

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

profession, it is inspiring to look to those who have attained those ranks ahead of them. The AICPA and CPA Practice Advisor partner each year to honor ...

Jun. 08, 2022

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us



Carla McCall, CPA, CGMA

2022 Most Powerful Women in Accounting

Managing Partner

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

had a demonstrable effect upon the accomplishments of the organization with which she is associated.

3. She is a mentor, sponsor, and a role model, someone who stands out in her ability to encourage and help those around her thrive and flourish.
4. The work she does is influential and is having a positive impact on the accounting profession as a whole.

PERSPECTIVES

What do you feel is the most important issue facing the accounting profession today?

The declining pipeline of talent remains the most undeniable issue facing the profession. I think it was Barry Melancon who recently quoted that enrollment in accounting degree programs was down 10% from 2019 to 2021. However, I take a problem-solving approach to meeting challenges and believe the best ideas come in response to an important problem and thrive under constraints. The industry's technological transformation offers some solutions to talent shortages. We can increase efficiencies and speed to insight, reduce costs, and improve process quality with the right tools in place and with more diverse talent sets behind the tools.

What one thing would you recommend accountants do to prepare for the future?

Accountants must keep an external view and remain focused on the industry's technological transformation. This is the premise behind the AICPA's CPA Evolution initiative. The skills and competencies needed to practice accounting are rapidly changing. We need to think differently about the skill sets we hire for, and where we hire. Accountants with an innovative mindset will be best prepared for the future of the profession. We need to encourage all accountants to pursue CPE that focuses on process automation, data analytics, and training on leveraging AI-infused tools.

What one skill or experience would you recommend that young women getting

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

advisor and confidant. I highly suggest reading Emotional Intelligence 2.0 and practicing the strategies, and be liberal with asking for feedback.

We are also training our young professionals at AAFCPAs to achieve more career self-reliance. We provide training on advocating for themselves and the career path they want based on what they truly enjoy. There is a saying, "if you truly enjoy what you do you will never work a day in your life." There is some truth to that as your profession becomes a part of your life and you work hard to find the right balance. We coach them to ask for clear guidelines on career path and to get the intentional experiences they need to promote themselves.

=====

Read more about the [2022 Most Powerful Women in Accounting Winners](#).

Accounting

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved