

A CPA License Can Take You Anywhere...

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So Where Do You Want to Go?

CPAs were among the Top 10 most in-demand jobs in 2020.

—Robert Half Report



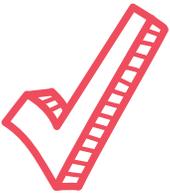
What are CPAs

Certified Public Accountants (CPAs) are the lynchpin for every type of business. Entertainment, sports, tech, start-ups, fashion, art, health care, nonprofits, government or law enforcement—whatever field you're interested in, CPAs are needed to guide business decisions.



What CPAs Do

What don't they do? Increasingly, CPAs are no longer limited to being the finance guru who analyzes dollars and data. Your credibility and analytical skills can assist operations, hiring, forecasting, investments, technology and more. You can travel, meet new people, troubleshoot for owners or individuals in need of advice, conduct forensic accounting investigations into fraud and more.



Most-Wanted CPA Skills

You may think an accountant or CPA needs to be a math whiz—but that's not true. While understanding the core concepts is necessary, a successful CPA brings much more to the table. Not every CPA is born with these skills—rather, they build them as they progress through their career. Here are the skills that will help you be successful as a CPA:

- **COMMUNICATION.** Interpret technical information and recommendations for colleagues or clients who aren't finance-savvy.
- **CRITICAL THINKING.** Look at the information presented and make sense not only of what it means now, but its implications on future business decisions.
- **LEADERSHIP.** Figure out areas where you can be more influential in your role and speak up confidently so people will realize your full potential as a leader.
- **COLLABORATION.** CPAs do not work alone. They work with colleagues, audit teams, clients, vendors and more to help connect the dots of information between all parties.
- **DECISION MAKING.** Businesses look to CPAs for advice regarding the best option in their sometimes coin-toss moments.

IN
CPA
SOCIETY



CPA Perks

The benefits of pursuing the CPA license and becoming a CPA are endless, from paid internships and higher starting salaries to faster advancement than non-CPA accountants, travel opportunities (local, national and international), a large professional network, top-tier technology, and having the ability to transition into any type of business or work for yourself.

Salary / Jobs

Annual Salary Ranges (across states)*

Chief Financial Officer (CFO): \$122,000–500,500/year

The CFO is part of the executive management team and is responsible for running all finance activities related to their organization. A CFO is also often involved in human resources (HR) and information technology (IT).

Forensic Accountant: \$78,750–149,750/year

Did you know there are CPAs who work for the FBI? Forensic accountants work both for companies and government agencies to investigate financial crimes like corporate fraud and embezzlement.

Sports Accountant: \$73,750–174,750/year

Professional sports teams need CPAs to help guide the financial activities of their organization. CPAs in sports work with team budgets for player salaries, sponsorship deals, player tax withholdings and much more. Sports-focused groups like ESPN, Nike, the Olympics, etc., also need CPAs to help their organizations thrive.

**Salary ranges from 2021 Robert Half Salary Survey Guide*



Resources

AICPA: Start Here. Go Places.
startheregoplaces.com/students

INCPAS Day in the Life Videos
youtube.com/incpas

2021 Robert Half Salary Guide
roberthalf.com/salary-guide

Virtual Field Trips
startheregoplaces.com/students/games-tools/virtual-field-trips/