**Symposium: What Makes A Good Professional?**

Date: Tuesday, 23 April 2013, 13:45 to 17:30, followed by reception, close 18:30

Gresham College

Barnard’s Inn Hall

Holborn

London EC1N 2HH

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This event will explore the question “What makes a good professional?” from a number of angles. Of particular interest will be assessing the correct balance between public benefit and private gain for professionals.

Sponsored by:

United Kingdom Accreditation Service, Z/Yen Group, Long Finance and Professions For Good

*Inspired by the work being done by the City Values Forum under the auspices of the Lord Mayor*

13:45 to 14:00 Greetings –

**“Origins and Development of the Professions”**

Professor Sir Roderick Floud, Provost, Gresham College

14:00 to 14:30 Opening Address –

**“Good Professionals Are Annoying”**

**Michael Parker CBE, Croydon Health Services NHS Trust**

14:30 to 15:45 Panel – **“Domain Versus Process Expertise: Professional Perspectives”**

**Louis Armstrong, Professions for Good**

**Professor Sir Roderick Floud, Provost, Gresham College**

**Michael Parker CBE, Croydon Health Services NHS Trust**

**Chair: Professor Michael Mainelli, Z/Yen Group**

What features and competencies make a good professional?

What common competencies do professionals need in different sectors?

What are the cost and feasibility implications of a quality professional?

How does the form of regulation interact with being professional?

15:45 to 16:00 Break

16:00 to 16:20 Second Address –

**“Perils in Professionalism”**

**Richard Chaplin, Managing Partners’ Forum**

16:20 to 16:30 **“Professions for Good: Trust in the Professions – Findings from a series of roundtables”**

**Hilary Lindsay, Past President – Association of Accounting Technicians, Professions for Good**

There is a perception that the recent financial crisis has led to a breakdown in trust between members of the public and the business and professional communities in the UK. To discuss the matter in more detail and to explore how the professional community can restore this ‘lost’ trust, Professions for Good convened a series a roundtables to examine trust in relation to three areas of life: who can you trust as an individual; who can you trust in business; and who can you trust in society/your community? Consumer bodies, leaders of key institutions and public figures also contributed to the debates.

16:30 to 17:30 Panel – **“Public Interest Communities or Selfish Cartels?”**

**Hilary Lindsay, Association of Accounting Technicians**

**Gavin Ingham Brooke, Spada Ltd**

**Richard Chaplin, Managing Partners’ Forum**

**Chair: Professor Michael Mainelli, Z/Yen Group**

How is public interest determined and monitored; do professional bodies and professionals walk the talk?

Is the changing nature of professional partnerships likely to have an impact on the public interest role of the professions?

Professional service firms and professionals – success criteria: is it all about profit per partner and ruthless commercialism?

Community and society contributions – is pro bono work on an admirable scale or a token gesture for annual reports?

How do we inculcate the right attitudes, behaviour and sense of responsibility from the outset in professionals?

How best to regulate professionals; how is this evolving? The importance of principles-based regulation

17:30 to 18:30 Reception sponsored by United Kingdom Accreditation Service

**Speakers & Panellists**

**Mr Louis Armstrong CBE, Chairman, Professions for Good**

Louis is Chairman of Professions for Good, a collaboration of major professional bodies promoting the wider value and virtues of professionalism, and working with government on social policy issues. His unusually varied background includes the worlds of the professions (both civil and military); property and construction; education and training; defence and diplomacy; leadership and management; and government policy making in the UK and overseas. He spent 12 years until 2010 as CEO of the Royal Institution of Chartered Surveyors, building what has become one of the world’s largest, most diverse and international professional standards, qualifications and regulatory bodies, operating in some 40 countries across the globe.

He now runs his own consultancy specialising in strategic business development. He chairs a leading PR consultancy in the professional services sector; is a non-executive director of two entrepreneurial technology companies; a Director/Trustee of the Institute of Leadership and Management; and a member of the Council of the London Institute of City and Guilds. In a previous career he was a Rear Admiral in the Royal Navy; and qualified as a Barrister. He served at sea all over the world, including in HMY Britannia; was seconded to the Cabinet Office under Mrs Thatcher as the ‘cold war’ was ending; and then specialised in foreign policy, international law, security and defence issues in a variety of senior policy and command appointments.

He is a graduate of Oxford University; was awarded the CBE for services to the property profession in 2004; but, sadly, no longer plays the trumpet, from which he got his nickname originally.

**Mr Richard Chaplin, Founder and Chief Executive Director, Managing Partners’ Forum & Professional Marketing Forum**

Richard describes himself as 'Champion of practice management and gatekeeper to professions worldwide'. He is the Founder and CEO of two leading professional bodies (Managing Partners' Forum and Professional Marketing Forum) for those involved in the management and/or marketing of professional service firms. Richard has a fantastic global network amongst managing partners, marketing and other management experts. He qualified as a chartered accountant with KPMG.

Richard is publisher of Professional Marketing magazine and a former council member of the Institute of Chartered Accountants in England & Wales.

