IN CPA SOCIETY

CPA week

ACCOUNTING

WHAT IT IS, WHAT IT ISN'T & WHY IT'S WAY MORE THAN MATH.

forvis mazars

A LITTLE ABOUT ME:

Name

College/ University Attended

Why I went into accounting

Biggest misconception about accounting

Firm/Company

Surprising thing about my job

Skill I use each day

Coolest thing about being a CPA

Favorite part of my job

Current Role

WHAT IS ACCOUNTING?

Accounting is the language of business. Accountants know how businesses works, how they function and how they present themselves to the world... through their financial statements.

MYTH:

ACCOUNTING IS JUST FOR MATH WIZARDS



REALITY:

IF YOU CAN ADD, SUBTRACT, MULTIPLY AND DIVIDE, YOU WILL BE FINE



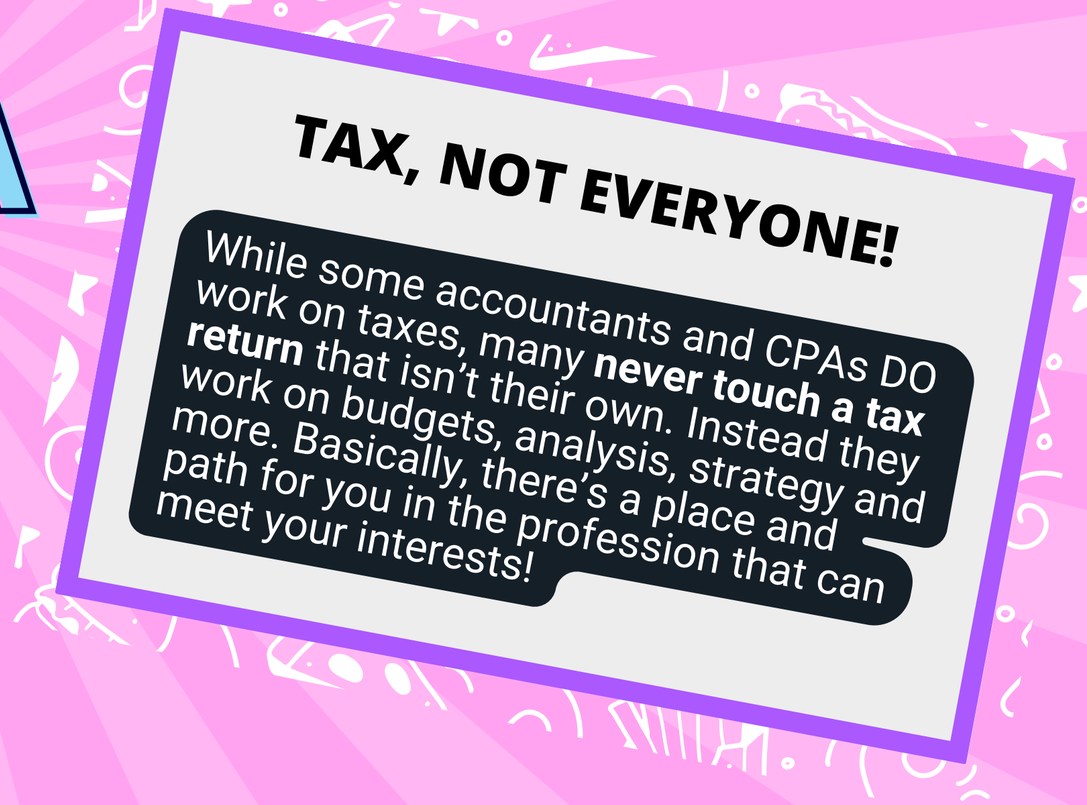
MYTH:

ACCOUNTANTS JUST DO TAXES



REALITY:

MANY ACCOUNTANTS NEVER TOUCH A TAX RETURN



MYTH:

ACCOUNTING IS RIGID AND OLD FASHIONED



REALITY:

ACCOUNTANTS REGULARLY ADAPT TO EMERGING TECHNOLOGIES & TRENDS



MYTH:

ACCOUNTANTS ONLY WORK AT ACCOUNTING FIRMS



REALITY:

EVERY BUSINESS NEEDS ACCOUNTANTS



WORK ANYWHERE

Accountants have the unique ability to **work in any industry** they are interested in because **every business needs an accountant**.

