Engaging the Next Generation of CPAs
80%!!!! . . . So says PWC

“One day our generation’s gonna rule the population.”
Millennial women: How to woo a new generation of employees

Opportunities for advancement and work/life balance matter to this key demographic.

Belicia Cespedes: A CPA at 17

Discipline and determination pay off for California teenager Belicia Cespedes.
What are your biggest challenges in working with young team members?
@cpa_at17 at #AICPAGC15 "If I can use my life for something greater than just me, that would be my greatest dream."

Belicia Cespedes CPA
@cpa_at17
Passionate about making a difference in the world of accounting by inspiring excellence and excitement.
With every pair you purchase, TOMS will give a pair of new shoes to a child in need. One for One.

WE ARE IN BUSINESS TO HELP CHANGE LIVES

It's a big job, and we don't do it alone. With our customers and Giving Partners, we're transforming everyday purchases into a force for good around the world. One for One.
What can we do to help them see the bigger picture?
How You Can Take Action

The magnitude of the financial earthquake is daunting, but as more citizens get involved in the dialog, the better off we are in finding sustainable results. Here are some suggestions for making a difference:

- "Like" Financial Ready Utah on Facebook and invite your friends to join
- Follow Financial Ready Utah on Twitter – follow the discussion using #frutah
- Share money ideas on Financial Ready Utah on Pinterest
- Sign the “Fix the Debt” petition
- Spread the word – Download, print and share the Financial Ready Utah Brochure
- Send a letter to the governor (Template – Letter to Governor)
- Send a letter to government representative (Template – Letter to Government Representative)
Call Centers, the Ultimate in Unmotivated Employees
“The greatest untapped source of motivation . . . is a sense of service to others; focusing on the contribution of our work to other peoples’ lives has the potential to make us more productive than thinking about helping ourselves.”

Dr. Adam Grant – Wharton
Beware: Highly Sensitive B.S. Detector
Innovation
Millennials hold innovative businesses in high regard

By Sabine Vollmer
February 28 2013

Companies that foster creativity and innovation are highly regarded among the world’s next generation of business leaders, according to a new survey.

The millennial generation believes innovation benefits society and business, because it promises to address top challenges such as pollution, climate change,
What are we doing to innovate?
Social Media
"At the heart of the tension between millennials and boomers is a static business model at CPA firms." @barrymelancon
#AICPAGC15
How static is our business model?
Not Just Tweaks, but Wholesale Changes in the Value Proposition

Historical Value Proposition

**Convenience & Compliance**

“Thank you for remembering when my taxes are due and reading all of those new accounting pronouncements so that I don’t have to.”

Future Value Proposition

**Enterprise Value**

“Thank you for playing a vital role in driving business performance and enterprise value.”
What about the business model for our professional associations?

Historical Value Proposition

Convenience & Compliance
Three little letters . . . . . . . .

Future Value Proposition

“Thank you for playing a vital role in the success of my firm and my career.”

CPE
What differentiates truly great performers from everyone else?
Deep Domain Knowledge
Willingness to Repeat Hard Things, Even After Initial Failures
Push Themselves Just Beyond Their Current Capabilities
"The best performers set goals that are not just about the outcome, but about the process of reaching the outcome."
Getting Beyond “the Greens”
Moving Beyond CPE
It’s Worth Our Very Best Efforts
Let’s Connect

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