

## Accounting Opportunities Week

### Presentation Tips

Thank you for volunteering to help students understand what CPAs really do and what opportunities exist in the accounting profession. Please use these tips to guide your presentation.

#### Presentation tips:

- **Be positive.**  
We want to inspire students to learn more about opportunities in accounting. Being positive and genuine about your passion for the profession is essential.
- **Share real-life stories.**  
Help students understand what you are talking about by sharing your stories from work.
- **Be honest.**  
It's fine to talk about the realities of the profession. If you work a lot of hours, you can mention that. However, try and help them see the positive side of the profession.
- **Explain acronyms or just don't use them.**  
If you want to talk about GAAP or some other acronym, make sure you tell them what it is. Even using MNCPA can be confusing, so explain who we are.

#### Tell your story:

- Include a personal photo in the presentation.
- Explain why you chose to major in accounting and become a CPA.
- How did you choose where you went to college?
- Did you have an internship? Consider explaining why internships can be helpful for them in learning about different accounting opportunities.
- What was your first job in the accounting field?
- Have you had a pivotal career moment you can talk about?
- What was the biggest lesson you learned early on in your career?
- What was your CPA exam experience?
- Where do you currently work? This is a good opportunity to share about your current organization, its mission and how you play a role in its success.
- What is your current position? Explain – simply – your current role.

#### Share a typical day:

- **What is a typical day like?**  
This is a great opportunity to break the stereotypes that students have about accounting. Just give some positive highlights of your day.
- **How did COVID-19 impact you and your organization?**  
Students enjoy technology, and the pandemic highlighted our reliance on it. How did your organization adapt to the changing environment?
- **Are you able to work from home?**  
Students appreciate hearing about the flexibility that the profession offers many of us.