



2014 Accounting MOVE Project

Annual Theme: The ROI of Advancing Women: Return on Influence, Initiatives and Internships

CELEBRATE: Women in Accounting

- *Public Accounting Report* to publish MOVE report as its 2014 special section on women
- Reputation-building exposure for proven & promising practices
- Invaluable benchmarking and insight for firms of all sizes
- “Best Firms for Women in Accounting” from AFWA & AWSCPA
- New List: Parity Firms with at least 50 employees and at least 50% women partners



CONTEXT: Statistics + Stories = MOVE

- The only consistent measure of women in accounting
- In-depth methodology translates the business case to business growth
- Participating firms receive benchmarking snapshot & recommendations
- Comprehensive, confidential scorecard available

COUNT: Women in the Pipeline

MOVE measures progress of women in the pipeline

- M** - Money (Pay equity policies)
- O** - Opportunities (talent development)
- V** - Vital work-life support
- E** - Entrepreneurship (business development skills)



Firms: Join by December 17!

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