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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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Tommye Barie, CPA

2022 Most Powerful Women in Accounting

Executive Vice President of Leadership Development

Succession Institute, LLC

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TRAITS OF AWARD WINNERS

1. She has been the driving force to create a culture of excellence, innovation, and 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.

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

In my experience, working with businesses and CPA firms, they typically spend 40-70% of their time doing basic compliance work. That compliance work becomes all-consuming and professionals get complacent about providing higher level services such as advisory, visionary, and change management. As more and more of this lower-level compliance work moves globally and/or goes the way of AI and technology, practitioners must take the advisory space seriously or they risk losing a significant part of their revenue stream because clients will replace them with someone who will provide those higher-level services. One of the biggest challenges that firms must address in providing such higher-level services is attracting, developing, and retaining talent to deliver such services.

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

In anticipation of embracing the delivery of higher-level advisory services, it would be beneficial for firms to create a roadmap as to how they are going to evolve to ensure they have proper skills and experience to leverage this incredible opportunity before them

What one skill or experience would you recommend that young women getting started in the accounting profession master?

Often times women, whether getting started in their career or whether a seasoned professional, will not speak up or proactively seek opportunities. I recommend that young women master assertive behavior which will demonstrate an ability to speak up for themselves in a way that is honest and respectful while projecting self-

confidence. My message for them is to be bold, be brave, and be diligent about what

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