## **CPA**

## Practice **Advisor**

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Jennifer Lee Wilson

2019 Most Powerful Women in Accounting
Co-Founder & Partner
ConvergenceConsulting LLC

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be afraid to ask questions and take responsibility to proactively share your passions, goals and dreams with your firm's leaders. Don't wait for them – you must ASK for the roles and responsibilities that you want.

What would you suggest to accounting firms that are interested in retaining and advancing more qualified female staff?

I summed up my advice in my J of A CPA Insider blog entitled, "How Firms Can Close the Gender Gap."

## Why did you choose to work in - and stay in - the accounting field?

I didn't necessarily choose accounting – it sort of chose me. I fell into accounting technology as an undergraduate through one of the jobs I worked while going to school. The CPA commitment to honesty, integrity and providing strategic insight always appealed to me. Later, as this business evolved, I wondered if I should be working with middle schoolers to develop leadership earlier. During this "crisis of confidence," my powerful mother reminded me that, "People working in accounting firms are the guardians of our world's economy and helping them be better leaders and managers supports the health of our globe." That big picture impact reaffirmed my commitment to build my career in accounting.

## What book(s), blog(s), podcast(s) do you recommend?

Wow, this is hard. Brene Brown's Dare to Lead book and any podcasts featuring her are excellent. I appreciate the Accounting Today podcasts as I think Dan Hood has incredible curiosity and knowledge and always digs into each topic with the experts they feature. I read all kinds of daily and weekly publications including Harvard Business Review, Fast Company, Forbes and a host of accounting pubs.

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I have been a voice for Next Gen philosophies, programs and people. I will continue to play that role to help traditionalists make the changes needed until those NextGen people are in leadership. As that transition is happening, I'm working to understand and speak for the people who will follow the Millennials so that their perspectives can be heard, understood and considered in firm strategy. For too long, the people in power have tended to do what they think is right, or what is best for them, without consideration for the next generation of talent and clients who come after them. I guess you could say my career has been aimed at changing that.

Describe one person who has been an important mentor to you and how that person helped shape the direction or focus of your professional life.

My partner, Tamera, who has mentored me upstream before Convergence and continues to do so today as my peer. She holds me accountable for our shared ideals and lovingly reflects my best and worst qualities back to me so that I can strive to be better every day.

Please share a personal rule or principle that you follow.

#BeUnstoppable. If you want something, don't be thrown off by anything or anyone. Most especially don't let your negative, unempowering inner dialogue tell you that you can't do it. YOU CAN.

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Learn more about the 2019 Most Powerful Women in Accounting.

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