

POSSIBILITY,
PRESTIGE &
POTENTIAL:



AN INTRO TO THE ACCOUNTING PROFESSION



WHAT'S AN ACCOUNTANT and what, exactly, DO THEY DO?

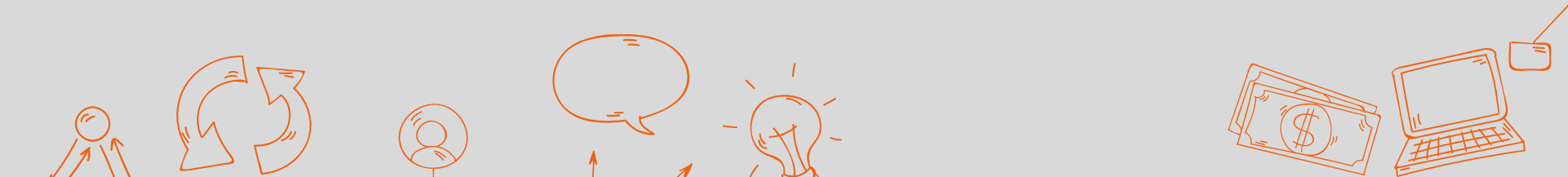
- ✓ They're the backbone of the business world
- ✓ They keep finances in check—for everyone
- ✓ They can be generalized or very specialized
- ✓ Their roles and responsibilities can vary widely






Some examples of functions accountants are responsible for:



- ✓ Consulting with companies on financial and tax issues
 - ✓ Issuing auditing opinions on financial statements
 - ✓ Keeping track of company revenue and expenses
 - ✓ Examining financial records for errors or fraud
 - ✓ Finding ways for businesses to reduce costs
 - ✓ Advising individuals on how to manage their money
 - ✓ Managing and mitigating financial risk
 - ✓ Preparing tax returns and statements
 - ✓ Ensuring regulatory laws and rules are followed
 - ✓ Determining pricing of products and services
 - ✓ Calculating the monetary value of companies
 - ✓ Implementing new accounting and finance technologies and systems
- 



Benefits of being an accountant:



Demand is high



Earning potential

Job security

Flexibility



Opportunities for advancement

Nearly endless possibilities





ACCOUNTANT VS. CPA: WHAT'S THE DIFFERENCE?

CPAs are accountants who:

- ✓ Have met their state's requirements for:
 - higher education, work experience and ethics
 - have passed all four sections of the CPA Exam
 - are licensed by their state's board of accountancy
- ✓ Make 5%-15% higher salaries than their non-CPA counterparts
- ✓ Often get more frequent and higher-level promotions
- ✓ Experience greater job security
- ✓ Garner more respect and trust
- ✓ Have a competitive edge over non-CPAs
- ✓ Are able to start their own firm and be their own boss
- ✓ Can become even more specialized



THE WORLD NEEDS SKILLED ACCOUNTANTS.



Here are just a few examples of what they're willing to pay to get them:

\$55,250 - \$89,750

Internal Auditor

\$86,500

\$226,000

Controller

\$70,250

\$115,000

Senior Tax Accountant (Public)

\$81,000

\$141,750

Financial Analyst Manager

\$77,250

\$121,000

Forensic Accountant

\$113,250

\$503,000

Chief Financial Officer



WHAT QUALITIES AND SKILLS MAKE A GREAT CPA?



It's way more than math. Soft skills are important, too. Even more so the further a CPA climbs the corporate ladder.

Skills CPAs rely on:

COMMUNICATION

CREATIVE PROBLEM SOLVING

RELATIONSHIP BUILDING

LEADERSHIP

CRITICAL THINKING

PROJECT MANAGEMENT

GOOD JUDGEMENT

BIG-PICTURE THINKING

COLLABORATION

DECISION MAKING



WHATEVER YOU DECIDE TO DO IN ACCOUNTING

is up to you.



**CPAs work in many different settings,
making their mark in a variety of ways.**

SOME POSITIONS REVOLVE AROUND:

Devising ways for
companies to become more
green and sustainable

Helping clients navigate
estate, retirement and
philanthropic planning

Helping directors bring their
on-screen visions to life
without going over budget

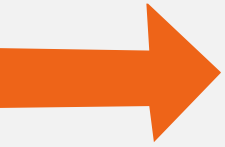
Going undercover to
catch white-collar criminals
and financial wrongdoing

Traveling the world
managing financial affairs
for global companies

Being the watchdog who
ensures state taxpayers'
money is being spent wisely

Stretching dollars from
donors to help charities make
the biggest impact possible

Finding ways to keep costs
down on services for local
low-income families



More about me and my work in the accounting profession.



<<name>> <<title>>

<<company>>

Number of years as a CPA: <<your answer>>

Why I went into accounting: <<your answer>>

Favorite part of being an accountant: <<your answer>>

My best advice: <<your advice to future accountants/CPAs>>



DOES ACCOUNTING SOUND LIKE IT COULD BE A GOOD FIT?

If so, here are some great ways to learn more, gain experience and get involved:

- ★ Take an accounting class
- ★ Join an accounting club
- ★ Discuss it with a career counselor
- ★ Find a CPA you can shadow for a day
- ★ **Dig deeper at StartHereGoPlaces.com**