

# **The Idea Book for Career Planning in Accounting**

Guidance, Tips, Strategies, Tactics, Real-Life Stories, and Research Data

From Finding a New Job to Succeeding in Your Career

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# Welcome to the Idea Book For Career Planning

For better or worse, your job search today is different from a search conducted ten – or even five – years ago.

There is no longer a single career track for accountants and CPAs. Within public accounting alone, you will now find multiple career and salary tracks ranging from the traditional partner-track to the consulting accountant or the staff accountant.

Understanding your options and the future to which they lead is vastly more important when you look for a new job. Understanding the present and the future of a job offered to you may determine your future.

With this “Idea Book,” we hope to stimulate the thinking of job seekers in accounting who want to succeed in an more defined range of possibilities. We’re sure you’ll find at least a few good ideas to put into use.

And we’re grateful to the professionals who contributed so much of their experience and insight to make this book possible.

*Rick Telberg*

*President and CEO, Bay Street Group LLC*

*Editor and Publisher, CPA Trendlines*

# How to Use the Idea Book

This book can be used for individual study or in group discussions.

For individual study, readers are advised to find a quiet hour or two with a pen to read through the book, taking notes and jotting down ideas as they emerge. Then the ideas can be gathered and developed into action plans.

For groups, it is suggested that the group discuss each idea as it surfaces, record the ideas on a flip chart or notebook and later sift the best ideas to develop into strategies.

– The Editors

# About CPA Trendlines

**CPA Trendlines** at <http://cpatrendlines.com> is the online home of the freshest research and analysis in the tax, accounting and finance professions. Here you'll find the data and analysis you can use for your practice and your career, plus exclusive research, insights and commentary on the most pressing issues and fastest-changing trends.

# About Bay Street Group

Bay Street Group LLC provides custom research, marketing, communications, strategic consulting, publishing and digital media for the professional tax, accounting and finance community.

## **Delivering state of the art services:**

- > Research
- > Analysis
- > Communications
- > Strategic Planning
- > Lead Generation
- > Alliances
- > Business Development

## **With know-how and resources:**

- > Experience, Insight, and Execution

## **Strategic Planning**

Bay Street Group's unique and powerful perspective examines the finance and accounting profession from all angles providing unique insights sought after by:

- > CPA firms
- > Professional associations
- > Financial executives
- > Partners and suppliers to the profession

## **Marketing Communications**

Bay Street Group's expertise cuts across multiple media platforms and a wide array of industries, associations and products. Bay Street Group consults to world-class brands... international, national and state associations... as well as local, independent CPA firms.

- > Print and electronic newsletter assessment, enhancement and management
- > Product launches
- > Direct marketing sales strategy and support
- > New media properties
- > Website architecture and content

# About Rick Telberg

Rick Telberg is a veteran analyst, advisor, commentator, editor and publisher. He brings a unique background and perspective to research and advisory services for the professional services community.

Mr. Telberg may well be the accounting profession's most widely-known commentator through his long associations with the American Institute of Certified Public Accountants, Accounting Today magazine, and today, CPA Trendlines.

As an expert in management, marketing, media and e-commerce, Mr. Telberg has served as Senior Editorial Director of Pro2Net Corp., now [www.smartpros.com](http://www.smartpros.com), and as Director of Online Content at CPA2Biz, [www.cpa2biz.com](http://www.cpa2biz.com).

Previously, Mr. Telberg served as the early Editor-in-Chief of Accounting Today, and as Vice President/Group Publisher at Thomson Financial (now SourceMedia), overseeing Practical Accountant, Accounting Technology, and what is now [www.AccountingToday.com](http://www.AccountingToday.com).

Mr. Telberg was presented with a special citation by the National Society of Accountants for service to the profession and has served on a variety of boards and steering committees, including BKR International and the IBM Small Business Advisory Council. He is a graduate of New York University.



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