

High School Outreach

Presentation Tips

Thank you for volunteering to help students understand what CPAs really do and what opportunities exist in the accounting profession. Please use these tips to guide your presentation.

Presentation tips:

- **Be positive.**
We want to inspire students to learn more about opportunities in accounting. Being positive and genuine about your passion for the profession is essential.
- **Share real-life stories.**
Help students understand what you are talking about by sharing your stories from work.
- **Be honest.**
It's fine to talk about the realities of the profession. If you work a lot of hours, you can mention that. However, try and help them see the positive side of the profession.
- **Explain acronyms or just don't use them.**
If you want to talk about GAAP or some other acronym, make sure you tell them what it is. Even using MNCPA can be confusing, so explain who we are.

Tell your story:

- Include a personal photo in the presentation.
- Explain why you chose to major in accounting and become a CPA.
- How did you choose where you went to college?
- Did you have an internship? Consider explaining why internships can be helpful for them in learning about different accounting opportunities.
- What was your first job in the accounting field?
- Have you had a pivotal career moment you can talk about?
- What was the biggest lesson you learned early on in your career?
- What was your CPA exam experience?
- Where do you currently work? This is a good opportunity to share about your current organization, its mission and how you play a role in its success.
- What is your current position? Explain – simply – your current role.

Share a typical day:

- **What is a typical day like?**
This is a great opportunity to break the stereotypes that students have about accounting. Just give some positive highlights of your day.
- **How did COVID-19 impact you and your organization?**
Students enjoy technology, and the pandemic highlighted our reliance on it. How did your organization adapt to the changing environment?
- **Are you able to work from home?**
Students appreciate hearing about the flexibility that the profession offers many of us.