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Convert Slow Time to Retraining Time

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The recession continues to affect a significant number of professionals with job loss and fear of job redundancy. Many organizations are finding it necessary to re-structure, which translates to cutting back on their most important assets - employees. It's a time to focus on survival strategies for many companies, and even though conventional evidence clearly shows that those investing in people and training are less likely to fail, HR and training budgets are easy targets for cost cutting.

So what to do if you get caught in this recession net?

The simple and logical answer is...look at the current climate as an opportunity! The doom and gloom environment is not a permanent thing. During these tough times, your employer's strategy is likely to include re-evaluation, re-structuring and new products/services development. As a professional, you need to assess the talent required to put these new processes and structures in place.

Once all the corporate soul searching is done and things begin to turn around, you may very well find that a new set of skills will not only ensure that your job remains relevant, but that you excel, stand out and surpass the competition in your organization. The best way to acquire and hone skills like these is by investing in top-notch training and working with a firm that can deliver a valuable network of corporate employment opportunities.

Let's look at a couple of specific ideas.

As the economy improves, capital will once again begin to flow, albeit more carefully than before. Corporations will be looking for well trained corporate finance professionals who can help them renew and grow with the right mix of strategies, including well negotiated financing deals, restructuring, and buying and selling business units. An in-depth program such as **The CICA Corporate Finance Education Program** is an ideal place to start. It combines high quality faculty, technical information and comprehensive real-world case studies to ensure that you can jump right into the deal team at work. Corporate Finance (CF) credentials mean enhanced technical knowledge, sharper interpretation and application skills, confidence and vision. They define today's effective Corporate Finance Leader and propel your value to an employer.

In less than 14 months, Canada will adopt International Financial Reporting Standards (IFRSs) for all publicly accountable enterprises. With that little time left, the need for a well-planned transition strategy is critical, and the need for well-trained IFRS professionals is greater than ever. Retool yourself to become that professional and you will help drive organizational success. In-depth training that delivers both technical knowledge and practical application scenarios is the best way to demonstrate your IFRS expertise. You can further specialize your IFRS competency by attending an industry specific conference. Currency is essential in IFRS training, so CICA Continuing Education insists on keeping all training

courses up to date.

Combine retraining with networking.

These are just two examples of disciplines to choose from when planning to upgrade your skills, knowledge and ultimately value in the marketplace.

An important follow up step is to establish a relationship with a firm like **Lannick Group of Companies** where you can benefit from a strong corporate and organizational network and the opportunities that result from that network.

A recession by definition is a slowdown in economic activity over a long period of time. Take advantage of the slowdown by improving, retooling or redefining who you are professionally, so you are well positioned for the turnaround.

With a little investment in solid training, such as the quality programs available through CICA, and by connecting with an organization like Lannick, you will ensure that you're first off the mark, ahead of your competitors, when the economic recovery picks up speed.

More information on CICA Continuing Education programs is available at www.cpd.cica.ca

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