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**Natasha Schamberger, CPA**

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Getting clear on your career aspirations right from the start will keep you focused and motivated on what's important. Keep in mind that your goals can grow and change over time, so it's important continually check-in and recalibrate. There is a world of possibilities in the accounting profession so visualize it – a career that you are excited about and aligns with your passion. Consider the following questions to help you identify your vision and write it down:

- What are your aspirations for the future?
- What lights you up and invigorates you most?
- How do you envision yourself professionally in 5 years?
- Where does your career fit into your overall life plan?

Be sure that your goals include words “in order to...”. This will help you tap into the passion behind your vision and be your motivation that propels you forward!

**What would you suggest to accounting firms that are interested in retaining and advancing more qualified female staff?**

I suggest having continuous conversations with rising stars to understand their interests, life priorities, and unique talents. Then, determine how those priorities can fit into the firm's overall strategy. Further, consider ways to create customized career paths that align accordingly. Also, a shift from a focus on hours worked to more emphasis on results, efficiencies, and flexible work schedules can be the secret sauce!

**Why did you choose to work in – and stay in – the accounting field?**

I remember the moment I got hooked on accounting during a business class in high-school. What an accomplishment when all the puzzle pieces fit together and balanced! The idea of a career with stability, good money and opportunity was appealing as well. I majored in accounting and didn't look back. I've gotten to

experience the camaraderie of tax season, and I learned how to have a curious

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*The Art of Possibility*; KSCPA Ignite Blog; Integrative Nutrition Blog; Wellness Mama podcast; Life in Accounting podcast

**What changes do you foresee in the accounting profession of the near future (3-5 years)?**

The accounting stereotype is being thrown to the wayside! A constantly evolving profession is the new norm as technology advances faster and faster, reshaping our accounting roles and how we work. Keeping our skills up to par will require accelerated focus. CPAs will continue their important work as critical advisors, but with enhanced skillsets with both tech savvy and business/accounting savvy expertise. Health, wellness and flexibility will be at the forefront as organizations recognize these as being critical factors in retaining staff and grooming future leaders for peak performance.

**How do you see yourself participating in shaping the future of the accounting profession?**

I have the incredible honor of working with a dynamic Board of Directors and a team dedicated to the success of CPAs in Kansas. Together we are striving to keep CPAs and accounting professionals future ready. We are also working to spark the interest of student talent to join us in our exciting future. This summer, we are hosting our first [INSPIRE Business Camp](#) for high school students! The camp will provide students with a memorable experience that showcases the various career tracks in accounting and how accountants are elite power athletes of the financial and business worlds.

**Describe one person who has been an important mentor to you and how that person helped shape the direction or focus of your professional life.**

I have been lucky to have a few impactful mentors during my professional career. This past year, I've learned a lot from a very special mentor, my 9-year-old daughter.

While she is not a mentor in the traditional sense, she has made a big impact on me.

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