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"next-generation" accountant by QuickBooks, a "business influencer" by Xero, and a top 40 Under 40 accounting professional by CPA Practice Advisor.

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An interview with Danetha Doe of Danetha Doe Consulting. Doe has been named a “next-generation” accountant by QuickBooks, a “business influencer” by Xero, and a top 40 Under 40 accounting professional by *CPA Practice Advisor*.

“While you will win your clients’ trust by showcasing your knowledge, you will win your clients’ hearts by showing your human side.”

What are new opportunities that you see for up-and-coming leaders within accounting?

This is an exciting time to build a lifestyle business around your accounting skills. Many of my colleagues, myself included, work 100% from our laptops and have created a business that supports our desires for freedom and creativity. All it takes is

becoming an expert in a niche that is exciting to you. Combining that with your

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you to take on fewer clients, provide quality service, and give you the freedom to pursue a life of joy.

How do you develop a brand as an accountant?

Your brand is a reflection of your passion and purpose. The first step is to get really clear on why you are passionate about what you do and what you feel your purpose is through your work. Ultimately, these two things add up to the promise that you are delivering to your clients.

What is your advice on using social media as an accountant?

Remember that social media is meant to be social. Engage with others, and don't be afraid to show your lighthearted, non-tax-compliant, I-read-55-pages-of-the-GAO-report-for-fun side. Your clients want to work with someone they can connect with on an emotional level.

What do you see as the future of accounting?

There's a major shift happening in the accounting world. I call it a creative renaissance. Automation is commoditizing a lot of lower-level accounting functions and requiring accountants to develop additional skills. I see the role of the accountant moving toward being a strategic or compliance advisor.

What does success look like?

Success is living a life full of passion, adventure, and fun. I truly believe that if we were all able to pursue careers that provided the freedom to live a life of joy, the world would be a magical place.

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