



## Outcome of the session

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- Awareness about career planning and what success means
- Define your goals and continuous learning paths towards success
- The role of the 4Ps in your professional growth
- Importance of Artificial Intelligence, Machine learning, and Digital Economy.
- Know the importance of Sustainable Development Goals and the Trillion-Dollar Green Finance market to boost economic growth
- You're not defined by your job title, and you're not confined by your job description.

***In today's dynamic and ever-evolving job market, building a successful career requires more than just a stellar resume and a few years of experience.***

# *WHAT DOES SUCCESS MEAN TO YOU?*

*It's about finding work that gives you financial stability, aligns with your passions, allows for growth and development, and maintains a healthy work-life balance.*

*So what makes you different?*

*Start right now: from this moment, you're going to think of yourself differently! You're not an "employee" of General Motors, you're not a "staffer" at General Mills, you're not a "worker" at General Electric or a "human resource personnel " at General Dynamics.*

# Setting Your Goals

Creating clear, measurable, achievable, relevant, and time-bound objectives. This can be achieved by using the **SMART** framework (Specific, Measurable, Achievable, Relevant, Time-bound).

## Measurable

Define your goal in numerical terms or quantifiable ways. This allows you to track progress and see how close you are to achieving your goal.

## Time Bound

Set a deadline or timeframe for completing your goal. This creates a sense of urgency and helps you stay on track.



## Achievable

Set goals that are realistic and within your reach. Consider your current skills, resources, and time constraints.

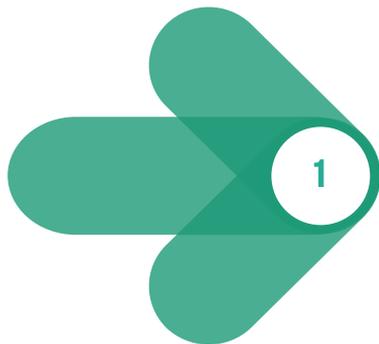
## Relevant

your goals align with your overall objectives and priorities. Consider which goals are most productive and essential for you.

# HOW DO WE ACHIEVE CAREER SUCCESS

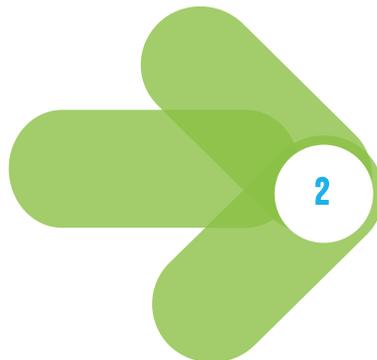
We spend over 90 thousand hours in our careers. Imagine a world were we all have the opportunity. Each one of you have 90,000 hours to build, learn, connect and make impact. Some of you here will be commanding the attention of the global stage. But how do we use the 4 Ps do get there?

## The 4 Ps Strategy



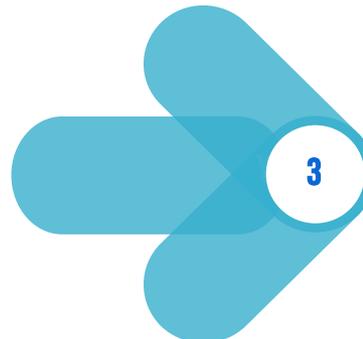
### People

Anything of value that you are going to receive on this earth will come through **people**. So you need to be good with people. Relationship management is very important. Relationship is your greatest wealth. Always be connected.



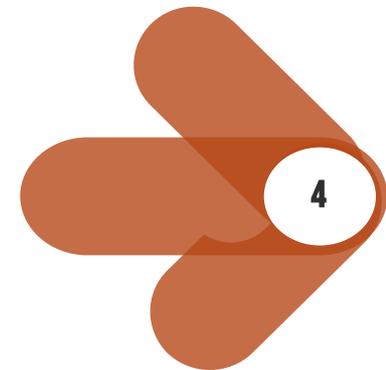
### Projects

Projects are an opportunity to prove your skills and abilities. It is also a chance to meet other people not in your department, a chance to stand out. E.g Volunteer, internships, create an impact.



### Problem Solving

It is essential to be a subject matter expert. Be able to identify a challenge and be able to come up with frameworks and strategies to solve the problems. Technical mentors are critical to have.



### Packaging

This is about storytelling and helping people know about you. The Brand called you by Tom Peters is a good article. The ability to tell a story about what you do and how you do it. Enhance your profile. Help people find you... Twitter, LinkedIn, Instagram, etc.. Establish your competitive edge.

# Importance of Artificial Intelligence, Machine learning, and Digital Economy.

Artificial Intelligence (AI) and Machine Learning (ML) are crucial for the digital economy, driving efficiency, innovation, and economic growth by automating tasks, analysing data, and creating new products and services.



AI enhances decision-making by analysing vast amounts of data quickly and accurately



Identifies errors, patterns and insights that might be missed by humans



This enables businesses to make more informed, data-driven decisions, improving efficiency, reducing errors, and ultimately leading to better outcomes.



Supports various ecosystems and innovation

Downside: Let us look at where a professional faces a situation where there is no clear "right" answer, and different choices could have negative consequences. Tech breaches, profiling, algorithmic bias, identity theft, marketing and other unethical actions. Also, threats associated with new technology and AI. Have you ever felt uncomfortable with how a company collects your data?

# Climate Finance, Sustainability, Environmental, Social, and Governance.

Accountants have a fiduciary duty and professional responsibility to understand new policies required by stakeholders, especially Climate and sustainable Finance.



