



**CAREER
CONNECTION**
WEBINAR SERIES

Career Connection Presents:

Unleashing Your Learning Potential for True Career Growth

David Wray, CPA, CGA, ACA, BFP, MBA

July 26, 2021



The Association of
Accountants and
Financial Professionals
in Business

Webinar Features and CPE Credit

Q&A

Asking Questions




Help



CPE Credit

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 0 min(s)

Criteria for Full Credit

- ☐ Minutes to Watch: 50
- ☐ Number of completed Poll(s) required: 3

Moderator



Terry Mormile, CPA, CAE
Director,
Educational Initiatives & Career Services
IMA

Featured Presenter



David Wray, CPA, CGA, ACA, BFP, MBA
Author, Coach and Vice President
DFCG International

David Wray's Biography

- David Wray has held finance executive roles in the technology and telecommunication industry for 25 years. He is a transformation expert, sharing his views on accounting governance, organisational impact, change management, digitization and large-scale transformation.
- David is a Chartered Accountant, Business & Finance Professional and holds a master's degree. He has lectured for many years discussing topics on Complex Accounting concepts, sustainability reporting & impact management as well as transformational change. David has published several articles on finance digitization and transformation and just published his first book, "The Power of Potential: A Straightforward Method for Mastering Skills from Personal to Professional."
- David is passionate about people, contributing much of his time to coaching and mentoring young people and seasoned leaders alike. In his downtime he can be found scuba diving with his wife in an incredible location, somewhere in the world!

Learning Objectives

Upon completing this webinar, you will be able to:

1. Describe how to develop critical leadership skills easier and faster.
2. Recognize how to leverage your individual style to make new skills actually stick.
3. Discover how to practice continuous learning in a way that will motivate you to want to do more to reach your true potential, personally and professionally.

Today's chat will cover

- A little bit of context and background
- A radical new way of learning: the inside-out learning approach
- How communication styles fit into learning
- Using conscious and unconscious competencies to your advantage
- Understanding how to leverage your natural motivational style
- Recognizing blind spots and how information filters lead to them
- Embedding a continuous learning mindset

WHAT IS THE ACTUAL PROBLEM
WE'RE TRYING TO SOLVE?

Polling Question 1

What percentage of traditional training attendees generally indicate that their learning experience was useful to them after completion?

- a) 20%
- b) 65%
- c) 40%
- d) 10%

A bit of background

The typical organizational spend is wasted when you consider the recurring themes:

- Harvard Business Review found that only 10% of employees use their L&D acquired skills and 75% feel that the training does not actually improve their performance.
- Gartner found that 70% of employees feel they lack the skills needed to master their roles.
- Personally, I found most workplace learning ineffective...I wondered why...and thought we must be able to do better, but how?

...So, I undertook my own research...

Polling Question 1 Results (Placeholder)

A RADICAL IDEA EMERGES

A New Way of Learning

Understanding visible and invisible workings

- Externalities
- Internalities

Our learning is affected by

- Our state of mind (mood)
- What we care about
- How we process the world around us
- How we motivate ourselves

Now we can talk about how we control these elements to maximize our learning...

