

CA Profession Value Creation & Beyond

Opportunities for specialization & journey of professional excellence

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Key drivers

The challenges

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The expectations

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CA curriculum & experience

Strengths

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Limitations

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CA friends in the corporate world / large firms get an opportunity to overcome these limitations but those in small sized practice don't ..

Yes, there may be some limitations

So what?

- Each one of us has enormous potential, waiting to be tapped
- But, we underestimate ourselves!
- This conditioning restricts us and our opportunities
- Another, conditioning is the 'fear of failure'
 - "किसी भी काम में सफलता नहीं आयेगी, क्योंकि वह काम ही नहीं है!" ल

What else comes in the way of achieving our potential?

- Existing work bogs us down
- Lack of clarity of opportunities
- Difficult personal circumstances
- Hesitation for critical self-assessment
- Inadequacy of skills
- No desire to change

Exercise a choice, that's your birth-right!

- World tries to 'straight-jacket' us, should we fall prey to it?
- Were we born as CAs?
- Is CA means or an end in itself?
- Scale & Work-life balance
- Fulfillment need not be monetary alone
- What's your vision for self?

Why should we write down our vision?

- Power of written vision
- Vision is a great tool for directing our energy
- Visibility of progress achieved
- Elements:
 - Professional
 - Personal
 - Social

Value Creation

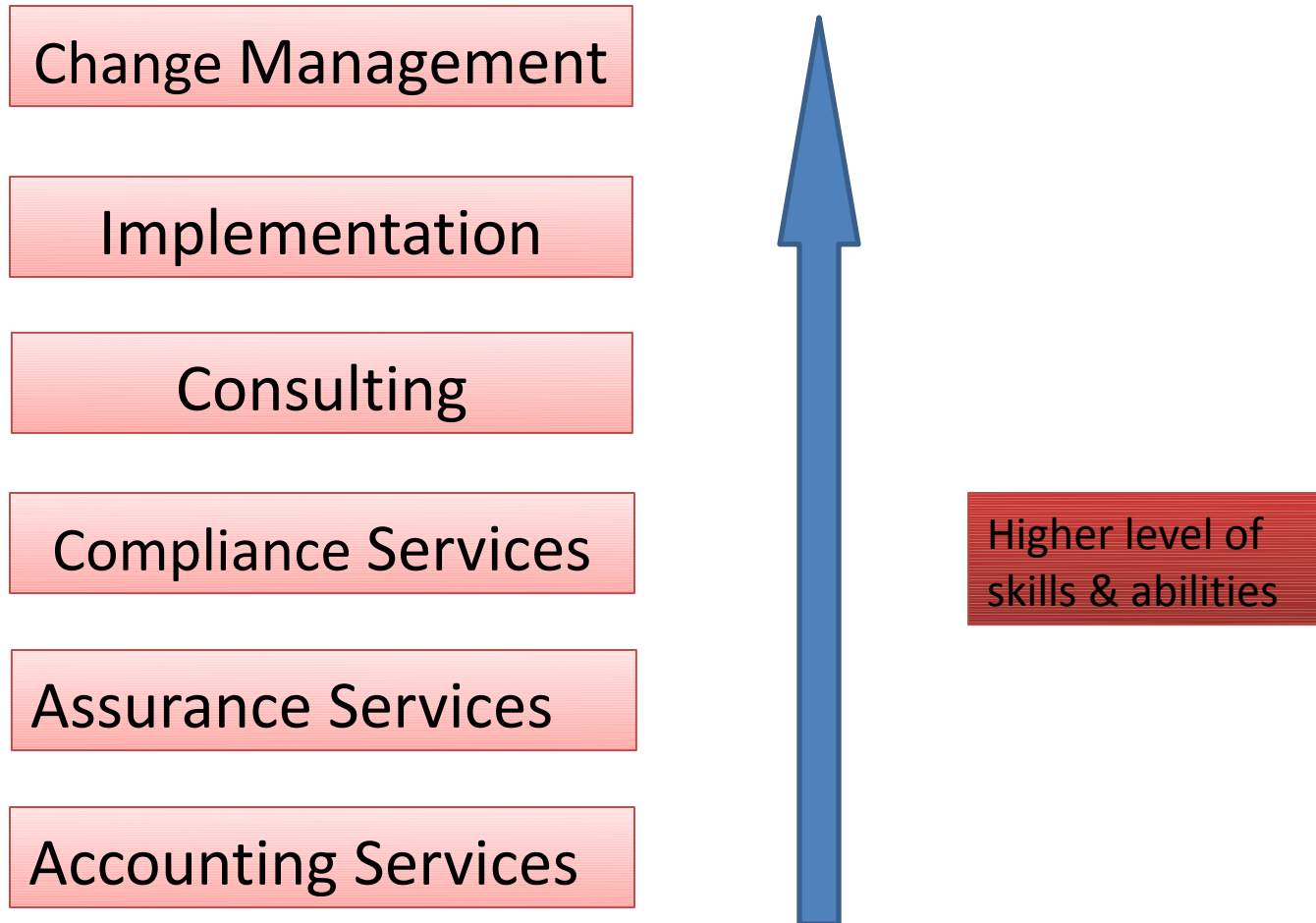
Productize
Knowhow

Knowledge
Transfer

Value Delivery
by Team

Value Delivery
by Self

Value-add in services



Value Creation by Expanding the services pie

Project Reports

JVs

Risk Management

Investments

Teaching- training

Software Devpt.

