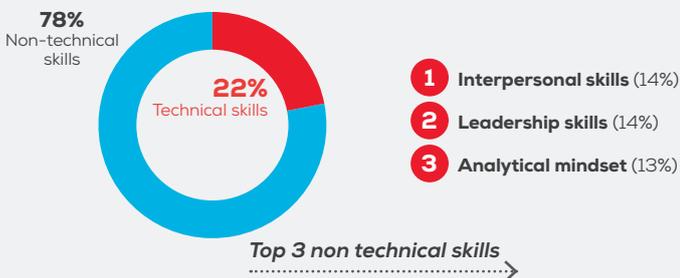
A drill down into understanding members' preferences and requirements with professional development, and which skills they feel are essential to succeed in their role, and where we can better equip our members with education to benefit their career goals.

## Key findings

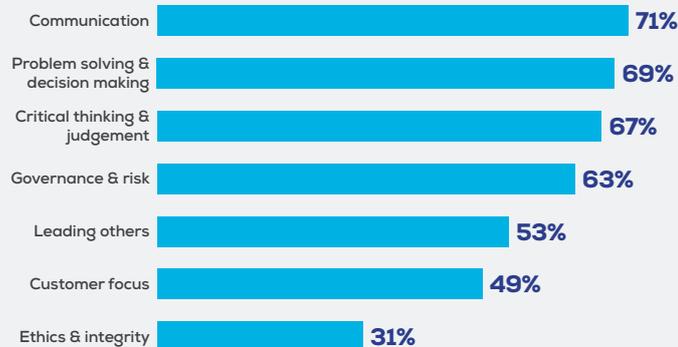
### Soft skills are becoming increasingly important in the workforce

As non-technical skills become more essential, employers are wanting to see expertise in interpersonal skills, and employees who can communicate effectively with clients/customers. Professionals who can demonstrate leadership skills, and approach a situation with a resolution focused mindset will stand out over other applicants.

#### Essential skills required



#### Challenges in members' roles



"The growth in free webinars during covid has provided significant opportunity for many organisations."

"A focus on soft skills will always have universal appeal."

### Members rely on CA ANZ for CPD on Leadership and Tax

Members also said they prefer live events as they are required to be more present and focused on the content. Remote learning has risen in popularity due to the restrictions caused by COVID-19, and the convenience involved.

#### Event preference



#### Top 5 CA ANZ CPD Topics

- 1 Tax (80%)
- 2 Future Focussed (78%)
- 3 People & Leadership (77%)
- 4 Business Mindset (77%)
- 5 Ethics & Integrity (76%)

"I think the technical content is strong but I feel we ignore the fact Accountants need to be people leaders and stakeholder managers too often."

"Keep the CPD email suggestions coming. Makes it easier when it's delivered to my inbox."

## Action points

### Relevant CPD for every career stage

This research has provided in depth insights on our member needs with professional development, and how these needs shift throughout career stages, organisation types, sectors and more. We will be using this feedback to inform future CPD courses to improve relevance, and provide our members with the right tools to succeed - however that may look for each individual

