

404: Skills Not Found — Closing the Technology Gap in Your Business With Upskilling

Credits 2.0	Field of Study Personal Development	Course Category General	Level Intermediate
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COURSE DESCRIPTION

The accounting profession is navigating a historic talent shortage that threatens the scalability of traditional business models. As the CPA pipeline shrinks, organizations must pivot from a search for the 'perfect hire' to a strategy of internal transformation. This session explores how industry leaders are utilizing upskilling and reskilling to bridge the technology gap. Participants will examine the shift toward flexible staffing models and analyze how artificial intelligence is fundamentally changing the staffing math. The course provides a roadmap for attracting the next generation of professionals by modernizing the work experience and aligning technical proficiency with career progression.

LEARNING OBJECTIVES

- Identify the primary drivers behind the current CPA talent shortage and its impact on technological adoption.
- Evaluate the ROI of reskilling existing staff versus the cost of external recruitment in a competitive market.
- Analyze how AI and automation tools redefine job descriptions and reduce the need for traditional entry-level headcount.
- Design a framework for a flexible staffing model that incorporates remote work, gig-economy specialists, and automated workflows.
- Develop a strategic plan for internal upskilling that aligns with the organization's long-term technology stack goals.

MAJOR TOPICS

- The State of the Talent Pipeline: Data and Trends
- Reskilling vs. Upskilling: Definitions and Implementation Strategies
- The AI Staffing Multiplier: Doing More with Fewer FTEs
- Modern Recruitment: Attracting Tech-Savvy Talent to Industry Roles
- Retention through Innovation: Creating a Tech-Forward Culture
- Flexible Staffing Models and Outsourcing Integration
- Mapping Technical Competencies to Professional Development Tracks

ADDITIONAL INFORMATION

- **Who Should Attend:** Corporate controllers, CFOs, HR directors within the finance sector, and firm partners responsible for talent development and technology integration.
- **Prerequisites:** A basic understanding of current accounting recruitment challenges and general familiarity with artificial intelligence concepts.
- **Advanced Preparation:**
- **Tags:** talent management, upskilling, ai in accounting, staffing models, professional development
- **Course ID:** 2204
- **Short Name:** 404: Skills Not Found — Closing the Technology Gap in Your Business With Upskilling

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