



The only annual benchmarking research and advocacy project that equips CPA firms to detect, develop and drive competitive advantages from diversity initiatives and trends.

How the Accounting MOVE Project Works

- Join MOVE – register [here](#) by December 19
- Pay an administrative fee scaled to firm size
- Complete survey & interviews by February 21, 2019
- *Public Accounting Report* executive summary publishes in May 2019
- Best CPA Firms for Women and Best CPA Firms for Equity Leadership lists & full report released by [AFWA](#) in June 2019
- Confidential firm benchmarking reports sent in June 2019
- Apply MOVE insights to better recruit, retain, develop and advance diverse talent
- Detect your firm’s unique strengths and gain competitive advantages
- Measure & compare your firm’s results through the 2020 Accounting MOVE Project

Learn More & Use the [Accounting MOVE Project Archives](#)

- Use infographics, tips, and prior reports for benchmarking and programs
- Sign up to receive MOVE Project special reports and updates
- Join the Accounting MOVE Project LinkedIn Group
<https://www.linkedin.com/groups/6755444>

The Accounting MOVE Project is designed and managed by content strategy firm Wilson-Taylor Associates, Inc., in partnership with the Accounting & Financial Women’s Alliance (afwa.org), which releases the Best CPA Firms for Women and Best CPA Firms for Equity Leadership. The Accounting MOVE Project is made possible by the support of founding sponsor Moss Adams and national sponsor CohnReznick. Questions? Contact project manager Joanne Cleaver at jycleaver@wilson-taylorassoc.com & 231.299.1275.