Return on Internships

Practically at parity from the start: women comprise 48% of counting graduates, so firms' challenge is to tee up retention. Early success helps interns envision career satisfaction and advancement.

Firm

- Firms start with gender-balanced entry-level staff
- Integrate interns and new hires into women's initiatives
- Structure early leadership experiences

Intern

- Organize peer mentoring networks that grow with interns
- Spark expectations of a career here

Scope of potential careers in accounting
Return on Initiatives

Braid succession planning with programs that equip women with key business development, leadership and confidence-building skills.

Firm

Track retention of high-potential women

Staff/Managers

Cultivate leadership, mentoring, networking through focused programs

Retain with work-life programs

Foster sponsorship

Pick women for high-profile assignments

Expand experience with alternative career paths

Fine-tune leadership abilities

Business development results qualify women to be stakeholders
Return on Influence

Senior women have authority with clients and the community - and the power to shift firm culture to open more opportunities for rising women.

**Firm**
- Demonstrate multiple styles and paths to partnership
- Mentor and sponsor rising women
- Advocate for next crop of female leaders

**Partner/Principal**
- Win and keep clients that share firm's values
- Demonstrate transparency in advancing women
- Grow reputation and authority, polishing firm image