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WHY VISIONING? WHY FOR CPAs?

Because CPAs stand alone in a 100-year spotlight of public confidence.

If this profession allows itself to be caught off guard by the blitz of social, economic, political and regulatory changes predicted for its clients and its employers, playing catch up will seriously threaten its role as the trusted conscience of the private and public sectors.

Change isn't an option. It's a mandate!

As companies, governments and individuals are forced to accelerate their own pace of change, they will require the professionals they depend on to keep up, or get out of the way.

CPAs must look at the future with 20-20 vision and ask right now "Who are we?" "What do we value and how will we preserve those values?" "What dangers and opportunities await and how do we adapt?"

The Core Purpose and the Vision Statement and the elements that went into molding them are the profession's beachhead against obsolescence. They embrace the tangible and intangible qualities that have defined the profession for over 100 years. They are the basis for expanding the value of the CPA to tomorrow's marketplace.

Why Visioning? Why for CPAs?

Yogi Berra said it best:

"The future ain't what it used to be!"



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CPA Vision

2011 AND BEYOND

*Focus on the
Horizon*

Vision Elements / Core Purpose / Vision Statement

Vision Statement

CPAs are the trusted professionals who enable people and organizations to shape their future. Combining insight with integrity, CPAs deliver value by:

Communicating the total picture with clarity and objectivity,

Translating complex information into critical knowledge,

Anticipating and creating opportunities, and

Designing pathways that transform vision into reality.

Core Purpose

CPAs...

Making sense of a changing and complex world.

Vision Elements

CORE VALUES

Continuing Education and Life-Long Learning

CPAs highly value continuing education beyond certification and believe it is important to continuously acquire new skills and knowledge.

Competence

CPAs are able to perform high quality work in a capable, efficient, and appropriate manner.

Integrity

CPAs conduct themselves with honesty and professional ethics.

Attuned to Broad Business Issues

CPAs are in tune with the overall realities of the business environment.

Objectivity

CPAs are able to deal with information free of distortions, personal bias, or conflicts of interest.

CORE SERVICES

Assurance and Information Integrity

Provide a variety of services that improve and assure the quality of information, or its context, for business decision-making.

Technology Services

Services that leverage technology to improve objectives and decision-making including business application processes, system integrity, knowledge management, system security, and integration of new business processes and practices.

Management Consulting and Performance Management

Provide advice and insight on the financial and non-financial performance of an organization's operational and strategic processes through broad business knowledge and judgment.

Financial Planning

Provide a variety of services to organizations and individuals that interpret and add value by utilizing a wide range of financial information. These include everything from tax planning and financial statement analysis to structuring investment portfolios and complex financial transactions.

International Services

Provide services to support and facilitate commerce in the global marketplace.

CORE COMPETENCIES

Communications and Leadership Skills

Able to give and exchange information within meaningful context and with appropriate delivery and interpersonal skills. Able to influence, inspire, and motivate others to achieve results.

Strategic and Critical Thinking Skills

Able to link data, knowledge, and insight together to provide quality advice for strategic decision-making.

Focus on the Customer, Client and Market

Able to anticipate and meet the changing needs of clients, employers, customers, and markets better than competitors.

Interpretation of Converging Information

Able to interpret and provide a broader context using financial and non-financial information.

Technologically Adept

Able to utilize and leverage technology in ways that add value to clients, customers and employers.

