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## editor's note

# In Pursuit of Excellence

**S**uccess is a never-ending journey. The goalposts are always moving, and we shouldn't stop pursuing excellence until the very end.

That's the key theme of this issue, and the implicit message of the upcoming World Congress of Accountants 2010, which will be held in Kuala Lumpur from 8 – 11 November 2010. While accountants are currently greatly in demand, it is incumbent upon accounting professionals to constantly improve themselves and to add value to their professional and personal brands in order to be relevant to organisations which are themselves in the flux of radical change post-crisis.

In our cover story *From Finance to Corporate Leader*, we look at how Chief Financial Officers can remake themselves in order to achieve that coveted position of Chief Executive Officer. There's no denying that many CEOs are culled from the ranks of CFOs. But behind every CFO that succeeds brilliantly in making that leap to the executive chair, there are also those who failed miserably because they were removed from their comfort zone of figures and details. Tasked with driving revenue and profit growth and adding shareholder value, CEOs need to be charismatic marketers and flamboyant salesmen who are synonymous with their companies. Can the stoic, conservative CFO make the switch from peahen to peacock?

Accountants also need to be well-versed in sustainability, which is increasingly being viewed by companies as a means to optimise resources and operations while enhancing goodwill, brands and reputations. In this issue, we feature two articles on sustainability reporting and transparency, which is the direction in which corporate reporting is moving globally. Sustainability and related disclosure will be a key platform at the WCOA 2010, where

accountants can learn more about topics such as GRI reporting and carbon credits and trading and how these can be of benefit to their organisations.

On a lighter note, personal branding is also crucial to accountants in order to make a good impression. Discover the elements that constitute a sharp and memorable personal brand and start applying them today to make an indelible impression on your audience.

Last but not least, your annual vacation too could probably use a shot in the arm. If you've always wanted to climb Mount Kinabalu but were put off by your lack of mountaineering skills, fret no more. Why not test your mental and physical endurance and try out the new via ferrata at Mount Kinabalu? Trekking up the iron roads of Kinabalu will definitely be something to talk about.

Speaking of doing something to talk about, we're hoping that all our members and all accountants will throw their collective weight behind WCOA 2010 in order to make this grand accounting event something that will really be talked about in international business circles. If you're worried about cost, don't be because sizeable reimbursements from the Pembangunan Sumber Manusia Berhad (PMSB) mean that delegates will actually pay less than **RM1,000** per person to attend a four-day world-class event which will be jam-packed with content by inspiring international speakers. That's less than what you pay to attend the annual National Accountants Conference (NAC). So do hurry and take advantage of the early bird registration fee of RM2,800 which is only valid until 30 June. Thereafter, the normal fee of RM3,000 applies. ■

**EDITOR**