

Programme

CIMA SME Conference;
 Bouncing back and future proofing your future
 Thursday 9 September 2021
 Virtual Conference

9.15am	Registration	
9.20am	Welcome	
9.30am	Opening Remarks Andrew Harding FCMA, CGMA	
9.40am	Build back better - Learning from lockdown Rory Sutherland	
10.30am	Break	
10.45am	Breakout Sessions: Jo Archer and Anne Lockett Kevin Uphill and Tim Hardman	Export Finance Mergers & Acquisitions Post-Covid19
11.30am	Keynote presentation	
12.15pm	Lunch	
1.15pm	Breakout Sessions: Alison Robinson David Culley	Business Partnering The impact of digital technology on accountants and finance professionals.
2.15pm	Break	
2.30pm	Breakout Sessions: Dr Mike Drayton	How to avoid burnout and feel more resilient in the post-Covid workplace.
3.25pm	Panel Discussion: How SMEs can bounce back from the COVID-19 crisis and survive in the new normal	
4.00pm	Closing Remarks	

Meet the Speakers

Rory Sutherland

Contrary to what you may have heard, the Chinese character for "Crisis" does not also mean "Opportunity." And this notion - as in "Never let a good crisis go to waste" has become something of a cliché. Nevertheless there are good reasons to believe that a simultaneous, universal shock - the equivalent in a complex system of turning your computer off and turning it on again - can improve things. In particular it stops dumb processes simply repeating themselves over and over again. How optimistic should we be? Quite optimistic - though we should never ignore humanity's capacity for messing up badly!



Rory Sutherland is the Vice Chairman of Ogilvy, where he has worked since 1988. This attractively vague job title has allowed him to form a behavioural science practice within the agency dedicated to uncovering the hidden business and social possibilities which emerge when you apply creative minds to the latest thinking in psychology and behavioural science. He is the author of two books, including the best-selling *Alchemy, The Surprising Power of Ideas that Don't Make Sense* (May 2019).

Kevin Uphill and Tim Hardman

Kevin Uphill and Tim Hardman of Avondale Corporate will look at the M&A market post-Covid 19. From strategic trade deals to Employee Ownership, MBO sales and Private Equity investment. Topics covered include latest trends, valuations and deal structures, with lots of useful, practical take-aways.

Some of the most interesting people still don't know who they are. Kevin is an entrepreneur, investor and advisor. He is also a published author and sought-after speaker, in particular on strategy since the publication of his book, 'Creating Competitive Advantage in Dynamic Markets'. Not yet a best seller - but doing well!

Kevin's advisory work through Avondale is predominantly focused on mergers and acquisitions, having helped buy and sell over 300 companies, but he also advises on value creation strategy consulting, and increasingly business design and organisational change.

Tim joined Avondale in 1994 from a financial services background. Since then, he has helped develop Avondale into the leading Business Sales and Acquisitions practice, with the highest success rate of any firm in the market. He has also been instrumental in driving innovation including the establishment of the Consultancy programme which helps business owners who are not yet positioned to sell to drive sustainable shareholder value through both acquisitions and organic growth.



With more than 25 years' M&A experience, Tim's core focus remains client-facing and has advised on countless successful transactions on behalf of clients. According to Tim, "whilst the completion of a transaction is always a special event, the most rewarding part of his role is that 'light bulb' moment when you fully understand what makes a business tick and its 'difference that makes a difference' - often in a way that the owners themselves have not articulated and sometimes have not even recognised. That's when you can really start doing some great work!".

David Culley

The rate of business change is increasing exponentially. Developments in technology are driving new commercial models and ways of working which have the potential to make the role of the accountant and finance professional redundant.

This workshop draws on the latest research from CIMA and other institutes to demonstrate how the skill set of the accountant has (and hasn't) evolved. It reflects on how advances in digital technology are forcing us to re-assess these skills and concludes with practical steps you can take to future-proof your career.



For over 15 years, David has enjoyed supporting people with their continuing professional development by designing educational programmes, authoring learning materials and providing training face-to-face and online. Since 2018, he has been providing these services through his own company, Adept Training Ltd, and has delivered bespoke training for a wide range of organisations including the Ministry of Defence, the National Health Service, Reckitt Benckiser and Three.

David's technical expertise in financial management, business strategy and technology is founded on his fellowships of the Association of Chartered Certified Accountants and the Institute of Leadership & Management. This expertise is enhanced by his career as a business leader in organisations such as John Lewis and AXA, and continues to be nourished by research into how these areas are evolving in the modern business environment.

David's current research areas include big data, Artificial Intelligence and the future of the accountancy profession. In 2020, he published a report into the impact of digital technology on accountants and finance professionals: *People Will Be The Next Big Thing*.

Dr Mike Drayton

It has been a tough year and now, more than ever, we need to figure out ways to become more resilient, both in our professional and personal lives.

Dr Drayton will describe burnout, how it happens and the four factors that contribute to personal resilience.



- What exactly is resilience?
- What are the four factors that contribute to our resilience?
- What practical things can I do to feel more resilient
- What can I do to be more resilient at home?

Dr Mike Drayton is an executive coach, organisational consultant and clinical psychologist. He teaches and coaches on the Executive MBA and Oxford High Performance Leadership Programme at Saïd Business School, University of Oxford. Mike is a Fellow of the UK Cabinet Office Emergency Planning College, specialising in psychological resilience and leading under pressure. He is the author of 'Anti Burnout: How to Create a Psychologically Resilient and High-Performance Organisation'. Mike was educated at LSE, Oxford Saïd Business School and the University of Birmingham.