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Sandra Wiley, SHPR

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that they will be afforded in the profession. What I want them to hear is that they have the ability and the wisdom to build the career that THEY choose. They can own the business, they can create the life and work balance they desire and they can create a relationship business that can create opportunity for others. It is there's to create, they just have to go after it.

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

Stop trying to make them YOU. Women have unique capabilities and strengths, and if you take the time to get to know what those strengths are, you will have stronger firm that is more future ready than you ever imagined. These women are not only capable and smart, they are innovative and ready for the challenge. Just get out of their way!

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

I feel like I say this a lot, but I truly mean it. I get up every morning and think about the fact I have the honor of working with intelligent, forward thinking and fun people in this profession. Why in the world would I leave!

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

- My favorite book right now “No Ego” by Cy Wakeman
- My favorite blog is by David Allen on Leadership
- My favorite podcast is from HB&K in Fairhope, Alabama

What changes do you foresee in the accounting profession of the near future (3-5 years)?

The investment in training of our profession will be profound. It will move from

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new learning, training and peer communities. I believe our team at Boomer has unique skills that will help our profession turn the corner on a new business model.

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.

There are MANY! My Parents, Gary Boomer, Jim Boomer, Rita Keller, and the list could go on and on. But if I thought of someone who has had direct impact on me it is Shannon Waller of the Strategic Coach. She is so good at taking a struggle that I might be having and then turning them into a positive and new idea that is amazing. I only hope that I have learned enough from her to use those same skills with my team and clients.

Please share a personal rule or principle that you follow.

“When things are a little tough – just say SUMO! Suck it up and move on!!!!”

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Accounting

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