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The **2019 Accounting MOVE Project** will delve into the perceptions and misperceptions that women and firms have about how and why women pursue partnership and other senior leadership positions. The report will also outline tactics that women, advocates for women, and firm leaders can take to ensure that all women CPAs can fully achieve their aspirations for their careers and drive firm growth in the process.

Firms of all sizes are invited and encouraged to participate. Registration is open at [www.wilson-taylorassoc.com](http://www.wilson-taylorassoc.com) through December 19, 2018. In addition to reporting findings from this survey, the MOVE Project will produce the 2019 list of the top public accounting firms for women and top equity leadership firms.

“As we interview women every year for the Accounting MOVE Project, we hear often

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us better understand their experience and influence critical turning points in their career. It's critical women know we believe in them, will invest in them, and be their advocate,” said Jennifer Wyne, executive director of human resources for Moss Adams LLP, founding sponsor of the Accounting MOVE Project.

“For women, navigating the path to partner is frequently not as linear and is often times more complex than it is for men,” said Risa Lavine, Principal and chief of staff at CohnReznick. “One of the main objectives of our gender diversity strategy, WomenCAN, is to continuously enhance our understanding of ways to better support women's career advancement – we are seeing the payoff in our pipeline and in the profile of our partnership.” CohnReznick is the national sponsor of the Accounting MOVE Project.

An executive summary of the 2019 Accounting MOVE Project will be published in the May 2019 issue of *Public Accounting Report*, with the full report available at the websites of MOVE association partner, the [Accounting & Financial Women's Alliance](#).

“Women invest in accounting careers with the expectation of reaping a return over a lifetime career ,” said Cindy Stanley, executive director for the Accounting & Financial Women's Alliance (AFWA), the association partner for the Accounting MOVE Project. “The 2019 Accounting MOVE Project will outline fresh ways that women can achieve their goals even as they lead innovation and growth at their firms.”

The MOVE Project is supported by founding sponsor Moss Adams LLP, national sponsor CohnReznick, and administrative fees from participating firms. [Registration](#) for the Accounting MOVE Project will be open through December 19, 2018.

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

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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/MOVE Project Partners

### Moss Adams

Nationwide, Moss Adams and its affiliates provide insight and expertise integral to your success.

- Moss Adams LLP is a national leader in assurance, tax, consulting, risk management, transaction, and private client services. [www.mossadams.com](http://www.mossadams.com)
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- [www.mossadamswwealthadvisors.com](http://www.mossadamswwealthadvisors.com)
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### CohnReznick

CohnReznick LLP is one of the top accounting, tax, and advisory firms in the United States, combining the resources and technical expertise of a national firm with the

hands-on, entrepreneurial approach that today's dynamic business environment

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## **The Accounting & Financial Women's Alliance**

The Accounting & Financial Women's Alliance promotes the professional growth of women in accounting and finance. Members of the association benefit from opportunities to connect with colleagues, advance their careers, and become industry leaders. For 80 years, the organization has proudly upheld its mission to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession. Visit [www.afwa.org](http://www.afwa.org) for more information.

## **Wilson-Taylor Associates, Inc.**

Strategic communication firm Wilson-Taylor Associates, Inc., has been designing and managing national research projects that measure the progress of women in the workplace since 1998. Its methodology pivots on factors proven to remove barriers so that women can fully participate in driving business results. Led by veteran business journalist Joanne Cleaver, its current and past clients include Women in Cable Telecommunications, the Women's Transportation Seminar, the Alliance for Workplace Excellence, SitterCity, and many others. Please see Wilson-Taylor's portfolio of work at [www.wilson-taylorassoc.com](http://www.wilson-taylorassoc.com)

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