PRESS RELEASE

FOR IMMEDIATE RELEASE //June 7, 2021 //

Contact:

Mary Marshall

Public Relations Coordinator

Accounting & Financial Women’s Alliance

859.684.2275

Mary.Marshall@afwa.org

Joanne Cleaver

President

Wilson-Taylor Associates, Inc.

Office: 980.224.8781

Cell: 414.232.3181

jycleaver@wilson-taylorassoc.com

**AFWA and CPA Academy Partner on Free “Recovery Reset” Mini- Summit to Equip Firms with Tactics for Regaining Momentum with Women and Diverse Staff in the Economic Recovery**

Lexington, Ky., June 7, 2021 --

What will it take for accounting and advisory firms to win women back in the post-pandemic recovery?

Firms face a treacherous set of circumstances: heightened awareness of racial equity and accompanying accountability; women’s determination to not revert to ‘business as usual’ as employers re-open traditional offices; and a pressing need to reframe talent development to achieve rapidly emerging business growth.

To equip the accounting and advisory profession with practical tactics they can apply immediately, the Accounting and Financial Women’s Alliance and the Accounting MOVE Project are presenting “Recovery Reset,” a mini summit on June 23 and 24, in collaboration with CPA Academy. Firms and individuals may enroll at no cost at

<https://webinars.cpaacademy.org/webinars/a0D2S00000qamTSUAY>

The mini-summit is intended to bring emerging approaches to firms that are navigating unexpected transitions, said Joanne Cleaver, whose firm, Wilson-Taylor Associates, Inc., designed and manages the Accounting MOVE Project. “In our ongoing conversations with firms, we hear both that women are rethinking how they invest in their professional future and that firms are eager to make the most of this unsettled time to open new ways for women to advance,” Cleaver said. “With CPA Academy’s powerful platform and the deep insight of the AFWA, “Recovery Reset” will bring human resource, talent, and firm leadership fresh approaches to a rare opportunity.”

“Recovery Reset” complements the 2021 Accounting MOVE Project,

“Permanent Progress from Pandemic Pivots.” All firms are invited to participate, with registration open now at 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.

***Recovery Reset Sessions***

Free to all, registration for “Recovery Reset” is open now at <https://webinars.cpaacademy.org/webinars/a0D2S00000qamTSUAY>

June 23: Session I: 9 a.m. ET Opening session: Accountability in Action

Accountability is the essential driver of unity and change, as diversity, equity and inclusion efforts become more urgent and more nuanced. Moss Adams, the Founding Sponsor of the Accounting MOVE Project, outlines steps it is taking in the wake of the social change events of 2020, to elevate inclusion of staff who are members of smaller ethnic minority groups, such as Asians and Native Americans. The Moss Adams talent team designed its Forum W culture change initiative, which has forged industry-leading innovations for advancing women and that has resulted in propelling women to 27% of Moss Adams partners and principals.

June 23: Session II: 10 a.m. ET :

Accounting & Financial Women’s Alliance: Real Success from Virtual Internships

In the midst of the 2020 COVID-19 pandemic, accounting and advisor firms quickly revamped their internship programs from onsite to online. Internships for 2021 are following suit, as firms navigate unfamiliar processes to re-open offices safely while still cultivating emerging talent. Strong local chapters of The Accounting and Financial Women’s Alliance ([www.afwa.org](http://www.afwa.org)) partnered with firms in their areas to help fill the gaps created by the pivot to virtual. This session outlines successful tactics that AFWA chapter leaders deployed to provide relationships essential to young women’s first career experience.

June 24: Session III, 9 a.m. ET : Hybrid or Hangup?

As the pandemic eases and firms crystallize new ways of onsite work, firms are searching for ways to ease the transition to a still-forming new modes of working with each other and with clients. For some MOVE Project firms, the 2020 wrenching transition to fully remote work yielded insights that challenged and reinforced their approaches to advancing diverse talent through work flexibility. Realizing that post-COVID changes can buoy them through future unexpected challenges, these firms are integrating the best of what worked in 2020 with the emerging challenges of 2021.

June 24: Session IV, 10 a.m. ET : “Hitting ‘Play” from “Pause”

How can firms win back women who were forced to derail or slow their career progress in the midst of COVID-19 disruptions? The post-COVID recovery has thrust millions of American women into ‘stay or go?” career decisions. Meanwhile, firms must find ways to draw women back into the leadership pipeline by recrafting traditional paths to partnership and forging new channels of advancement.

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