

## **MEMBER/VOLUNTEER ENGAGEMENT CAMPAIGN**

**2018 Winner:** Association of International Certified Professional Accountants

**Entry Title:** Human Intelligence

### **Project Overview**

The Human Intelligence series helps members of the Association of International Professional Accountants (the Association) prepare for the evolution of the workplace by providing learning opportunities via Facebook Live. Work is changing. The skills we rely on today may lose relevance in the future as artificial intelligence (AI) enters the workforce. While some people worry that robots will replace them, experts predict a future where people will provide necessary “human” skills and work together with AI. Accounting is one of the professions most likely to see workplace disruption. Currently, 49% of the tasks done by accountants can be automated with existing technology. This represents a staggering 1.1 billion workers worldwide who could be impacted. To remain relevant, accountants will need to provide the skills AI cannot. To put it simply, accountants will need to develop their human skills in order to #BeatTheBot. Human Intelligence teaches essential human skills in bite-sized chunks called Nano Learning. Each interview is taught by an expert in about 10 minutes and provides actionable advice that the viewer can put into practice. The segments give the Association’s Facebook audience top-quality learning content and keeps the Association top of mind by providing our members with valuable information to help them advance in their careers. The Human Intelligence series also develops brand awareness for both our organization and our professional development products. By using the thought leadership of our internal experts and our conference speakers, the series spotlights our top-notch professional development.

### **Goals/Objectives**

The goal of the Human Intelligence series is to prepare the accounting profession for changes in the workplace that are occurring due to increased use of artificial intelligence. Search for accountant on the Oxford University machine learning tool “Will Robots Take My Job?”, and the automation risk level response is “you are doomed.” Robotics is predicted to automate or eliminate up to 40% of routine non-cognitive accounting work by 2020. As the most influential body of professional accountants in the world, it’s our responsibility to our members and to the profession to help accountants evolve. Many accounting and finance professionals lack the necessary skills to perform and lead in a newly defined profession. We need to prepare the profession for this disruption. The World Economic Forum predicts that 5 years from now, more than a third of the skills considered important today will no longer be relevant and that all jobs will require new core skills as early as 2020. The Association’s Human Intelligence series teaches the World Economic Forum’s top 10 professional skills for 2020 in quick, easy to digest 10-minute Facebook Live segments. These skills include creativity, people management, complex problem solving and emotional intelligence, all of which are innately human skills – but ones that many in the workforce are ill-equipped to handle or have simply never been taught. Each segment provides the viewer with actionable insight that can be immediately applied to their work. By leveraging Facebook Live, we engage our members around the globe. The Association’s Facebook channels reach a US audience of 67k followers and a global audience of 238k followers. The videos are also exported to YouTube for a broader reach, and blog posts provide supplemental content for those who desire a deeper dive into the topic.

### **Strategy/Tactics**

The Human Intelligence series uses the immediacy of Facebook Live to create learning content that later becomes Nano Learning. This format allows the Association to be innovative and

nimble; we don't have to manage production budgets and allocate resources. We can develop content quickly and change as rapidly as the technologies impacting the accounting profession. The topics covered align with the World Economic Forum's Top 10 Skills for 2020, including skills such as strategic thinking, managing people, creativity, and emotional intelligence. The series also covers the competencies identified as priorities for the accounting profession. Human Intelligence utilizes a host of communications channels for promotion to ensure global reach, reaching potentially hundreds of thousands of followers. All three of the Association's Facebook channels reach a US audience of 67k followers and a global audience of 238k followers. Segments are also shared on the Association's Twitter and LinkedIn channels. Curated content related to the future of work from respected business publications such as Harvard Business Review and Fast Company, Inc is also shared, driving increased engagement in the Human Intelligence segments. To expand our reach, we use VoiceStorm, a tool that leverages the power of employee and influencer social networks. Association influencers include select staff, board members and members. With VoiceStorm, these individuals can share posts to Facebook, Twitter, and LinkedIn with one click. To help promote the series, we create regular announcements in our newsletters, including CPA Letter Daily and CGMA Advantage, with a combined total reach of 332k. Blog posts written by the subject matter experts in the Facebook Live segments are posted on the Association's website AICPA-CIMA.com, to raise awareness for the Facebook Live Videos and provide continued learning on a specific topic.

### **Success Metrics/Results Achieved**

As a global organization, a critical measure of success for the Human Intelligence series is the engagement of our members around the world. We achieve this by using our top three channels on Facebook: the American Institute of Certified Public Accounts (AICPA), the Chartered Global Management Accountant (CGMA) and Chartered Institute of Management Accountants (CIMA) pages. Together, these channels reached an audience of 67,000 followers in the United States and a global audience of 238,000 followers. In 2017, we saw success as people around the globe tuned into our segments. Some of the countries that engaged most frequently with the Human Intelligence content included the U.S., United Kingdom, Pakistan, Bangladesh, Zambia, Sri Lanka, the Philippines, India and Nepal. A total of 18 Human Intelligence episodes were broadcast live Oct. 26-Dec. 31, 2017. The topics covered included leadership, collaboration, communication, innovation and more. We also produced a sneak-peak video to drive engagement with the series in 2018. The videos had 762,706 views and 10,320 engagements on Facebook. Episodes were exported to a YouTube playlist to broaden our reach and we are already seeing audience growth. Two supplemental blog posts were also published and received nearly 7,000 pageviews.

### **Learn more:**

<https://www.aicpa-cima.com/human-intelligence>

<https://www.aicpa-cima.com/news/future-proof-your-career-be-more-human.html>

[Human Intelligence metrics 2017](#)

### **Association Website:**

[www.aicpa-cima.com](http://www.aicpa-cima.com)