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The CPACA Reports Key Leadership Survey Findings
White paper explores strategies for CPA firms to secure their firm's future

Kansas City, Kansas – September 26, 2012 – The CPA Consultants' Alliance (CPACA), an alliance of nationally-known consultants to the CPA profession, announces the publication of *CPA Firm Leadership: Communication Drives New Possibilities*. The white paper is the outcome of a research study focused on the CPA profession's current and future leadership opportunities and challenges in the accounting profession.

The white paper addresses the storm that is brewing in our nation with the significant number of Baby Boomers expected to retire in the next two decades and explores ideas for firm leadership to begin preparing for leadership transition that is imminent. The study and analysis is based on a leadership survey of more than 780 CPA firm respondents of the CPA profession's current and projected demographics. The white paper shares what respondents feel is important in future CPA firm leadership, what's missing from current firm leadership, and where they stand related to their careers in public accounting.

Integrity remains the cornerstone of the profession and was cited by the respondents as their most important leadership characteristic. To secure the future of their firms, respondents point to the need for better leadership, vision, team member development programs and rapport building. However, the overwhelming request of the respondents is for better communication from firm leadership.

“Leadership is the foundation of our profession, and this white paper will speak strongly to every current and future firm leader,” says Sandra Wiley, President of The CPACA. “Progress begins with a current assessment about our profession and then applying that knowledge in your own firm so transformation occurs. The CPACA has a clear vision to inspire positive change in our profession, and we believe this is a tremendous first step,” concludes Wiley.

CPA Firm Leadership: Communication Drives New Possibilities, is available as a free download from The CPACA website at cpaconsultantsalliance.com.

An accompanying tool developed by The CPACA, the *CPA Firm Leadership Discussion Guide*, is also available for free download. Through this tool, the user is empowered to initiate discussion among firm executives about the findings in the white paper and incorporate these discussions into team members’ critical feedback on the subject of leadership.

Both resources offer ideas for firms to assess their current firm leadership and strategies to develop and strengthen leadership and management skills at all levels in the firm. These are the first of many tools and resources The CPACA will provide to encourage positive and innovative change in public accounting.

About The CPA Consultants’ Alliance

The CPACA was formed this year with the purpose of exploring leadership issues facing the public accounting profession and developing and sharing solutions that benefit practitioners. Our vision is to inspire positive change in the CPA profession by collaboratively establishing tools and content that will educate, motivate, and increase the wisdom of current and future leaders.

Our [members](#) are successful consultants within the CPA profession. The expertise of its members includes CPA firm strategic and succession planning, leadership and management, growth, sales and marketing, information technology, human resources, coaching, mergers and acquisitions, diversity, leadership development and more.

For more information about The CPACA, its members and to stay connected with us, please:

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