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2021 Accounting MOVE Project Launches with Focus on Converting COVID Lessons to Ongoing Gains for Women

Lexington, Ky., April 19, 2021 --

There's no going back to business as usual for accounting and advisory firms, not as the American economy shifts into post-COVID recovery.

The widely documented "women's recession" – in 2020, pandemic -induced career chaos upended careers for at least three million women – can be converted by firms to drive deep change. The Accounting MOVE Project will extract opportunities for deep resets that address ongoing conflicts for women's career success.

With a 2021 theme of: "Permanent Progress from Pandemic Pivots," Accounting MOVE Project registration is open now at <https://wilson-taylorassoc.com/move/accounting>. Results will be released October 18, the opening day of the annual conference of the Accounting and Financial Women's Alliance. The AFWA is the association partner for the MOVE Project.

“It’s time for the ‘women’s recession’ to turn into the “women’s recovery,” said Joanne Cleaver, who designed and manages the Accounting MOVE Project. “We’ll be helping firms immediately with a June 23 half-day summit to bring them fresh ideas they can use to bring back women who stepped away, and to reengage women who put their career ambitions on ‘pause.’”

“In the workplace and at home, COVID-19 has disproportionately impacted women,” states Tricia Bench, People Programs leader at Moss Adams. “For many years professional services firms have invested in strategies and programs to retain and advance women. Those strategies are put to the test as women juggle home and work responsibilities, adjust to working virtually all while continuing to focus on career advancement. The 2021 Accounting MOVE Project will highlight the most effective strategies that have proven to support women’s career and well-being during turbulent times.”

“The resilience and creativity of women in crisis is a testimony to being able to balance career and family during a pandemic,” said Cindy Stanley, executive director for the Accounting and Financial Women’s Alliance. “It will be a time of recovery and renewed optimism for women in the fields of accounting and finance.”

Key deadlines for the 2021 Accounting MOVE Project include:

- June 23 half-day summit hosted by CPA Academy: Designed for human resource, talent development and recruiting staff, the summit will be four hours of practical case studies, trends, and tools that firms can use immediately to regain momentum with advancing women.
- Pre-summit mini-survey to gather insight about all firms’ most urgent concerns and complications for women’s progress, open now at <https://wilson-taylorassoc.com/move/accounting>
- MOVE Project registration: Open now at <https://wilson-taylorassoc.com/move/accounting>
- MOVE Project survey deadline: July 19
- MOVE Project results: Released October 18, the opening day of the AFWA’s annual conference.

For the first time, the Accounting MOVE Project will open with a half-day summit that brings firms tactics they can use immediately to regain momentum with advancing women, restoring what might have been lost in the COVID-19 pandemic. Free for all firms to attend, the mini-summit will be hosted on June 23 by CPAacademy.org, the leading learning platform for the profession.

“CPAacademy.org recognizes women in accounting have historically faced steep challenges, which have been magnified during this pandemic,” said president Scott Zarrett. “As a leader in professional learning, we value opportunities to raise awareness about important issues, move the needle on equity, take a stand for professionalism, and inspire leadership that pushes the profession forward. This conference is in direct alignment with our values.”

Firms may register for the Accounting MOVE Project survey and the mini-summit at <https://wilson-taylorassoc.com/move/accounting>.

An archive of Accounting MOVE Project reports is available at the [Accounting & Financial Women’s Alliance](https://www.afwa.org/move-project/) website. <https://www.afwa.org/move-project/>

About the Accounting MOVE Project

The Accounting MOVE Project is based on the MOVE methodology, developed by research partner Wilson-Taylor Associates, Inc., which investigates the factors proven to be essential to women’s career success:

M – Money: fair pay practices;

O – Opportunity: advancement and leadership development;

V – Vital supports: work-life programs that remove barriers;

E – Entrepreneurship: operating experience for managing or business ownership

Methodology

Since 2010, the Accounting MOVE Project has measured and supported the advancement of women at accounting and consulting firms. MOVE is the only annual benchmarking project that both counts and advocates for women in the profession.

The MOVE Project advisory board includes leaders from association partner the Accounting and Financial Women's Alliance and founding sponsor Moss Adams.

MOVE is made possible by support from its sponsors and by administrative fees paid by participating firms. Firms receive benchmarking reports based on the MOVE Project.

The Accounting MOVE Project is the basis for two recognitions of excellence for women in the accounting and advisory profession, both awarded by the AFWA:

- *Best CPA Firms for Women:* To earn a spot on the list, an employer must have *both* a proportionate number of women at most or all levels of management *and* proven success with the MOVE factors. An employer cannot win by having a rich array of programs but few women in leadership. We believe that if a firm's MOVE factors are effective, it will have a healthy and growing proportion of women in its leadership pipeline.
- *Best CPA Firms for Equity Leadership:* This list recognizes firms with at least 30% women partners and principals, as roughly a third is the widely recognized 'tipping point' or members of any identity group to have individual impact. The Equity Leadership list recognizes firms that have achieved that milestone through any combination of culture, programs, initiatives, and growth.

About the Accounting MOVE Project Partners



Moss Adams brings more West to business. More than a location, it's a way of doing business in which innovation thrives and optimism abounds. At Moss Adams, we're excited by the greatness of possibility and the extraordinary potential for companies and individuals to prosper. With more than 3,200 professionals across 25-plus locations in the West and beyond, we provide the world's most innovative companies with specialized accounting, consulting,

and wealth management services to help them embrace emerging opportunity. Visit www.mossadams.com to discover how Moss Adams is bringing more West to business. For more information, visit www.mossadams.com. Moss Adams is the Founding Sponsor of the Accounting MOVE Project.



Accounting & Financial Women's Alliance
CONNECT • ADVANCE • LEAD

The Accounting & Financial Women's Alliance promotes the professional growth of women in accounting and finance. Members of the association benefit from opportunities to connect with colleagues, advance their careers, and become industry leaders. For 83 years, the organization has proudly upheld its mission to enable women in all accounting and related fields to achieve their full potential and to contribute to their profession. Visit www.afwa.org for more information.



CPAacademy.org

CPAAcademy.org offers an easy-to-use platform for knowledge sharing and idea exchange through the marketing and presenting of the most up-to-date educational content and developments important to the accounting profession. On CPAAcademy.org, members have access to the highest quality webinar presentations by thought leaders in the profession.



Strategic communication firm Wilson-Taylor Associates, Inc., has been designing and managing national research projects that measure the progress of women in the workplace since 1998. Its methodology pivots on factors proven to remove barriers so that women can fully participate in driving business results. Led by veteran business journalist Joanne Cleaver, its current and past clients include Women in Cable Telecommunications, the Women's Transportation Seminar, the Alliance for Workplace Excellence, and many others. Please see Wilson-Taylor's portfolio of work at www.wilson-taylorassoc.com

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