Interested in sports, the Pacers need accountants. Want to work in healthcare? Accountants are needed at hospitals!

MYTH:

INTROVERTS MAKE BETTER ACCOUNTANTS



REALITY:

ALL PERSONALITY TYPES CAN THRIVE IN ACCOUNTING

> Are you a...
> REALIST? DREAMER?
> IDEALIST? SEEKER?



REALITY:

ALL PERSONALITY TYPES CAN THRIVE IN ACCOUNTING

> However you identify, accounting will help you create the customized career you want!



MYTH:

ACCOUNTANTS HAVE LOW EARNING POTENTIAL



REALITY:

ACCOUNTANTS HAVE UNLIMITED EARNING POTENTIAL

MAKE 6 FIGURES EARLY ON

Not only can you make a great living, the accounting profession is known to be one of the most stable careers.

Even accounting interns are making bank? Many accounting interns are making $25+ an hour (as college students)

Corporate:

- Staff Accountant: $61,614-$90,708
- Finance Director: $127,546-$226,917
- CFO: $201,824-$478,153

Public:

- Tax Associate: $55,513-$71,728
- Audit Manager: $89,672-$140,173
- Partner: $162,630-$329,909

2024 Robert Half Salary Guide

MYTH:

ACCOUNTANTS ARE STUCK AT A DESK ALL DAY



REALITY:

MANY ACCOUNTANTS HAVE TRAVEL OPPORTUNITIES



MYTH:

ONLY LARGE BUSINESSES NEED ACCOUNTANTS



REALITY:

ACCOUNTANTS ARE A GREAT ASSET TO SMALL BUSINESSES



MYTH:

AI WILL MAKE ACCOUNTING OBSOLETE



REALITY:

AI WILL TRANSFORM THE PROFESSION BY AUTOMATING ROUTINE TASKS

AI, HERE TO HELP

AI is set to take over the routine (boring) stuff in accounting, letting pros **dive into analysis** and **big-picture thinking**. This shift means that skills like creativity and ethics are more important than ever—things AI just can't do.

BUSINESS OWNER:

ENTREPRENUER



"The founder of Nike, Phil Knight Studied accounting & was a CPA!

RUN YOUR OWN BUSINESS

Because accounting is often considered the **language of business**, there's something about a career in accounting that makes owning your own business more attainable.

Accounting is like **boot camp** for entrepreneurs, **understanding how money works**, where it goes is critical for business owners.

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COMMUNITY LEADER:

NOT-FOR-PROFIT

HELP YOUR COMMUNITY

Not-for-profit organizations need funding, planning, and allocation of resources to operate and **help members of our communities.**

Perks: Work with organizations that are **making a difference**, be a part of something bigger and **do what you love** using skills that suit you.



ZeNai Savage, CPA
Chief Financial Officer | NABA Inc.

EARTH LOVER:

ESG: ENVIRONMENTAL, SOCIAL & (CORPORATE) GOVERNANCE

MAKE AN IMPACT

As companies are starting to take a more significant look at how their business impacts the environment. Accountants are becoming a popular choice to help analyze and report on these ESG (environmental, social and governance) areas.

You can help companies **think about their impact** with your accounting skills!



FRAUD DETECTOR:

FORENSIC ACCOUNTANT

FBI employs 2,000+ accounting special agents



SOLVE FINANCIAL CRIMES

Forensic accountants are responsible for following the money and helping **solve financial mysteries**.

Perks: Work with organizations to help minimize and prevent loss, use your inquisitive skills, help catch the 'bad guys'.

RESOURCES

EVERYTHING YOU NEED TO LEARN MORE ABOUT ACCOUNTING

INCPAS STUDENT MEMBERSHIP

MEMBER BENEFITS

- **eNewsletters:** Stay up-to-date on all things accounting.
- **Job Shadow:** Experience life as an accountant for the day!
- **Scholarships:** Find money for college.
- **Events:**Attend awesome (FREE) student events.



more resources

JOIN TODAY !

