

This Expedition highlights the accounting profession by sharing empowering stories, useful tips, and engaging activities to inspire you to navigate towards an accounting or accounting-adjacent career!

The inspiration behind this Expedition is Jerry Maginnis' book, *Advice for a Successful Career in the Accounting Profession: How to Make Your Assets Greatly Exceed Your Liabilities*.

In this Expedition, you will get to meet Jerry and other accounting changemakers (who are also NAF Alumni or Advisory Board Members). We hope they reflect some of your interests, aspirations, and goals and get you excited to learn more about this high-impact career.

Throughout this Expedition, you will **LEAD YOUR LEARNING** by fully engaging with the resources and activities. You will be asked to -



- **REFLECT** about your skills, learning goals, and purpose
- **STRETCH** your knowledge and skills through active learning
- **INNOVATE** and iterate solutions for real-world challenges
- **SHOWCASE** your innovations and learning in a dynamic way

We encourage you to utilize our [Expeditions Idea Book](#) as you navigate this Expedition as a resource and space to get your creativity flowing, organize your ideas and research, and share your innovations and reflections.

REFLECT

As you watch our changemakers' videos, think deeply about the following questions:

Meet Jerry Maginnis, changemaker, CPA and author, who is also:

- a former KPMG Managing Partner
- an Executive in Residence at Rowan University supporting their accounting program
- a member of the board of directors of several public companies and nonprofit organizations



WHY A CAREER IN ACCOUNTING?

The earning and growth potential for accounting careers is quite significant!

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salaries and benefits are extremely competitive compared to other professions

137K

projected job openings each year through 2030



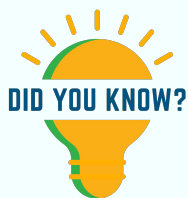
[Learn more](#) about how accounting can help you have the best of both worlds!



Meet Susannah Hochuli, NAF Alumna and KPMG Audit Senior Associate, as she discusses her passion for accounting and the many opportunities she's had in this career.



Meet Crista B. Lopez, an Audit Senior Manager with KPMG and NAF Advisory Board Member, as she shares her role, the traits needed to be an accountant, and her favorite aspect of her job.



ACCOUNTING MYTHS VS FACTS



Accounting is a career for introverts.

Accountants just do tax returns.

Accountants have to be good at math.



Many accounting professionals are dynamic, funny, innovative, and outgoing!

