

EMERGING  
LEADERS

a c a d e m y



Helping Those You Lead Envision a  
Great, Long-Term Career at the Firm



Early career professionals are the most mobile, as they look for the best possible long-term fit for their careers.



EMERGING  
LEADERS  
academy



The focus of this session is on what you can do to help these early career professionals see a long-term career with your firm.



EMERGING  
LEADERS  
academy



Let's start with an acknowledgement  
of part of the problem.

Most firms are bad at articulating the  
benefits of a long-term career at the  
firm.



EMERGING  
LEADERS  
academy



Too often, firm leaders talk generally about how amazing it will be to reach partner and leave it at that.



EMERGING  
LEADERS  
academy



# Group Discussion

Brainstorm some of the benefits of a career in public accounting and more specifically a career with your firm.





Communicating these benefits requires more than buy-in from leadership. It requires that leaders exemplify the careers being promised.



We know this is important based on the number who depart from the industry saying, "I don't want to be like that partner" or "I don't want that life."

In some situation the issue becomes one of perception.





# Group Discussion

What could you do differently to better demonstrate the benefits of a career with your firm?






Several years ago, we asked over 200 young leaders to brainstorm the benefits of a long-term career in public accounting. They identified 23 significant benefits for choosing to stay at the firm and make it their long-term career choice.





1. Financial stability
2. Job security
3. Respect
4. Stimulating work
5. Great relationships
6. Flexibility
7. Ability to act as a catalyst for change
8. Ability to specialize
9. Freedom to make course corrections
10. Collaboration
11. Strong culture
12. Professionalism
13. Advancement
14. Attitude of abundance
15. Likelihood of remaining on the high road
16. Ability to mentor and be mentored
17. Ownership opportunities
18. Ability to serve as a trusted advisor
19. Remote work
20. Career opportunities
21. Long-term view
22. Firm's investment in members
23. Client transitions





Let's turn our attention to some of these benefits often cited as misused.

- Flexibility
- Career changes
- Remote work




# Group Discussion

What is required for these elements to be beneficial for the employee and the firm?







Opportunities and the long-term view are great but can be hard to sell as benefits to those early in their careers.



# Group Discussion

What success have you had in helping your team members see the long-term view of their career while still in their first few years?





Growth opportunities are one of the most underrated benefits of a long-term career in public accounting. For many, it's the first thing they miss when they leave.



When individuals are too busy to help people develop, this benefit can feel like a burden.



# Group Discussion

How did you develop early in your career? And, how can you help your younger team members experience these same benefits?





Simply put, this entire session has been about action. Ensuring that your actions, and the actions of other leaders, exemplify the benefits you talk about.





Thank you!

Contact us:

[JeremyC@UpstreamAcademy.com](mailto:JeremyC@UpstreamAcademy.com)

[HeathA@UpstreamAcademy.com](mailto:HeathA@UpstreamAcademy.com)

[CourtneyD@Forgeahead.com](mailto:CourtneyD@Forgeahead.com)

[GeorgiaC@UpstreamAcademy.com](mailto:GeorgiaC@UpstreamAcademy.com)

[KelseyM@UpstreamAcademy.com](mailto:KelseyM@UpstreamAcademy.com)

[RheesM@UpstreamAcademy.com](mailto:RheesM@UpstreamAcademy.com)