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profession, it is inspiring to look to those who have attained those ranks ahead of them. The AICPA and CPA Practice Advisor partner each year to honor ...

Jun. 08, 2022

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Arianna Campbell, LSS Black Belt

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- inclusion. If she is a vendor, she has helped to develop the technologies and solutions that will empower organizations to be more productive and profitable.
2. She is one of the top leaders in the accounting profession and her leadership has had a demonstrable effect upon the accomplishments of the organization with which she is associated.
 3. She is a mentor, sponsor, and a role model, someone who stands out in her ability to encourage and help those around her thrive and flourish.
 4. The work she does is influential and is having a positive impact on the accounting profession as a whole.

PERSPECTIVES

What do you feel is the most important issue facing the accounting profession today?

Talent and succession is the most important issue currently facing the profession. This is not a new issue, but it has been exacerbated by the ripple effect of the pandemic. There is a lot of focus on finding more people, but the bigger opportunity is around understanding what capacity is truly available, what roles and skills are needed for the future, looking beyond geographic limitations, and exploring outsourcing and automation. The biggest obstacle is mindset. This should all be seen as an opportunity instead of a challenge.

What one thing would you recommend accountants do to prepare for the future?

To prepare for the future, firms should emphasize an intentional and strategic focus on both employee and client experience. An exceptional experience doesn't happen by chance and is a differentiator in a competitive landscape. Employees want to feel valued from the very beginning of their time with the firm through their career journey. Clients deserve a consistent experience when working with the firm from the time when they are aware that they need a service through the decision-making

process, onboarding, service delivery and follow up. As transactional and

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Remember that continuous improvement is endless –we can always find ways to improve! No matter what path you choose in the accounting profession, your mindset will determine your level of continued success.

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Read more about the [2022 Most Powerful Women in Accounting Winners](#).

Accounting

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