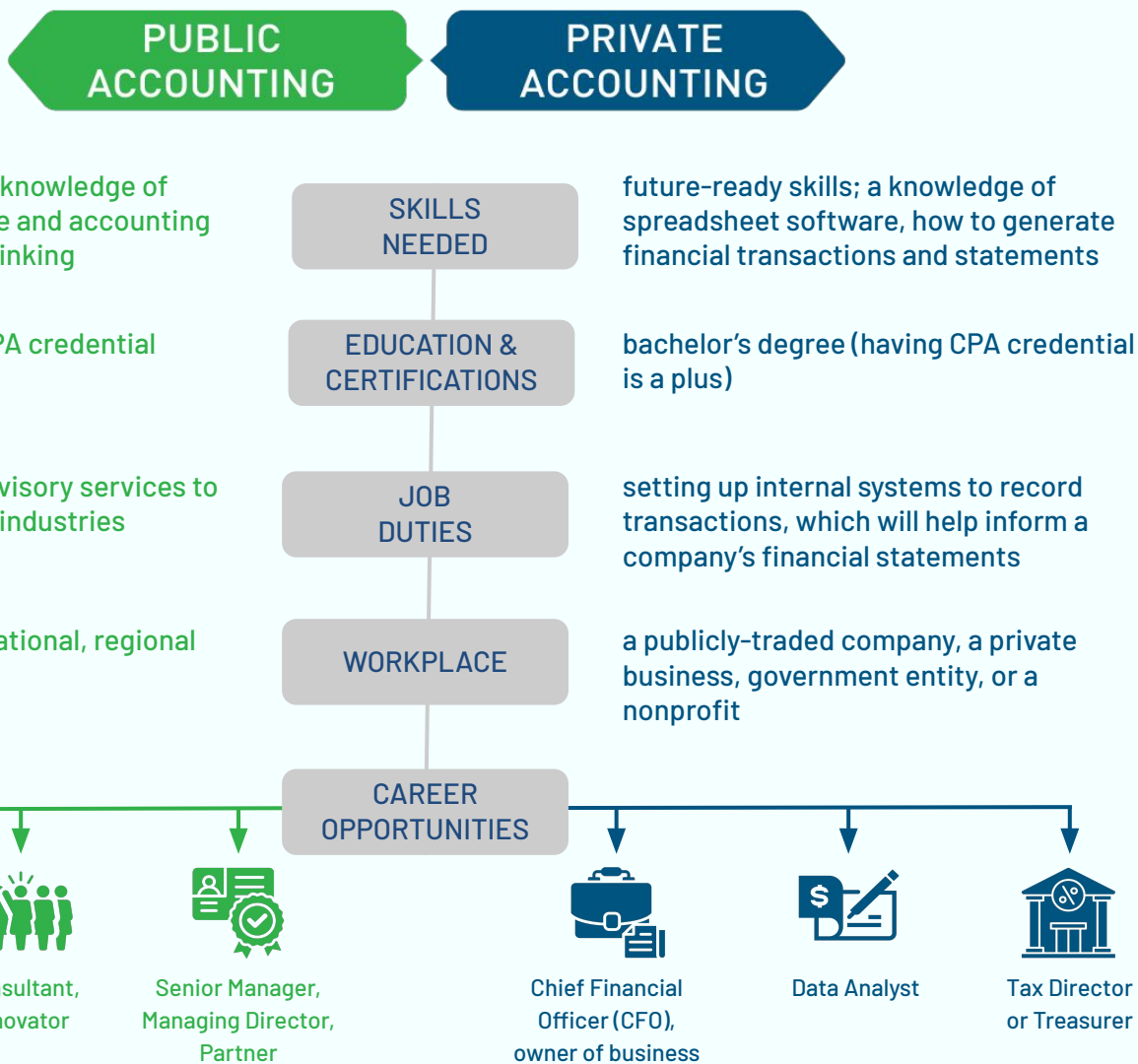
Actually, there are many options in accounting! (Check out the next two pages!)

Math proficiency is helpful, but it's more about applied skills that will help you be successful in the profession.

PUBLIC AND PRIVATE ACCOUNTING: WHAT'S THE DIFFERENCE?

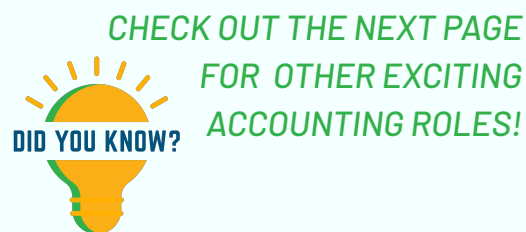


Every organization needs someone with strong accounting skills and experience. The profession offers the potential to advise or be part of a leadership team in whatever industry you choose to work, whether that's for a public or private entity.



REFLECT

- What about public and private accounting intrigues you?
- Which career opportunity intrigues you more and why?



WHY A CAREER IN ACCOUNTING?

— “ —
It can **develop and position** you for many exciting career opportunities and **offer a sense of purpose and satisfaction** that what you’re doing every day **contributes to society!** — ” —

ACCOUNTING ROLES ARE NEEDED IN EVERY INDUSTRY!

If you have a passion in another industry, why not combine it with accounting?



To learn more about different paths in the accounting profession, visit [Accounting+](#).

REFLECT

- What are you passionate about, or what brings you joy?
- What do you see your future self doing?
- How can you combine your different interests for a career in accounting?



NAVIGATING A CAREER IN ACCOUNTING: A ROADMAP FOR HIGH SCHOOLERS

Your accounting knowledge and skills “can take you just about anywhere you choose to go!” To help you navigate, here are 6 tips to optimize your opportunities in high school and get you future ready!



Meet with your guidance counselor (or college/career advisor) to develop a plan to support your learning and career aspirations.



Research scholarships and colleges, attend college and career fairs, and maintain a [repository of information about the colleges](#) and companies that interest you.



Join (or start) a club like [FBLA](#) or [DECA](#) and participate in accounting events; join the [AICPA](#) for free and gain the amazing benefits of being a member.



