



Presenter Tips & Talking Points

Thank you

With several presentations scheduled during CPA Week, we are thrilled to bring the CPA profession into classrooms throughout Indiana. We anticipate nearly 1,000 students will hear from volunteers like yourself and know that after this week students will have a better understanding of what CPAs *really* do and opportunities in the profession.

As the INCPAS Board works to address challenges in the talent pipeline, it was clear...we need to continue to work to expose students to the CPA profession. CPA Week was created and in the coming days, we will provide presentations (both live and OnDemand), CPA Q&As, case studies, publications and classroom activities to high school educators and students.

In preparation for your upcoming presentation, carefully review these presenter tips and talking points. And be sure to reach out if you have any questions.



Troubleshooting

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1 Technical Issues

Each school is providing a link to their virtual classrooms. If you have any challenges accessing their virtual classroom, refer to your presenter packet for the educators email address. I've provided each educator with your email as well.

2 Screen Share

You will have access to a presentation slide deck that you can use. This presentation will be available both online and as a downloadable PowerPoint. If there are any issues sharing your screen, please be prepared to simply talk through the talking points without the slide deck.

3 Last Minute Cancellation

If something comes up and you are not able to make your scheduled presentation, email Ali Paul (apaul@incpas.org) AND the educator as soon as possible. If there is time, I will work to find a replacement speaker.

Presentation Tips

Presentation Format Options

1 Chat

Use the talking points provided to have a conversation with the students. Encourage them to turn their videos on and if there is a chat feature on the meeting platform, encourage them to use it to ask questions.

2 CPA Week Slide Deck

Use the CPA Week slide deck to frame your conversation. This aligns with the talking points and provides some visuals. **Please note, since each school is using different platforms, sharing your screen to show the slide deck may not be possible.**

3 Student Engagement

Hopefully, the students and educators will ask questions and engage with you throughout your presentation. If this does not happen, don't worry. Just continue and keep going through the talking points. Feel free to ask questions of the students and drive the conversation.

Presentation Tips

1 Be positive

We want to inspire students to want to learn more about opportunities in accounting and business. Being positive and genuine about your passion for the profession is essential.

2 Give real-life stories and examples

Help the students understand what you're talking about by giving real life examples. If you are talking about doing an audit, explain what you do and what you learned about your client.

3 Explain acronyms

Believe it or not, GAAP, IFRS, INCPAS...these are not acronyms students often know. Take time to explain the acronyms.

4 Be honest

It's fine to talk about the realities of the profession. If you work a lot of hours, you can mention that. However, try and help them see the positive side.

Presentation Tips

1 Don't assume they know common accounting terminology

For many of the students, they are in an Intro to Accounting course (or a personal finance class), as you think about the stories you'll tell...take time to explain some of the accounting terms. Don't assume they know what a trial balance is or what audit means.

2 Break stereotypes

Think about common stereotypes of CPAs and work in ways to break these in your presentation. Many students will say, they don't want to do taxes all day. They don't realize what tax entails and they also don't realize CPAs can do other things.

Presentation Talking Points

Agenda

- 1 CPA Overview
- 2 Career Path
- 3 Typical Day
- 4 CPA Skills
- 5 Perks
- 6 Credibility



CPA Overview

- **What is the difference between an accountant and a CPA?**

Before you begin, it's important to pause and tell the students what the letters CPA mean. Often, we dive into a presentation and after about 15 minutes a student asks what CPA means. Let's level set at the beginning and then dive deeper into the profession.

- 150 hours of college education
- Pass the CPA Exam
- 2 years work experience

Career Path

1 When did you decide you wanted to become a CPA?

These students are thinking about their future careers now and your insight into how you decided to become a CPA will be helpful.

2 Where did you attend college and what was your majors/minors?

Think about how you decided on the school you attended? What were some of the reasons you went there? How did you decide on your major?

3 Did you have any internships?

You can share your internship story OR talk about the role internships can play in helping students learn about different career paths.

4 What was your first job out of college?

If your first job out of college was long ago, consider sharing a story about a pivotal moment in your career.

Career Path

1 What was the biggest lesson you learned early in your career?

Students love advice and will welcome any insight you have to share.

2 What was your CPA Exam experience?

While it's easy to commiserate about the negatives and the challenges of the Exam, try and stay focused on the positives and lessons sitting for (and passing) the Exam taught you.

3 Where do you work currently?

This is a good opportunity to share about your current organization, it's mission and how you play a role in the organization's success.

4 What is your position now?

Students may not know certain accounting terms. For example, if you are an auditor...explain what “audit” means and what an auditor does.

Typical Day

1 What is a typical day like?

This is a great opportunity to break many of the stereotypes that students have about accounting. Think about a day or several days and give highlights of what you do.

2 How did the pandemic impact your organization?

Students enjoy technology and the pandemic highlighted our reliance on it. Think about ways to show students how your organization adapted.

3 Are you able to work from home?

This is a silly question to ask now, but worth mentioning to the students. They love hearing about the flexibility of the CPA profession and always ask about where CPAs work.

CPA Skills

- **What are the key skills you need as a CPA?**

This is your opportunity to highlight the many important skills needed as a CPA. Often students think that to be a good accountant, they need to be great at complex math problems and 100% a numbers person. Share a few examples of how you used these (and other) skills on a daily basis.

- Decision Making
- Communication
- Critical Thinking
- Networking & Collaboration

Perks

- **What are some of the perks of being a CPA?**

Think about the perks of being a CPA or working from your organization. While some perks may not seem like a big deal, think about your audience. Free suite tickets to a professional sporting event, meeting interesting people or flight upgrades are exciting to teenagers.

- Travel
- High Salary
- Job Security
- Teamwork

Credibility

1 Share a few examples of the credibility that CPA have.

This is another opportunity to break some of the stereotypes students have about CPAs. Paint a picture about how CPAs are trusted business advisors and not simply bean counters.

2 Work Anywhere

CPAs are needed in all business. What are some examples of businesses that need CPAs?

3 Open Doors

The CPA license earns a CPA instant credibility. How has your CPA license helped you?

Learn More

1 Monthly CPA Chats

INCPAS will host monthly CPA Chats that will feature CPAs from all areas of business. Students can sign-up for the event calendar at tinyurl.com/cpaserie

2 CPA Q&As

Students are invited to visit youtube.com/incpas to view several Q&A videos featuring Indiana CPAs.

3 Day in the Life of a CPA

If students are interested in seeing what a day in the life of a CPA is like, they can checkout the Day in the Life playlist on the INCPAS youtube channel.

4 INCPAS Scholars Program

Students interested in the Society's career awareness and mentoring program are encouraged to apply by June 15.