Rating

Data Analysis

Representation

Executive Search

Due Diligence

International Tax

Payroll processing

Outsourcing

5Vs of any commercial activity

- Vision
- Value Proposition
- Value Delivery
- Value System
- Value Creators

5Ps for any professional

- Passion
- Professional Skillset
- Professionalism
- Professional ethics: handling conflicts of interest
- People

It's all about knowledge, skills & network

- Knowledge is domain specific
- Networking beyond the profession required
- Skills

Presentation

Communication

Teaching

Writing

Negotiation







Public Speaking

Etiquettes

Computer

Voice toning

Make assessment of needed knowledge & skills

| | Low | Medium | Relevant | Important | Critical |
|---|--|--------|----------|-----------|----------|
| 1 |  | | | | |
| 2 |  | | | | |
| 3 |  | | | | |
| 4 |  | | | | |
| 5 |  | | | | |
| 6 |  | | | | |

Make self-assessment

Poor Fair Average Superior Excellent

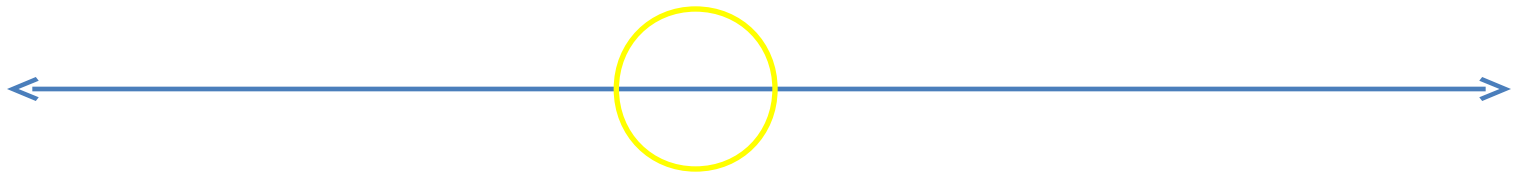
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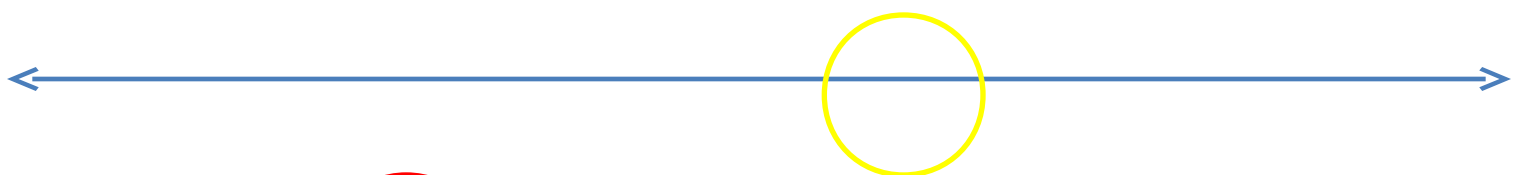
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5



6



Skill development

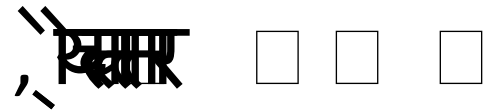
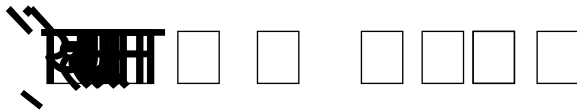
- Courses: FLPs, e-learning
- Informal CA groups
- Association with larger firms; lead some of their assignments in chosen area
- Clubs, Chambers of commerce

Where do I get time for all this?

- Organize, use technology tools
- Plan for upcoming events
- Be proactive & anticipate
- Communicate with clients
- Delegate; empower key employees
- Rationalize clients; identify other CAs with whom you can collaborate
- 'Disappear from office' on a planned basis

Finally ...

- Look at life holistically
 - Professional life is important but one part of that
- Look after yourself
- Pursue a hobby, sports, music
- De-stress yourself
- Compete with yourself and no one else
- Keep the child in you alive!
- Take it easy!



Best wishes &
Thank you