With our role in accurate financial reporting and our commitment to strong internal controls, risk management and mitigation, these significantly influence transparency and trust in organisations and with stakeholders at large



FR are no longer just enough; stakeholders need more. Sustainability factors are becoming a mainstream part of investment decision-making



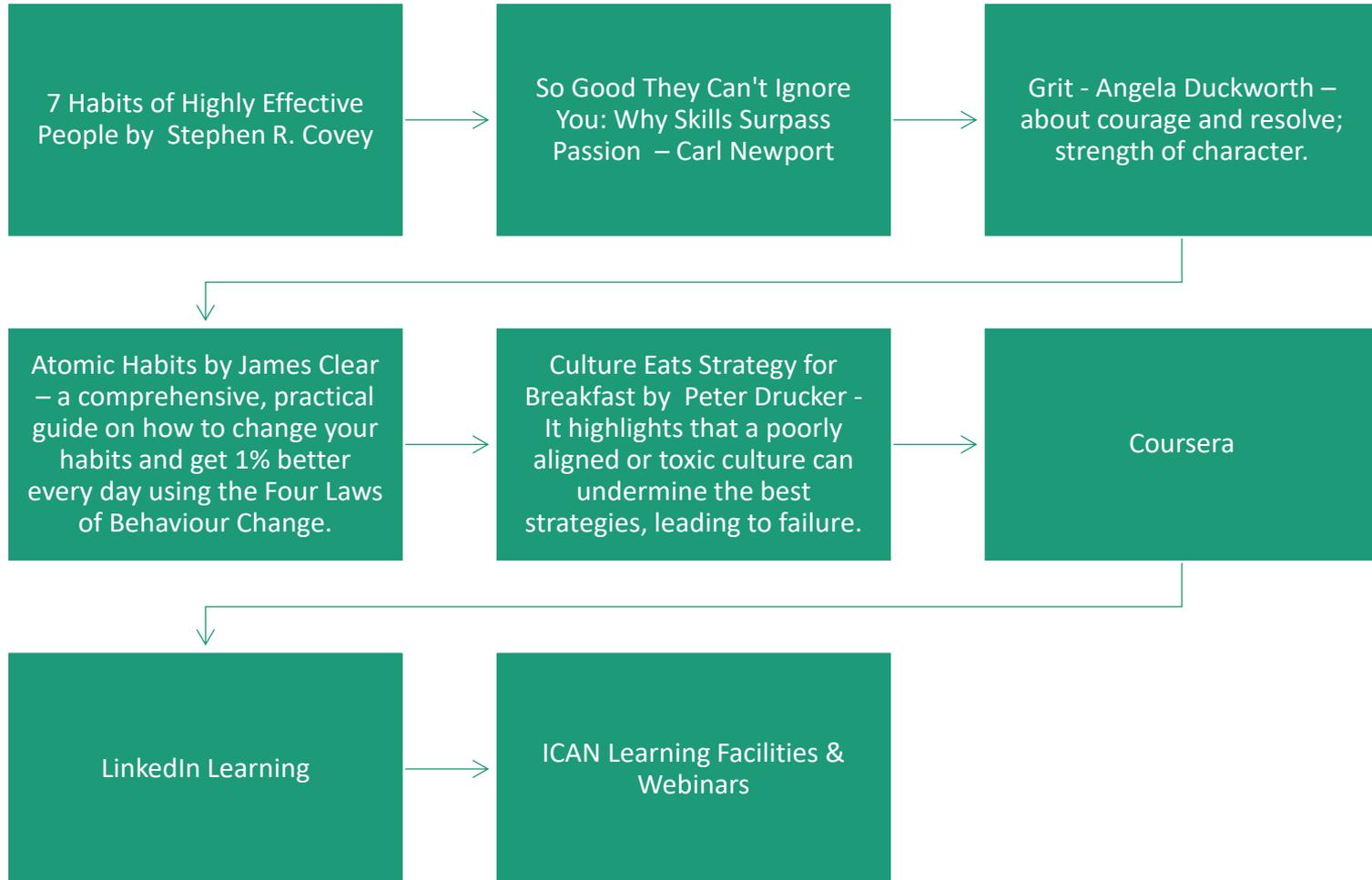
We need to play a key role in policy development and government relations



Know what the International Sustainability Standards Board (ISSB) is doing with respect to IFRS - market-led investor-focused reporting initiatives, including the **Climate Disclosure Standards Board (CDSB)**, the **Task Force for Climate-related Financial Disclosures (TCFD)**, ESG.

# Essential Books & Learning Portals To Boost Professional Growth and Development

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## Concluding Words

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- ❖ Having clear goals to work towards can significantly boost motivation and drive
- ❖ The art of focus, tenacity, grit, effective communication, team spirit, a clear vision and a strategy to achieve your mission
- ❖ Development adaptability, strategic thinking, and continuous self-improvement
- ❖ Knowledge and understanding of sustainability and the triple bottom line principles is crucial as it is the language of the global North.
- ❖ Do not remain a cog in the wheel of this giant corporation

You give such a big picture of any career through

- ✓ 1. Inclusion: Get in the door (technical skills/mastery skills)
- ✓ 2. Influence: Get a seat at the table (relationships, belonging)
- ✓ 3. Impact: Get outside of the building to make the world a better place (vision)

## Concluding Words

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"Opportunities don't happen, you create them.



Remember, your career is a journey, not a destination. Stay **adaptable**, stay **motivated**, and keep **striving for excellence**. By following these strategies, you can pave the way for a fulfilling and **successful** career that aligns with your aspirations.

A group of people, mostly men in business attire, are shown from the chest up, with their hands raised in a gesture of appreciation or agreement. The background is slightly blurred, focusing attention on the hands and the text. The overall tone is professional and collaborative.

Thank you for the  
opportunity to speak

<https://greenbridgeadvisory.com>