[Update your resume](#), professional portfolio, LinkedIn* page, and college admissions essays to showcase your learning and employment experience.



[Prepare for and solidify an internship](#) to develop your future-ready and accounting skill sets.



Collaborate with your educator to invite local accountants to be guest speakers and/or mentors. Check out [these scripts](#) to help you get started!

* Check [here](#) for age requirements.

STRETCH

Now that you have learned more about different accounting careers and tips to optimize opportunities, expand your knowledge and skills:

- Bolster your tech skills through [Google's Applied Digital Skills](#) like the [Sheets](#) series or [Creating a Budget](#).
- Play [BANK ON IT](#), an interactive game that challenges accounting fundamentals.
- Explore the [Accounting+ site](#) to learn more about careers, colleges, and scholarships to support your journey to becoming an accountant!
- Create a career [vision board](#) to include competitions you want to enter, scholarships you would like to apply for, and colleges you hope to visit and attend.



INNOVATE

What can you create to support your accounting career aspirations while also encouraging others to consider this profession?

Choose one below:

CHOICE 1: Create a pitch for a company about why having an accountant is an important role. What skills make this a key part of a business operation?

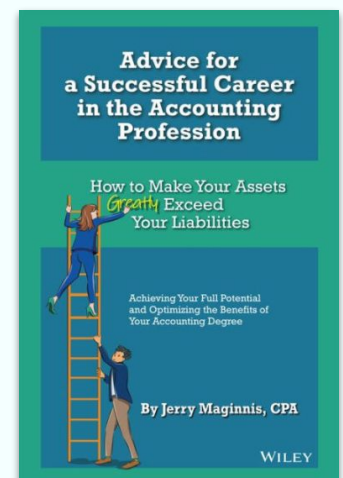
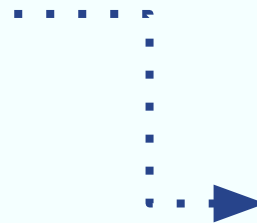
CHOICE 2: Identify skills and interests you already possess, how they translate well into the accounting role, or how you can use these skills to benefit your family or a local business. Create a digital portfolio or dynamic presentation to showcase these parallels.

CHOICE 5: Invite professionals from the public and/or private accounting industry (consider your nearest KPMG office), and ask them to highlight different career paths in accounting.

CHOICE 4: Invite local colleges to highlight accounting programs, scholarships, etc., in a live or virtual setting for an audience of your peers.

CHOICE 3: Collaborate with your peers to create a movement at your school or community to amplify this industry or the skills sets needed to succeed in this field. You can start a chapter for a Career & Technical Student Organization (CTSO) or professional organization related to this field, host a college/career fair or local competition to highlight this industry. The possibilities are endless!

If you would like to get more advice on becoming an accounting professional, consider reading [Jerry's entire book!](#)





SHOWCASE

Share your learning and creation with the world in one (or more) ways. Choose one of the options below:

CHOICE 1: Share your story by addressing one (or more) of these prompts on social media, by recording a video, or putting it in the post caption:

- Why do you want to pursue an accounting career?
- Give a shout-out to someone who supports your aspirations!
- How do you help your peers learn about accounting careers?

We'd love it if you tagged @nafcarreracads! (Before you post, however, be sure to get your educator's permission on the content and the platform you plan to use.)

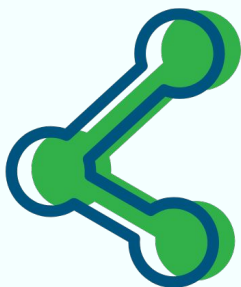
CHOICE 2: Share what you learned in this Expedition in your digital portfolio, website, or blog (like [Bulb](#) or [Google Sites](#)), then share it with an audience.

CHOICE 3: Present your project to an audience of:

- advisory board members, industry partners, or your mentor for feedback and insight
- local middle school students to encourage them to join your academy and pursue the accounting.

(Regardless of your choice, provide time for a Q&A session.)

STUDENTS, SHARE YOUR INNOVATION!



NAF would love to see your creation! After you get your educator's permission, submit yours [HERE](#). We may highlight you on social media!

(We WILL NOT share your work without your educator's and your approval.)