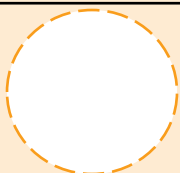


For Your Information

- This is the summary findings gathered from the Ringa Hora led Business Qualifications review event in collaboration with The Power of 3 - Wellington Chamber of Commerce, Wellington Pasifika Business Network & Te Awe Māori Business Network on 01 August 2024.
- Each business qualification within Ringa Hora's remit has been grouped into their own workstream (disciplines).
- Each group of slides aims to initiate conversations about:
 - What skills are relevant to: Accounting, HRM, Marketing and Sales, etc
 - Looking to the future, what can help speed up momentum vs. what will slow it down
 - Reflection: what can you do to speed up momentum and neutralise challenges
- **KEY:** Attendees were presented with high-level topics and skills that are embedded across the qualifications within each workstream



Existing skills and knowledge the qualifications already include



These circles and “additional insights” list is what attendees added to the workstream

IDENTIFY SKILLS

What's changed?

What's new?

What's missing?

Additional insights:

- Risk management
- Giving back to community
- Wellbeing of a person, business, and entity
- Procurement, policy and process (finance)
- Accountancy services outsourced
- Line between accountancy, bookkeeping, and financial advice
- How to generate more income/financial growth



EXERCISE 2 – SKILL RELEVANCE ACCOUNTING

Imagine building the future workforce

From exercise 1, identify skills that might help or hinder us when building tomorrow's workforce. Using post its, place the identified skills in TAILWINDS or HEADWINDS based on how strongly they will impact the future workforce.

TAILWINDS

Things that fuel momentum

Qualification or micro-credential that supports accounting practitioner

Starting budget management and financial literacy in schools

Accounting applications and software – building confidence in using diverse technology and inputting information

Connecting everyday examples to commercial examples

Changes to legislation and regulations keep accountants relevant

Stigma that the profession is boring

Implications of A.I in accounting

Startups or new entrepreneurs have limited accounting knowledge and skills they need for their business

HEADWINDS

Things that slow momentum or pose an obstacle

How might you:

... Leverage the tailwinds to go further, faster?

Example: Use AI as a virtual assistant to improve efficiency of routine administrative tasks/scheduling

Pathways – how can these qualifications pathway into non-accounting professions or roles?

Keeping up to date with technology relevant within Accounting

... Neutralise the headwinds to maintain energy and momentum?

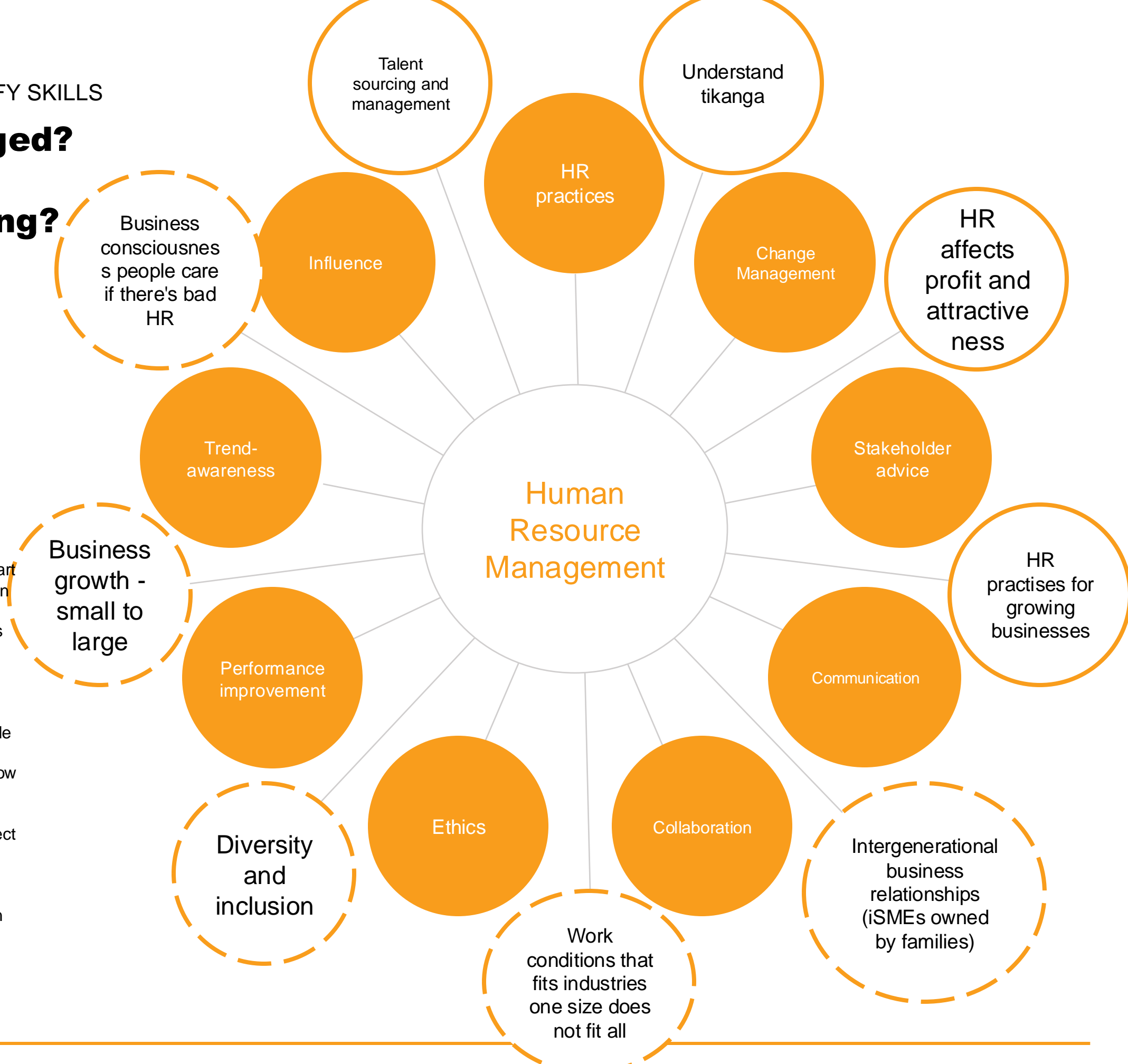
Example: Roll out HR initiatives that enables professional development of staff