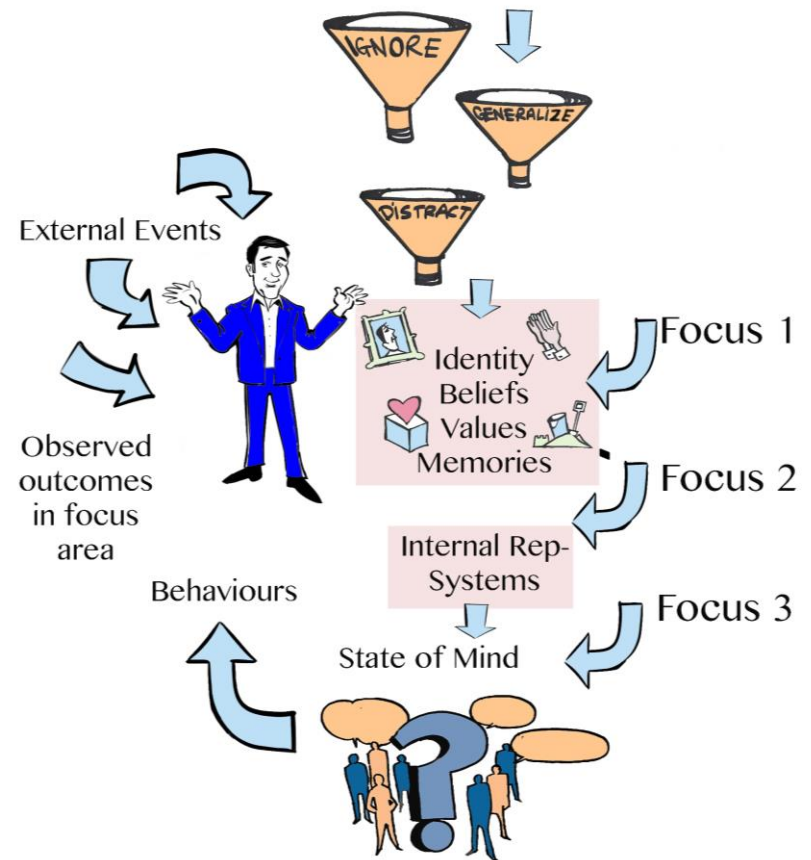


Diagram reprinted with permission D. Wray, 2021

Polling Question 2

What is an externality?

- a) A weather pattern than affects your mood
- b) A cost or a benefit generated by one party that is paid/received by another party
- c) Something that is within your control to solve
- d) An exam invigilator's bias for pushing the marking bell-curve downwards

Polling Question 2 Results (Placeholder)

Wait...how does communication style fit into learning?

Applies to interactions with others AND with ourselves



Diagram reprinted with permission D. Wray, 2021

- 4Rs communication model
- Respect
- Responsibility
- Recognition
- Reassurance

Little Know Secrets You Can Leverage

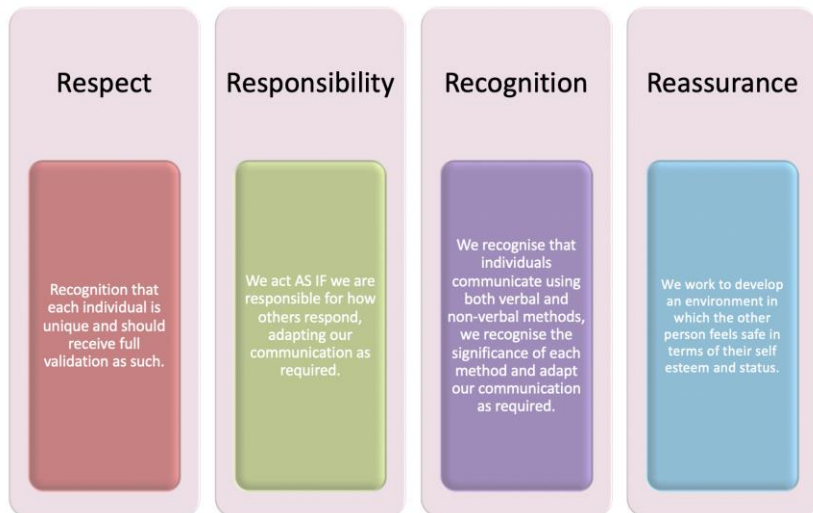


Diagram reprinted with permission D. Wray, 2021

- 4Rs should be applied to your inner chatter...why?
- Whatever you tell yourself...it will be true
- Your learning is influenced by your own thinking more than anyone else's
- Your inner chatter affects motivation, confidence and outcomes
- So, what do you want to achieve?

