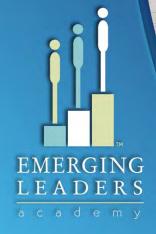
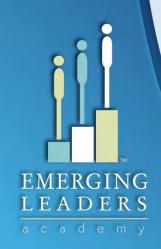


Most firms are bad at articulating the benefits of a long-term career at the firm.



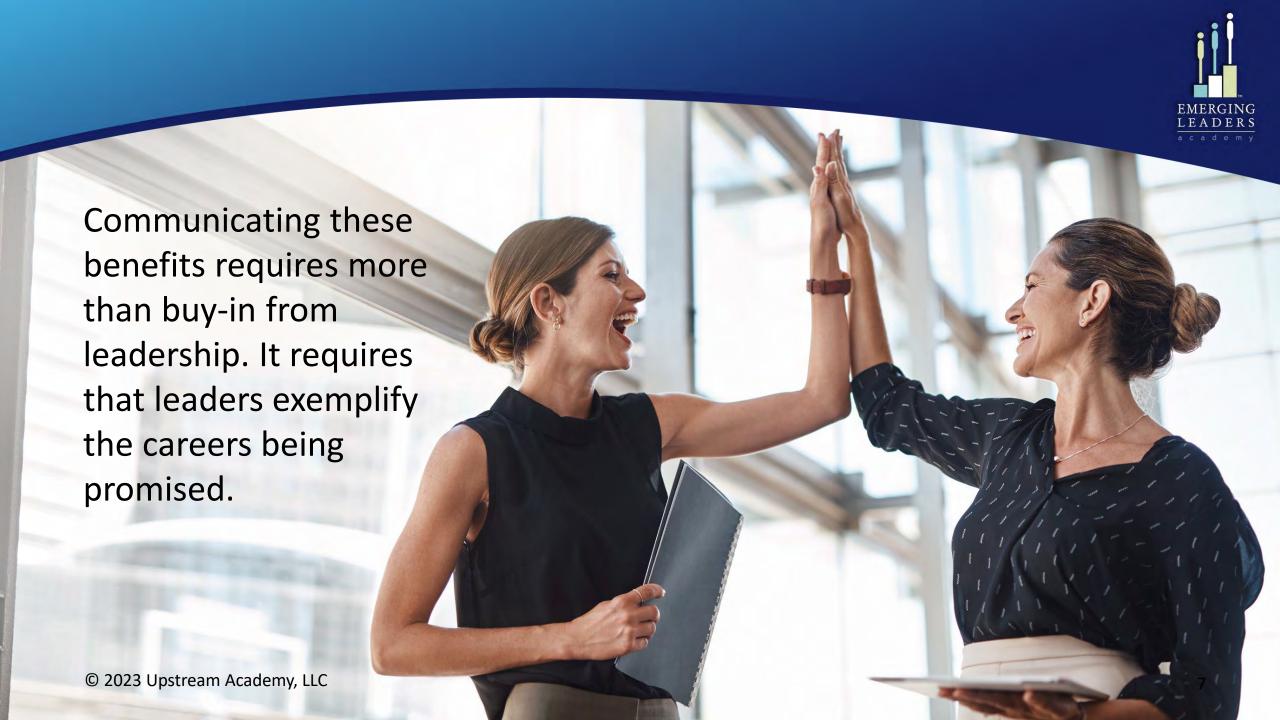
Too often, firm leaders talk generally about how amazing it will be to reach partner and leave it at that.





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









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.

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
- Job security
- 3. Respect
- 4. Stimulating work
- 5. Great relationships
- 6. Flexibility
- Ability to act as a catalyst for change
- 8. Ability to specialize
- 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

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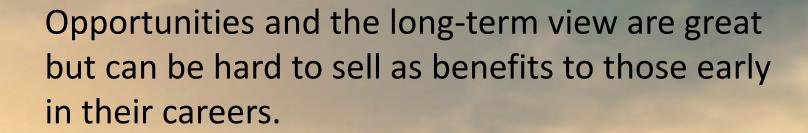
Let's turn our attention to some of these benefits often cited as misused.

