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this year's ranking—just their positioning changed.

**Jason Bramwell** • Apr. 11, 2024



The same seven public accounting firms that made *Fortune* magazine's "100 Best Companies to Work For" list [for 2023](#) also made [this year's ranking](#), which was released earlier this month. The only thing that changed was their positioning.

The data used for the annual ranking, which is collected by the website Great Place to Work, is based on survey responses from more than 1.3 million employees across the country. They were asked to provide feedback about their company's culture by

responding to 60 statements on a five-point scale and answering two open-ended

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company to work for in 2024.

## 12. Plante Moran

**2023 ranking:** 16

**Years on list:** 26

**Why the firm made the list:** The audit, tax, consulting, and wealth management firm based in Southfield, MI, has relied on its DEI council for more than two decades to position Plante Moran as a leader in promoting diversity in the financial services and accounting sector.

That commitment extends outside the office, too; Plante Moran has made efforts to engage with high school and college students across the country, including hosting students from seven high schools on the campus of Michigan State University to hear from accounting faculty and Plante Moran staff. When the firm learned that one of the schools wouldn't be able to attend because of budget constraints, Plante Moran paid the transportation costs, enabling 43 additional students to participate and learn more about career opportunities in public accounting.

## 13. Deloitte

**2023 ranking:** 17

**Years on list:** 25

**Why the firm made the list:** Accounting titan Deloitte has made well-being a top priority, starting with the C-suite: The American arm of the multinational firm named a chief well-being officer way back in 2015. Core to the Deloitte experience, the concept of well-being is brought to life through offerings such as collective disconnects, in which the entire organization takes consecutive days off so everyone can focus on their personal lives without interruptions from work. Deloitte's hybrid

workplace model provides a range of options that vary based on the tasks performed

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## 22. PwC

**2023 ranking:** 30

**Years on list:** 20

**Why the firm made the list:** The accounting and consulting firm knows that achieving a healthy balance between work and life is crucial to employee success. That's why twice a year, the entire Big Four firm shuts down for a full week, during which time all staff can rest and recharge. All employees are also eligible to apply for a 20%-pay leave of absence, when they can take up to 26 weeks off work while receiving 20% of their regular base salary.

As PwC U.S. incorporates generative AI into its operations, it has positioned itself as a leader in responsible AI—for which it's earned recognition from Gartner, IDC, and Forrester.

PwC cofounded the CEO Action for Diversity & Inclusion initiative, in which more than 2,500 CEOs representing over 21 million employees and more than 85 industries have pledged to create more inclusive workplaces.

## 32. Crowe

**2023 ranking:** 60

**Years on list:** 6

**Why the firm made the list:** Crowe is making efforts to diversify its talent pool by partnering with state CPA societies and local and collegiate chapters of professional associations to attract new hires from a wide variety of backgrounds.

Crowe supports employees through initiatives such as Women Leading@Crowe and its Connect program, which offers instruction in wellness, work-life integration, and

business etiquette to all female staff. The firm provides targeted support to senior

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**2023 ranking:** 42

**Years on list:** 4

**Why the firm made the list:** The assurance, tax, and consulting services firm continues to expand support-program offerings to its more than 17,000 employees. Building upon its already flexible workplace culture, RSM surveyed staff and decided to set no limits on remote, hybrid, or in-person workdays.

Launched in May 2023, the Women in RSM series, in conjunction with the firm's 10-year-old culture, diversity, and inclusion celebration, spotlights women within the organization to make them feel seen and supported. Sponsored by its ¡Hola!, InspirAsian, and multicultural employee network groups, RSM's conversational language program's second cohort launched in July 2023 with the goal of increasing linguistic proficiency among staff who work with international clients.

RSM is a signatory of the CEO Action for Diversity & Inclusion initiative and selected six participants last year to work alongside other firms in the creation of public policies and corporate strategies that promote racial equity. Four fellows are participating this year.

RSM's annual stewardship campaign, the Power of Love, selects local youth-focused charities to volunteer for and support. The 2023 campaign raised more than \$4.7 million, bringing the grand total raised to more than \$41 million, which has so far been distributed to 760 charities.

## 64. EY

**2023 ranking:** 50

**Years on list:** 26

**Why the firm made the list:** Big Four accounting giant EY fell 14 places on the list

while weathering multiple rounds of layoffs, including dozens of partners in

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EY has the goal of achieving 50% representation for women and racially and ethnically diverse employees at its partner level by 2025. As of August 2023, 28% of its partners and principals are women, and 22% are racially and ethnically diverse.

## 72. KPMG

**2023 ranking:** 36

**Years on list:** 20

**Why the firm made the list:** KPMG was not immune to the layoffs that bit the consulting industry widely in 2023 amid an unfavorable climate for deals and advisory services. This year, the company is focusing on AI training for employees; last year, it committed \$125 million over the next five years to advance equity in education, health care, and economic opportunities for underserved communities. Last summer, the company launched an internship program for 200 high schoolers to spend three weeks learning from KPMG coaches, mentors, and content developers.

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