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**Arianna Campbell**

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before you do. Consulting requires skills like critical thinking, problem solving, active communication, facilitation, empathy and relationship building which align with my unique abilities. As we all know, there is a rapidly increasing opportunity for accounting professionals to partner with individuals and organizations to help create strategies and actionable steps to achieve their goals. I would advise others to identify their own unique abilities and determine if they align with the consulting skill set – keeping in mind that there are a variety of personalities and styles! It is about determining if it is the right path for you and taking the next steps in your career development. Be sure to explore training, mentorship and being part of a peer group.

**What steps would you offer to employers to be more effective in retaining and advancing women?**

I would offer these three steps:

- 1) Awareness. Identify the areas in your organization that do not support an inclusive environment for women. Also evaluate policies and practices that limit advancement for women. Solicit feedback both internally and externally to minimize blind spots.
- 2) Communication. Talk to women in your organization to understand what they think would help with retention and advancement. Consider conducting Stay Interviews to gather insights on why women choose to stay. Have one-on-one conversations about career goals and aspirations and make plans for follow through.
- 3) Support. Be committed to supporting the progress of women in your organization. Be an advocate and an ally who helps to create continued opportunities for success.

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

The future of the profession is bright, and I am excited to be part of the

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Reading books is my favorite way to learn. Leaders are readers! Here is my current top 10 book list:

- **Servant Leadership: A Journey into the Nature of Legitimate Power and Greatness** – Robert K. Greenleaf
- **No Limits** – John Maxwell
- **HBR's 10 Must Reads on Change Management** – Harvard Business Review
- **A White-Collar Profession: African American Certified Public Accountants since 1921** – Theresa A. Hammond
- **Dare to Lead** – Brene Brown
- **The Change Monster** – Jeanie Daniel Duck
- **Ego is the Enemy** – Ryan Holiday
- **Atomic Habits** – James Clear
- **End of Me** – Kyle Idleman
- **The Boomer Bulletin** – Boomer Consulting, Inc.

**McKinsey & Company issued their [2020 Women in the Workplace study](#) that basically says that the current pandemic is starting to impact the strides women, especially women of color, have made in the profession. What advice would you give to employers to support women during this time so that the future of our workforce isn't negatively impacted?**

Remember, not all situations and aspirations are the same. Talk to the women in your organization and find out what they need. This requires creating a safe place for honest conversations. Offer flexibility, but keep in mind that this looks different for everyone. Consider, the desire for reduced hours, flex hours, and extended time off. Also find ways to offer more opportunities for advancement. Don't assume that flexibility is synonymous with reduction in work – for some the pandemic has created different capacities and motivations. Communicate, communicate,



communicate! And create a supportive work environment that includes and

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disadvantage. Instead view it as an opportunity to use your voice and influence to help the organization and make a path for others.

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

There are many people who have helped me along my journey and continue to provide support and encouragement. But my mom stands out as the person who has made the biggest impact. She is an accomplished scientist who has spent her career working at the University of Wisconsin – Madison. She is a trailblazer for other women of color in STEM. She also contributes to diversity, equity and inclusion initiatives at UW-Madison. She is a superhero-rockstar! She taught me to be brave and courageous, to walk in my strengths and to use my influence for good. She also taught me to not be afraid of being the only one in the room that looks like me – because fearless leadership helps to create the opportunity for others to join you.

**Please share a personal rule or principle that you follow.**

“Servant leadership.” My role is to serve and use my talents to help others. I am grateful to have the opportunity to live this principle through my career. To paraphrase the words of John Wimber: I will take the encouragement that comes from recognition, but all glory goes to God.

See more about the [2020-2021 Most Powerful Women in Accounting Winners](#).

Accounting

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