Understanding the learning curve phases and why it matters

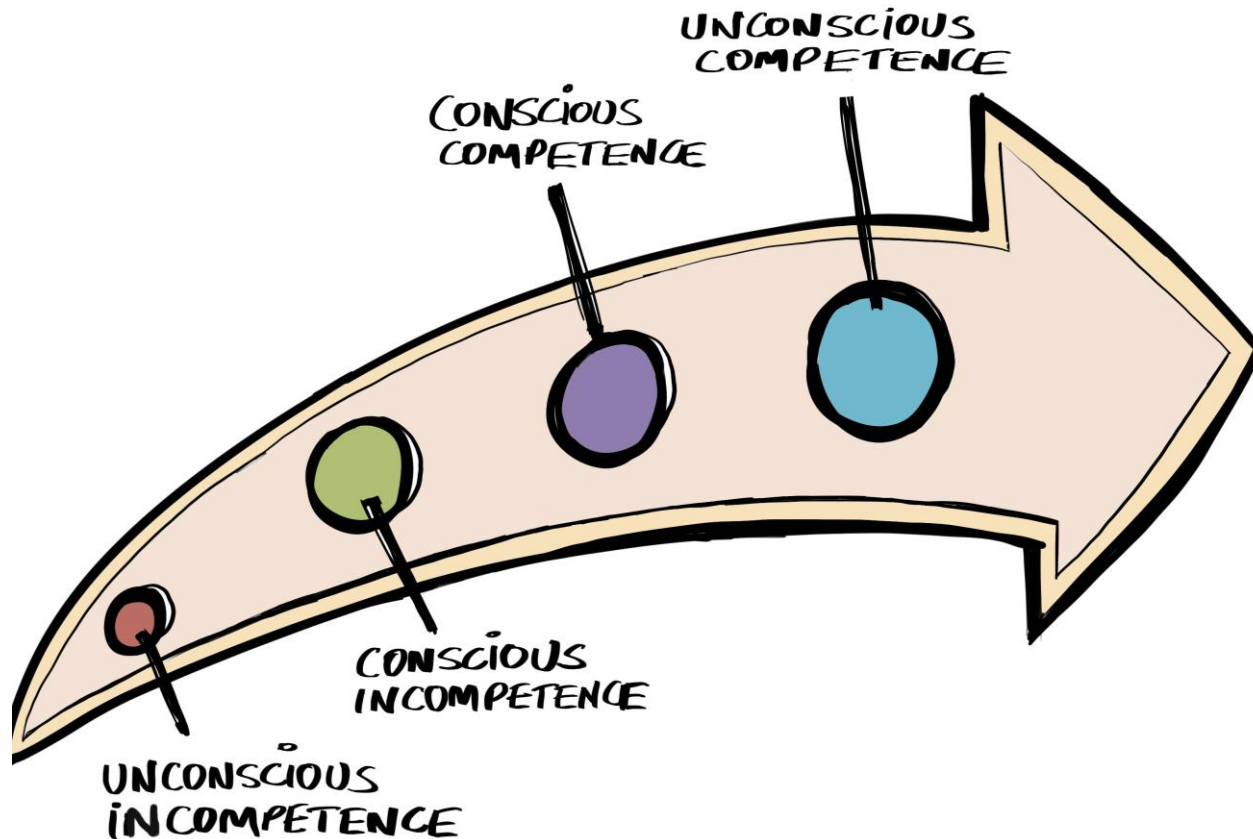
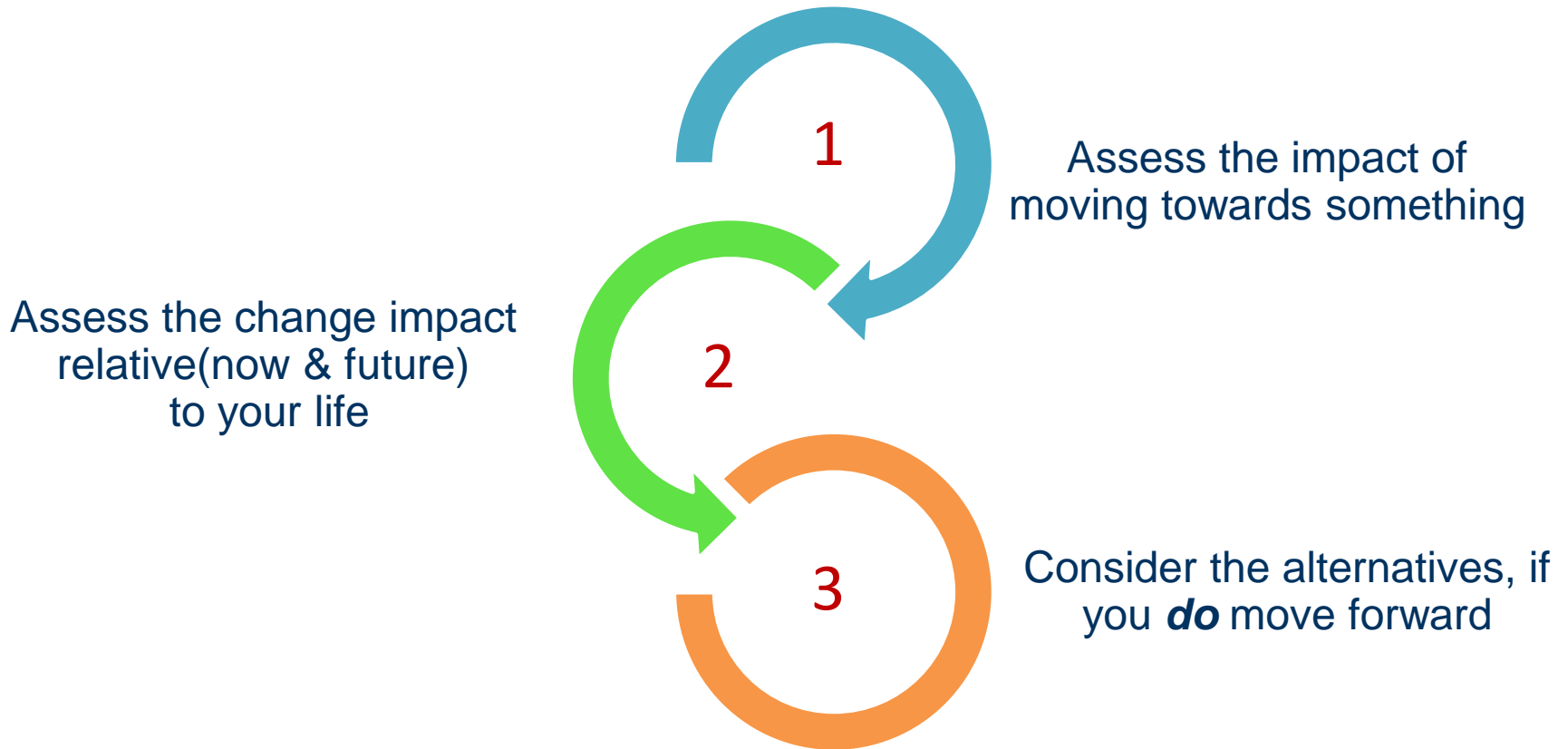