EXERCISE 1 – IDENTIFY SKILLS

What's changed?
What's new?
What's missing?

Additional insights

- film work practises
- management styles have changed understand how to manage different people share those tools from HR
- Unionisation: how does HR capture this or employee valued relations
- REM planning
- health and safety and recruitment
- workforce of tomorrow is different from workforce of today - how do we use a chart to advance diversity and plan ahead
- people centred over process
- talent mapping more intentional about who we recruit
- user experience versus worker experience put people first
- Gen Z an older workforce how can HR bridge the gap
- diversity and inclusion: cultural sensitivity and respect
- outsourcing HR functions
- HR involved in upskilling
- Procurement, project management and evaluation
- employment relations skills
- HR vs. people and culture



EXERCISE 1 – IDENTIFY SKILLS

What's changed? What's new? What's missing?

Additional Insights

- Advertising
- Customer research, market research, analysis to understand data
- Understand your business, understand your clients/customer business
- Visual aesthetic development, using different media or channels
- Hard sell vs relationship selling
- Social media marketing: people don't want to be shouted at
- Marketing in the aroha economy = voluntary / NGO vs. corporate marketing
- Determining your niche



EXERCISE 2 – SKILL RELEVANCE FOR MARKETING & SALES

Imagine building the future workforce

From exercise 1, identify skills that might help or hinder us when building tomorrow's workforce. Using post its, place the identified skills in TAILWINDS or HEADWINDS based on how strongly they will impact the future workforce.

TAILWINDS

Things that fuel momentum

Digital natives vs. digital storytellers

Preparing learners by ensuring learning environments replicate real working environments to expose and build resilience

Enhancing an individual's soft skills

Mental health of workforce

Reliance on A.I and can't think for self

Technology relevance and access gap. Speed of technology can limit point of view

Low soft skills

Generational workforce / business owner's different approaches and mindsets

Quick sales vs long term sales

HEADWINDS

Things that slow momentum or pose an obstacle

EXERCISE 1 – IDENTIFY SKILLS

What's changed?
What's new?
What's missing?

Additional insights

- Appealing and motivating outcomes post-qualification
- Where to go to for help
- Entrepreneurship
- Empowering collective
- Inter-generational wealth
- How Māori are contribute to the economy and iwi
- Barrier to sell indigenous food
- Managing whanau owned business
- Succession planning
- Exit strategy
- IP
 - Te Tiriti in practice
 - What is mine vs. nō tatou
 - What can be commercialised without losing tapu/mana
 - WAI 262 what is it?
- Negotiation
 - Pitching for work
 - Procurement
- Collaboration
- A qual by Māori for Māori | a qual about Māori for all
- Measuring impact of your business for your customers
- How to build/develop Māori conceptual frameworks for good business practice, decision-making, organizational structure
- Partnership, management, referrals
- Sustainability, kaitiakitanga, environment
- Mentoring – tuakana/teina
- Remove barriers – understand prohibitors for maori

