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Sep. 26, 2017



The gradually rising proportion of women in the CPA profession is catalyzing culture change for everyone at firms...and redefining the definitions of women's initiatives and women's success.

Exactly how firms are adopting insights gained from advancing women to firm wide efforts, and how they are renewing and refreshing women's initiatives, is the focus of the 2018 Accounting MOVE Project report.

Firms of all sizes are now invited and encouraged to participate in the annual survey. Registration is open at <https://www.wilson-taylorassoc.com/move/accounting>. In addition to reporting findings from this survey, the MOVE Project will produce the

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advance women informs overall culture change, with big implications for the next generation of leaders,” said Joanne Cleaver, President of Wilson-Taylor Associates, Inc., the content strategy firm that manages the Accounting MOVE Project.

“This year’s MOVE theme is a forum to explore how an initial focus on development and advancement of women influences an organization’s journey towards inclusion,” said Jennifer Wyne, executive director of human resources for Moss Adams LLP, founding sponsor of the Accounting MOVE Project. “An organization with diverse perspectives delivers better solutions to its clients.”

“Through CohnReznick’s women’s initiatives, we’ve learned a lot about why women make the career decisions they do, and that’s shaping our approach to diversity and inclusion,” said Risa Lavine, Principal and chief of staff at CohnReznick. “The MOVE Project is one way we, and the profession, can see how our understanding translates to real-world results, like retention and promotion.” CohnReznick is the national sponsor of the Accounting MOVE Project.

An executive summary of the 2018 Accounting MOVE Project will be published in the May 2018 issue of *Public Accounting Report*, with the full report available at the websites of MOVE association partner, the Accounting & Financial Women’s Alliance.

“AFWA promotes the advancement of women in accounting and finance by supporting their professional development and empowering them as leaders, drawing on each woman’s diverse background and experiences to shape her future,” said Ericka Harney, executive director for the Accounting & Financial Women’s Alliance (AFWA). “AFWA is proud to continue to support the MOVE Project as the association partner.”

MOVE is making a real difference in the profession and has positioned CPA firms as

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The Accounting MOVE Project is based on the MOVE methodology, developed by research partner Wilson-Taylor Associates, Inc., which investigates the factors proven to be essential to women's career success:

M – Money: fair pay practices;

O – Opportunity: advancement and leadership development;

V – Vital supports: work-life programs that remove barriers;

E – Entrepreneurship: operating experience for managing or business ownership

Accounting

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