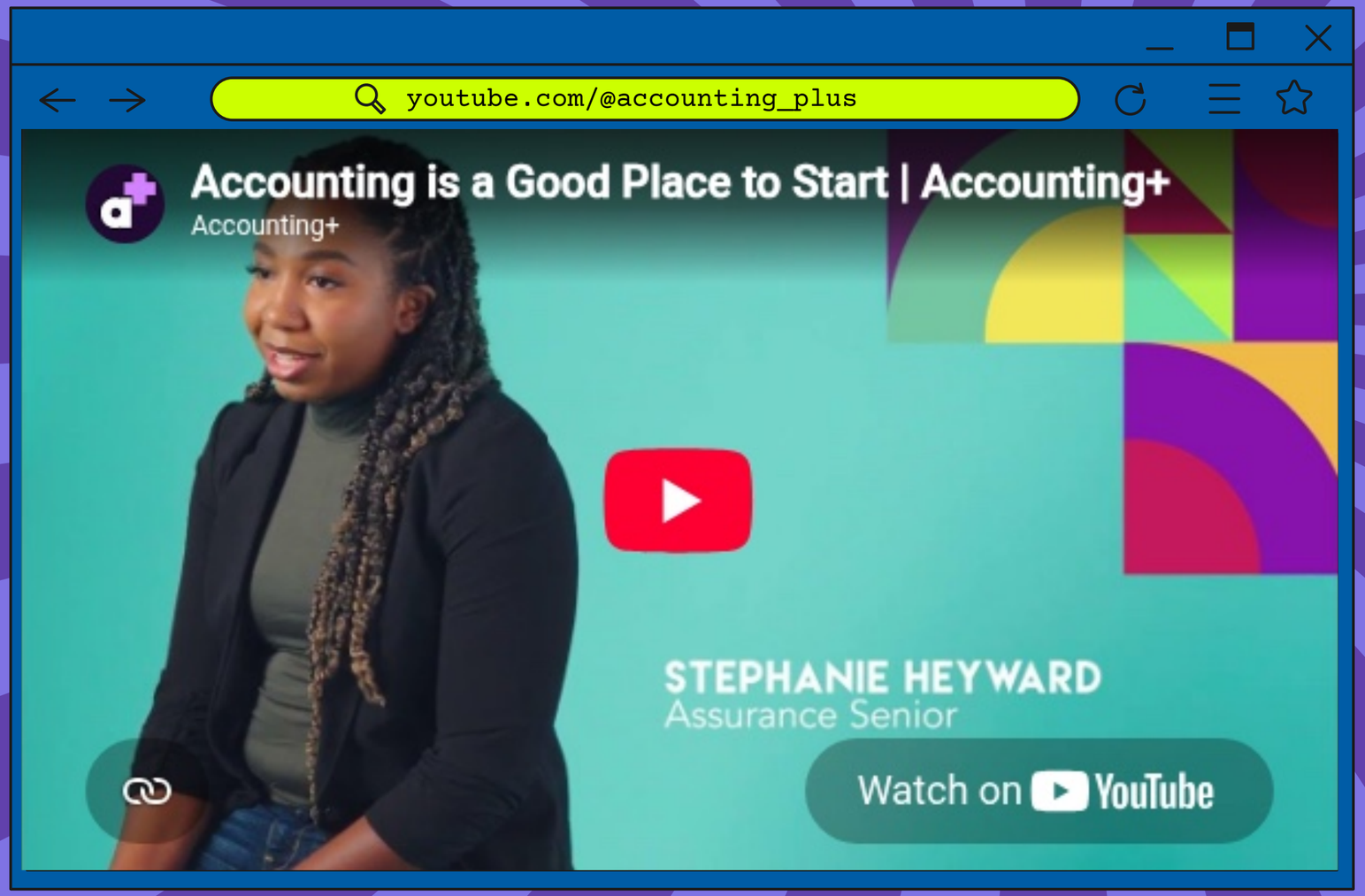
- Scan the QR Code
- Visit: incpas.org/students

SCAN ME

Enter our membership contest... we'll draw 20 students and send them $20 Starbucks gift cards!



DAY IN THE LIFE VIDEOS:



more videos!

THANK YOU

These partners make substantial investments in the talent pipeline, ensuring that the Indiana CPA Society has the necessary resources to educate, attract and retain individuals to the CPA profession.

PREMIER

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Deloitte.

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ksm CPAs & Advisors

pwc

springline ADVISORY

BALL STATE UNIVERSITY DEPARTMENT OF ACCOUNTING

KELLEY SCHOOL OF BUSINESS Graduate Accounting Programs

PROFESSION

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