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Accounting

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Guyline Saint Juste, SHRM-SCP, CAE

2023 Most Powerful Women in Accounting

President & CEO

NABA, Inc.

How do you envision the accounting profession evolving in the foreseeable future for women?

The accounting profession is evolving to become more inclusive and supportive of women in general. I would like to see more Black women both enter the field and rise to their boldest ambitions. Driving diversity, equity, and inclusion across the accounting industry, representation in leadership positions is vital. That's why it's important for us to support Black women in owning and operating thriving, sustainable, and growing CPA and financial services firms. By doing so, we will make real progress toward achieving equitable change.



At NABA, we believe accounting is the language of money, business, and wealth. We anchor our vision of pathing and paving a more just world by ensuring the right conduits are in place to make resources accessible for entrepreneurs and cross-functional Black Business Leaders, especially Black women, to achieve financial fluency. When Black Women achieve fair and equitable representation in the

profession and gain fluency of accounting as a language, I think we will begin to

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medium to lead, learn, and leverage connections), seek internship opportunities, develop strong power skills (nothing soft about skills that propel careers), and commit to excellence. Believe you can and you will.

How would you advise accounting firms on how they can better attract, retain, and advance more women?

Language and culture matter, and it's up to all of us to create a workplace that values and includes every individual. Effective communication and inclusivity are key to building a strong company culture. To ensure this, it's important to be honest about the norms and rules of engagement within the firm. Invite more women to participate in informal networking opportunities, and remember it doesn't always have to be golf. Finally, instead of merely being "nice," prioritize being kind, thoughtful, and honest about the unspoken rules to foster a more supportive and welcoming environment for women.

What is your favorite professional mobile app, and why?

LinkedIn is by far my favorite professional mobile app. It has become an essential tool for staying connected with leaders and organizations within my industry, as well as keeping up with relevant news and trends.

What do you like to do when you have time away from work?

I walk, I garden, I read, I meditate, and I pray. I love being outdoors, tending to plants, and watching them grow. There's nothing better than being immersed in nature's dynamic energy.

In addition, cooking is my love language. I enjoy having my loved ones around a beautiful and bountiful table with meals especially prepared for them. Each has a favorite, and it delights me to nurture and care for my family in this way.

What are your favorite podcasts?

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