

CPA Week Talking Points

In preparation for your conversation with students, below you will find talking points that can help frame your discussion. Remember, many of the students will not have a clear understanding of what CPAs do and many have misconceptions about the profession. This is an opportunity to break several of the stereotypes while talking about how exciting the CPA profession is. The more stories and examples the better.

While it's easy to focus on the challenges (long hours, tough Exam, etc.) please remember we are hoping to encourage these students to consider a career in accounting.

CPA Overview
What is the difference between an accountant and a CPA?
150 hours of education, pass the CPA Exam, get 24-months of work experience...become a CPA.
Career Path
When did you decide to you wanted to become a CPA?
Where did you attend college? / What was your major?
Did you have any internships?
What was your first job out of college?
What was the biggest lesson you learned early in your career?
What was your CPA Exam experience? <i>*try and focus on the positives</i>
What is your position now?
If working in public accounting: What is public accounting? If working in industry, government or education explain what that means and how it is different from public accounting.
Typical Day
What is a typical day like in your office?
How did the pandemic impact your organization?
Are you able to work from home?
CPA Skills
What are the key skills you need as a CPA?
<i>*Choose two or three of the following success skills and talk about how you used these in your role as a CPA.</i>
1) Decision Making
2) Communication Skills
3) Collaboration & Networking
4) Leadership
5) Critical Thinking
6) Other Skills
Perks
What are some of the perks of being a CPA?
<i>*There are so many perks that come with being a CPA and this is a chance to show the students that accounting is more than taxes and calculations.</i>
1) Travel: Many CPAs are able to travel!
2) High Salary: CPAs frequently are frequently earning a competitive salary. Interns even get paid!
3) Job Security: Even in uncertain times and a down economy, CPAs are in demand.
4) Teamwork: CPAs often work in teams.
5) Entrepreneurship: Students are very interested in being business owners.
Flexibility
Share a few examples of the flexibility that CPAs have.
1) Work Anywhere: CPAs are needed in all business. Give a few examples of what kinds of businesses CPAs can work in.
2) Open Doors: The CPA license earns a CPA instant credibility. Talk about how your CPA license has benefited you.