



2017 MOVE Project
Sponsorship: Step Up Success

Get Started!

What happens once you join the 2017 Accounting MOVE Project?

We set you up for success! The MOVE process is an ongoing collaboration that adds value and insight at every step.

As soon as your firm joins, you will receive:

- A welcome call to help us understand your firm's goals for participating
- A key to the *secure* MOVE 2017 survey
- A PDF of the MOVE 2017 survey to aid in collecting data
- MOVE helpnotes to streamline data collection and survey completion

As a thank-you for joining, we also will send you two resources essential for accelerating your firm's progress in advancing women:

- A current **business case** for advancing women in public accounting, which includes the latest statistics, data and evidence

for why firms need to retain and advance women to grow and thrive.

- The **Architects of Advancement** list of vetted consultants who have been key to the results achieved by firms on the MOVE Project Best Accounting Firms for Women list.

Questions? Contact us at any point.

- Cat DiStasio, quality editor, cat.distasio@wilson-taylorassoc.com
- Joanne Cleaver, MOVE project manager and President, Wilson-Taylor Associates, Inc. jycleaver@wilson-taylorassoc.com

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Accounting MOVE Project process

Shortly after you start the survey, we will contact you to start the interview process. Typically, we interview the key MOVE contact – usually, a human resources or talent development manager – to understand your firm’s history and culture regarding the advancement of women.

We also are on the lookout for great case studies and compelling personal narratives to showcase in MOVE reports, webinars, and media mentions. If we detect one at your firm, we will request additional interviews.

You may be wondering which is best for your firm: the Snapshot or the comprehensive Scorecard. Choose the Scorecard if:

- You want detailed insights that compare your firm’s culture and programs to those of firms of comparable size and growth stage
- You want examples of programs and practices from MOVE Best Accounting Firms for Women
- You need additional context for setting priorities for resources and budget
- You want to ensure that your women’s initiatives equip your firm with a competitive advantage

Yes! You can upgrade from the Snapshot to the Scorecard. Just let us know!

As we compile the MOVE report and Public Accounting Report annual special section on women in the profession, we may want to quote your firm. If so, we will collaborate with you for an accurate, engaging quote and/or description of your firm's outstanding practices or culture.

Accounting MOVE Project 2017 key deadlines:

- **February 3, 2017: Deadline for your firm to complete the MOVE survey**
- **May 2017: MOVE executive summary published in [Public Accounting Report](#)**
- **June, 2017: Release of Best Public Accounting Firms for Women & Full MOVE report released**
- **June 2017: Secure distribution of your firm's confidential firm Scorecard or Snapshots**

Learn more about advancing women in public accounting:

- [Accounting & Financial Women's Alliance Annual Conference, October 26 – 28, 2015, in Denver](#)
- **MOVE webinar, November 11, 2016**