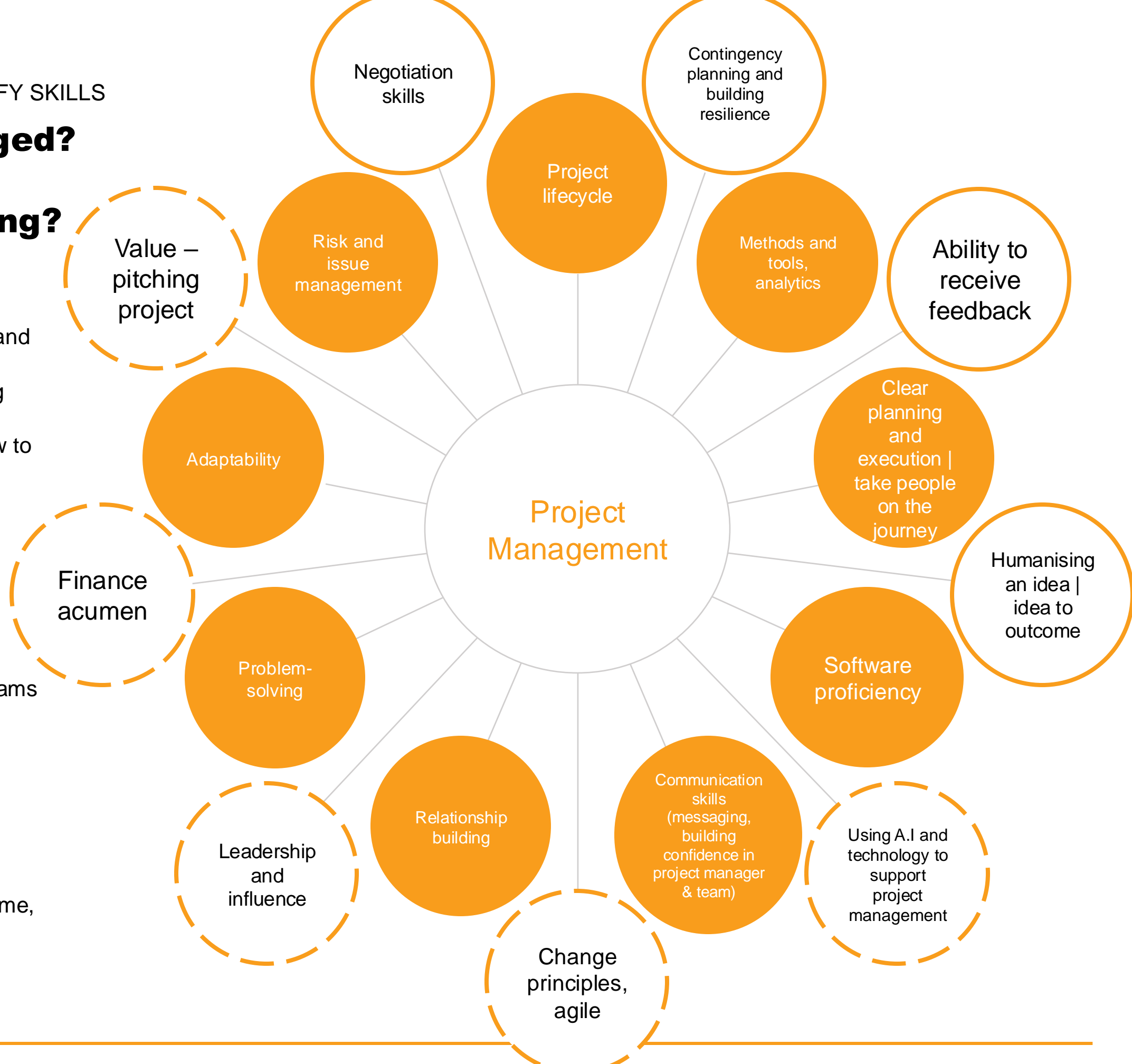


EXERCISE 1 – IDENTIFY SKILLS

What's changed?
What's new?
What's missing?

Additional insights:

- Budget management and forecasting
- Listening and reaching room
- Remote working – how to manage
- Leverage team(s) strengths
- Project Management disciplines
- Accountability and responsibility
- Understand what is important to people/teams involved in project
- Measure impact
- Critical thinking
- Conflict resolution
- Community-based projects
- Cultural competency
- Tripple constraints – time, budget, and scope
- Clear deliverables



EXERCISE 1 – IDENTIFY SKILLS

What's changed?
What's new?
What's missing?

Additional insights:

- Communication skills
 - B2B
 - Employment relations
 - Public speaking
 - Negotiation
- How to be an employer
 - Business hygiene



EXERCISE 2 – SKILL RELEVANCE

Imagine building the future workforce

From exercise 1, identify skills that might help or hinder us when building tomorrow's workforce. Using post its, place the identified skills in TAILWINDS or HEADWINDS based on how strongly they will impact the future workforce.

TAILWINDS

Things that fuel momentum

Demand and supply

Being agile

Mentorship & reverse mentoring (being mentored)

Speed in technology and need to ensure capability keeps up to date

Increasing diversity of audiences

- Knowing your market
- Identifying opportunities for new markets

Networking

Market analysis & awareness

Appetite for risk

HEADWINDS

Things that slow momentum or pose an obstacle

Family owned and employed – line between “family” & “boss/employee”

Tall poppy syndrome – imposter syndrome

Isolation

Risk – slow to respond, shift, and prepare for risk