- Flexibility
- Career changes
- Remote work

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



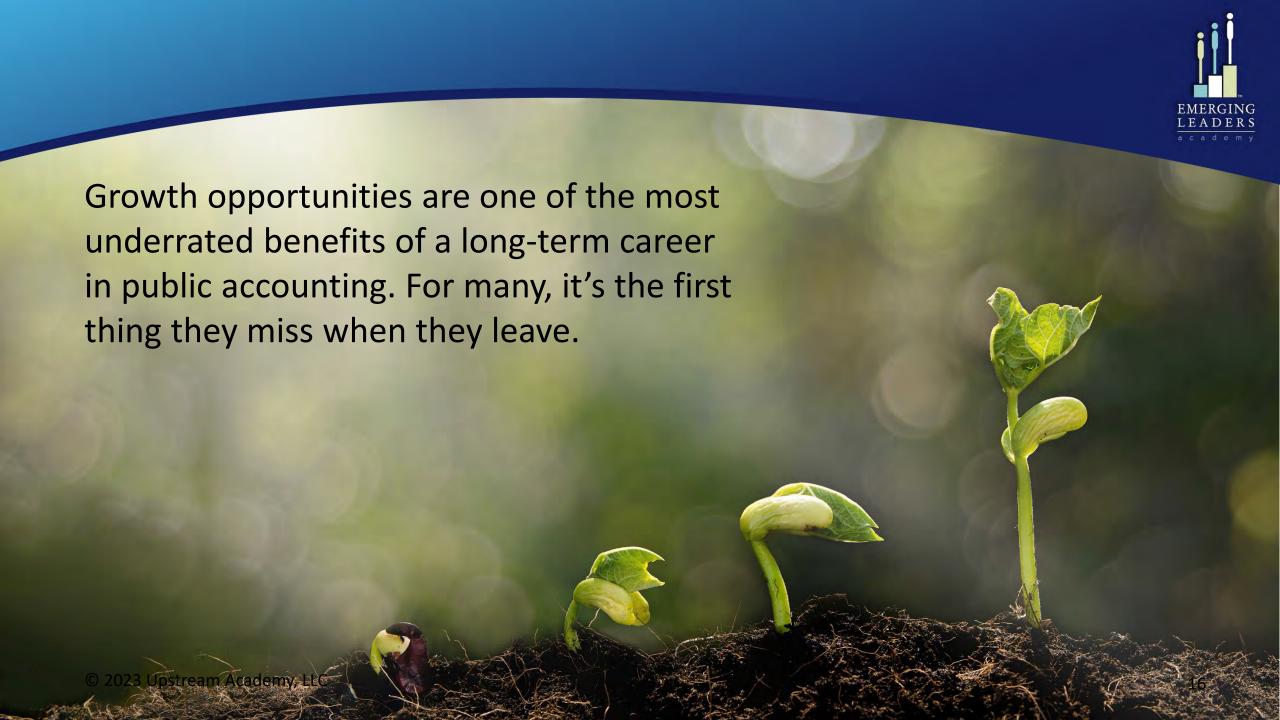




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What success have you had in helping your team members see the long-term view of their career while still in their first few years?

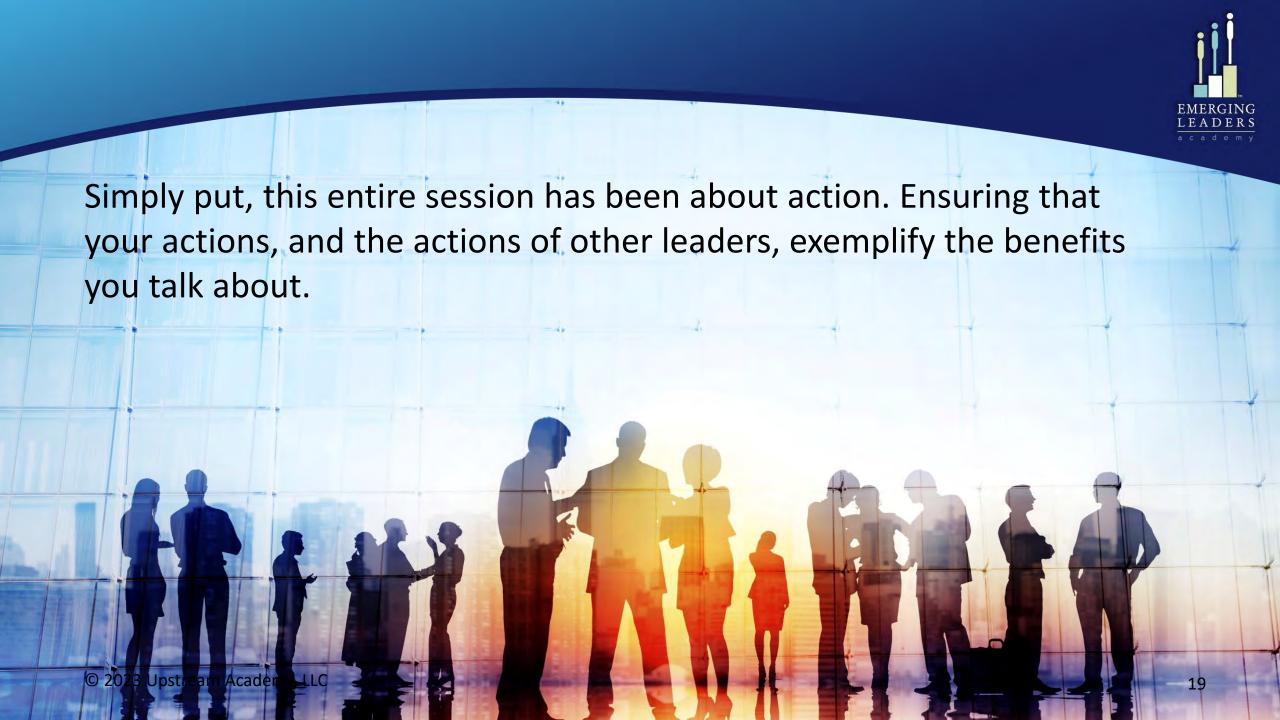






How did you develop early in your career? And, how can you help your younger team members experience these same benefits?





Thank you!

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