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How Motivation Fits into Learning

Three-step motivation process



Polling Question 3

What stage of experts' learning awareness should we tap into to develop our own mastery of a desired skill?

- a) Conscious Incompetence
- b) Unconscious Incompetence
- c) Unconscious Competence
- d) Conscious Competence

Polling Question 3 Results (Placeholder)

Managing filters to prevent blind spots

Filters apply in all areas of our lives

Humans have a built-in information filtering mechanism – the RAS

Consciously leverage your RAS system

Blind spots exist in everyone...some are benign, and some are problematic

Eliminate blind spots with a bright light

Diversify your circle

Polling Question 4

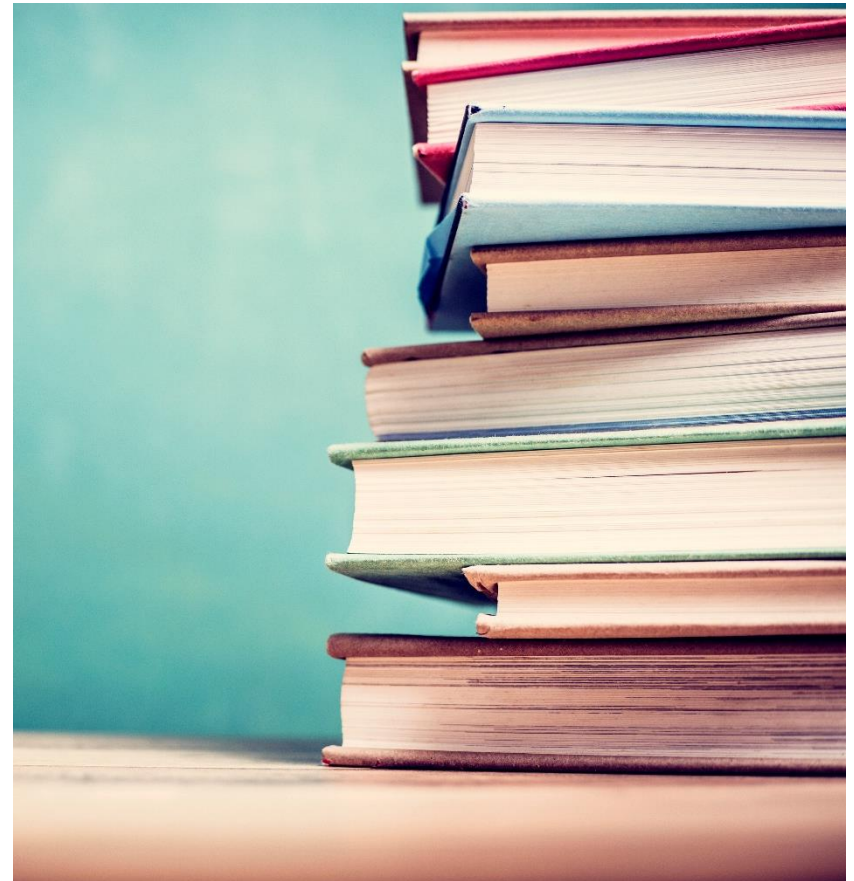
What is the basic reason that three individuals subject to the same event will each describe their experience in different ways?

- a) Information filters
- b) Reticular Activating System (RAS)
- c) Negativity biases
- d) Selective blindness

Polling Question 4 Results (Placeholder)

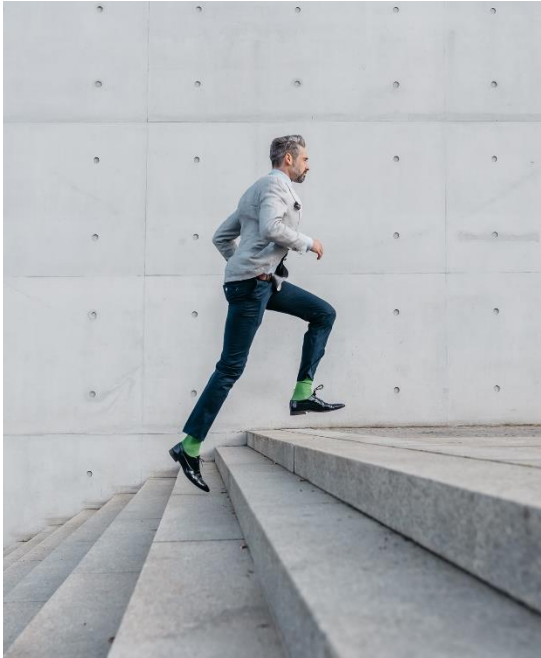
Embedding it all into a Continuous Learning Cycle

- What is continuous learning, exactly?
- What are the benefits to you?
 - Earning degrees, certifications or licenses
 - Opens career doors
 - Elevates performance ratings
 - Personal fulfillment
 - Marketability
- Is lifelong learning the same as continuous learning?



SUMMARIZING WHAT WE'VE
COVERED TODAY

The First Step Towards Reaching your Full Potential



**You've
learned
a little
more
about:**

A radical new way of learning: ***the inside-out learning approach***

How communication styles fit into learning

Using conscious and unconscious competencies to your advantages

Understanding how to leverage your natural motivational style

Recognizing blind spots and how information filters lead to them

Embedding continuous learning

“Confidence is the special moment you realize your ideas, opinions, and perspectives matter.”

David Wray

Questions & Answers

Use the Q & A Panel to send your questions to our panelists.



David Wray, ACA, CPA, CGA, MBA, BFP
Author, Coach and Vice President
DFCG International



Terry Mormile, CPA, CAE
Director,
Educational Initiatives & Career Services
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Thank You to Our Presenter!



David Wray, ACA, CPA, CGA, MBA, BFP
Author, Coach and Vice President
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Final Reminders

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Thank You!





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