**Professor Sir Roderick Floud FBA, Provost, Gresham College**

Professor Sir Roderick Floud FBA became the Provost of Gresham College in September 2008, taking over the role from Lord Sutherland of Houndwood KT FBA. As well as being the Provost of Gresham College, Sir Roderick Floud is the Chairperson of the Standing Committee for the Social Sciences at the European Science Foundation and President Emeritus of the London Metropolitan University.

His particular interests in part-time and mature students in higher education have been reflected in many of his publications as well as his participation in numerous boards and committees. Of particular note are his roles as President of Universities UK (representing 121 British Universities), Vice-President of the European University Association (where he was particularly involved in the ‘Bologna process’ of converging European education systems), and Chair of the Social Sciences Committee of the European Science Foundation (representing research councils and learned academies from thirty European Countries). In 2005 he received a knighthood for his services to Higher Education in the Queen’s Birthday Honours.

Sir Roderick Floud is an economic historian, with publications on topics as diverse as technological change, the use of IT in the study of history, the evolution of technical education and changes in human height, health and welfare. He holds honorary fellowships from Emmanuel College Cambridge, Wadham College Oxford, Birkbeck College London and the Historical Association, as well as honorary degrees from City University London and the University of Westminster. He was elected an Academician of the Social Sciences in 2000 and a Fellow of the British Academy in 2002.

**Hilary Lindsay MBA, MEd, MSc, FCA, FMAAT, Past President – Association of Accounting Technicians (AAT)**

Having been a partner in a firm of chartered accountants, Hilary became the director responsible for member services at ICAEW. Currently she lectures for the Open University Business School and is carrying out research into CPD and lifelong learning in the accountancy profession.

Hilary was President of AAT during 2011-12 and now chairs its Global Development Steering Group. She is a Council member of ICAEW, sitting on its Executive Board, and a trustee of CABA, the Chartered Accountants’ Benevolent Association.

**Gavin Ingham Brooke, Managing Director, Spada Ltd**

A senior communications adviser with over 20 years of experience, Gavin Ingham Brooke founded specialist corporate consultancy Spada in 1994 with the vision of providing comprehensive reputation management and visual communications advice. Gavin was originally trained as a teacher and journalist, before accepting a senior in-house communications post within the Travers Morgan Group. Prior to launching Spada he spent six years at Top 30 corporate consultancy, Camargue.

Gavin has undertaken numerous national and international media relations campaigns, as well as strategic marketing and branding assignments for plcs, membership bodies, banks, professional service firms, education and research groups. He works alongside senior partners and boards to evaluate client organisations' current standing and advises on specific positioning achieved via integrated campaigns running through media, influencers, clients and intermediary channels or other corporate collaborators.

Gavin also helped to co-author the Law Society’s ‘Practice Management Handbook’. He is passionate about professionalism and was instrumental in the founding of Professions for Good in 2011.

**Professor Michael Mainelli, Z/Yen Group & Gresham College**

After education at Harvard, Trinity College Dublin and the London School of Economics, and a career in science and finance, Michael co-founded Z/Yen, the City of London think tank and venture firm, in 1994 in order to promote societal advance through better finance and technology. Michael spent several years as a partner and board member of one of the leading accountancy firms directing financial services work in the UK and overseas, and was a Director of Europe’s largest R&D organization - the UK Ministry of Defence’s Defence Evaluation and Research Agency.

Michael serves on the board of the United Kingdom Accreditation Service, overseeing UK measurements and standards, and Sirius Minerals plc, as well as being an Almoner of Christ’s Hospital, the charitable boarding school and a Trustee of the International Fund for Animal Welfare. Michael is Emeritus Professor, Trustee and Fellow of Gresham College. The British Computer Society awarded Michael “Director of the Year” in 2005. Michael’s latest book, ***The Price of Fish: A New Approach to Wicked Economics and Better Decisions***, written with Ian Harris, was based on his Gresham College lecture series from 2005 to 2009 and won the 2012 Independent Publisher Book Awards Finance, Investment & Economics Gold Prize. Michael and his wife Elisabeth race and restore the Thames Sailing Barge Lady Daphne.

Given his string of professional qualification ‘initials’ - FCCA FCSI FBCS CITP FIC CMC MEI – Michael has a particular personal interest in the accounting, finance, management consultancy and computing professions.

**Michael Parker CBE, Interim Chairman, Croydon Health Services NHS Trust**

In May 2012 Michael Parker was appointed interim Chairman at Croydon Health Services NHS Trust. From December 2011 to April 2012 he was a Non- Executive Director of NHS London. Prior to this he served as a Non-Executive Director and Vice Chair at Guy’s and St. Thomas’ NHS Trust before becoming Chairman at King’s College Hospital NHS Foundation Trust.

Michael studied Economics at Brunel University and Birkbeck College, University of London. He lectured on both Undergraduate and Post Graduate degrees at the University of East London and Queen Mary, London. He is a Fellow of the Association of Chartered Certified Accountants and was a Registered Auditor for a while. He is a member of the Health Panel and was the Chairman of the Corporate Governance and Risk Management Committee for the Association of Chartered Certified Accountants. He is an Honorary Fellow of King’s College London, Fellow of the Royal Society of Arts and Honorary life member of the Institute of Risk Management. He is the President of the Sickle Cell Society and Patron of the Big Issue, Malawi. Michael is also an External Advisor to the Royal College of Nurses.