CPA

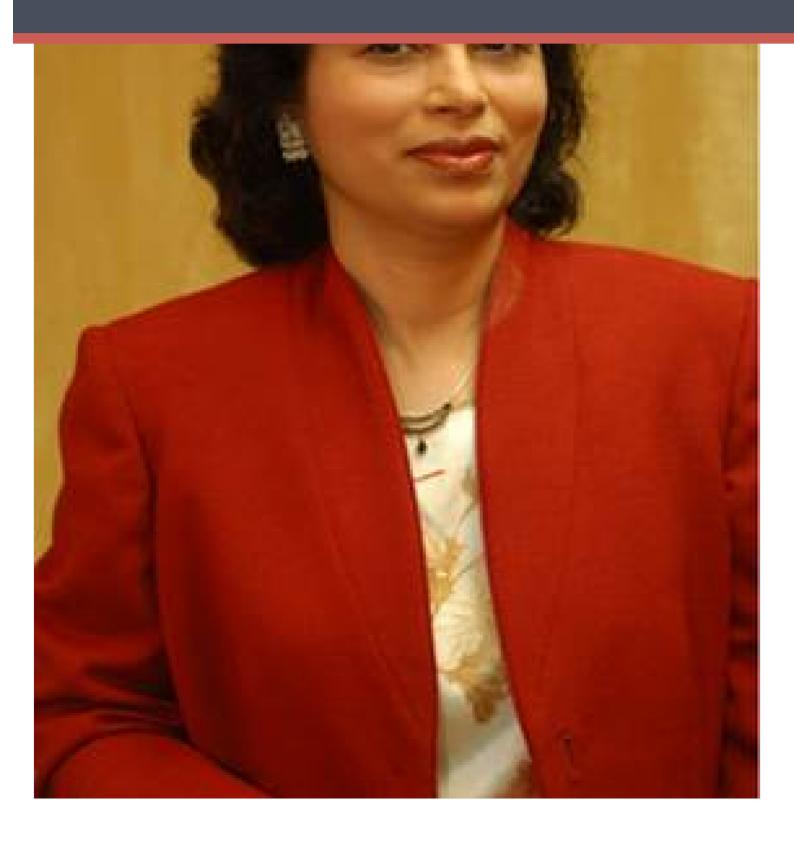
Practice **Advisor**

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Sharada Bhansali

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Q&A:

What advice would you give to female college students about the opportunities for women in the accounting profession?

Certainly, having in-depth knowledge of your subject matter is important, but that alone is not enough. Being techno-savvy and keeping ahead in technology is a skill set many of your colleagues may not have. Since appropriate use of technology is crucial for keeping a firm competitive, helping your firm find new ways to use technology will make you a stronger contributor for the growth of your firm.

What advice would you give accounting firms on things they could do to better retain and advance more qualified female staff?

I believe one of the challenges in working at accounting firm is the long working hours, particularly during the tax season. That makes it difficult for women who want to raise a family and keep a work/life balance.

Use technology to provide women professionals more flexibility in their work schedule. Cloud technology enables accountants to work more efficiently from home using a flexible schedule than working in the office under a regimented schedule.

Create an environment that enables employees to keep the right work/life balance. That keeps team members excited and makes them more productive.

How have you managed to balance your professional and personal life obligations, whether that includes family, etc?

Keeping a work/life balance is important to me. When I am at work, I focus 100% on work. When I am at home, I try to devote 100% of time to family with the exception of checking emails occasionally.

How mobile are you regarding your work? How have mobile devices and apps

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Obviously the mobile apps my team has developed for accounting, payroll and practice management are my most favorite apps.

What do you like to do when you actually have free time without any obligations to work or family? (Examples: reading, wine and movies, tv, art, travel, exercise, cooking, etc).

Reading, Yoga, Socializing, cooking.

Technology

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