



2020 Accounting MOVE Project Scorecard or Snapshot?

Should your firm get the Accounting MOVE Project Snapshot or the Scorecard?

Both are confidential and based on aggregate MOVE research as well as your firm's data and interviews with select employees. This data is not available anywhere else, and equips your firm with invaluable trend data and benchmarks. Here's how the snapshot and scorecard differ and how you can decide which will best equip your firm to understand how diversity and inclusion can drive results.

Sign up for the 2020 Accounting MOVE Project here <https://wta-moveproject.com/MoveAccounting2020.html>

Continuing in 2020! The full range of ethnic and identity demographics and best practices! The Accounting Diversity and Inclusion Report is based on the same Accounting MOVE Project survey that firms have been completing since 2010. With just one survey, your firm can gain insight into best practices and fresh ideas for recruiting, retaining and advancing women, ethnically diverse staff and staff with chosen identities, such as veterans and working parents. The full range of diversity demographics is available only with the full Scorecard.

About the **Snapshot**

The **Snapshot** is covered in your firm's administrative fee. It includes gender benchmarks and two pages of custom analysis.

The **Snapshot** includes these demographic categories:

Women employees, managers, senior managers, directors, principals/partners and management committee for:

- Your firm for all years of MOVE participation
- The averages for this year's MOVE cohort Project
- Your firm's quartile by number of employees

Choose the **Snapshot** if:

- Your firm has fewer than 150 employees
- Women already comprise at least 31%* of your firm's partners and principals

- You are confident that your firm has a strong and growing reputation for diversity
- Your firm already publicly reports diversity results in a consistent format
- Your firm's diverse professionals already drive a measureable competitive advantage

About the **Scorecard**

The **Scorecard** is comprehensive. It includes at least four pages of custom analysis, additional benchmarks on all data points in the MOVE survey, along with detailed how-to's and recommendations relevant to your firm's size, growth challenges, recruiting goals, and progress in advancing women.

Choose the **Scorecard** if:

- Your firm has more than 150 employees
- Your firm has fewer than 33%* women partners and principals
- Your firm's proportion of women senior managers is about 50% lower than your firm's proportion of women partners and principals
- Your firm is investing in diversity initiatives and needs competitive benchmarks
- Diversity-based reputation and competitive advantage are key for your firm's growth

The **Scorecard** includes these demographic categories:

Women employees, managers, senior managers, directors, principals/partners and management committee for:

- Your firm for all years of MOVE participation
- The average for that year's MOVE cohort
- Your firm's quartile
- The averages for the current year's "Best CPA Firms" list
- Racial/minority demographics – all employees – for your firm and the MOVE aggregate
- Racial/minority demographics/women – for your firm and the MOVE aggregate
- Employee resource/affinity groups that your firm offers compared to the % of firms that offer each affinity group
- Additional benchmarks are available on a custom basis, when the comparative breakout comprises at least 10 firms and will preserve the confidentiality of MOVE firms

** Why 33%? That is the "tipping point" where, typically, women and diverse staff are viewed on their own merits, not as spokespeople for their "group."*

What is the price difference between a Snapshot and a Scorecard?

Fees are based on firm size (number of employees). Please refer to the MOVE Fees and Methodology summary, found at <https://www.wilson-taylorassoc.com/move/accounting>.

What kind of qualitative topics are included in the Accounting MOVE Project Scorecard?

To illustrate the scope of the scorecard, here is the template table of contents for the 2015 Accounting MOVE Project scorecards.

Best Practices to Use Today: Customized feedback and recommendations for your firm on the MOVE factors plus unique challenges you face. Plus:

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- The Equity Pot: A Fair Way to Correct Pay Inequity
- Market rate for all, including a three-step process for review of pay decisions
- Will your employees negotiate like Charlize? [Theron, who famously advocated for gender pay equity for herself and all women in entertainment.]

O

- How to win top-level buy-in for initiatives and results
- The “Plaid” Strategy for Women’s Initiatives: Supporting Office “Verticals” with “Horizontal” Programs and Leadership
- Increase Visibility of High-Potential Pools
- Guiding Leaders Through Transitions
- Senior Staff: Future Owners
- Three Ways to Craft Your Career Story to Inspire & Lead

V

- Making a Virtue of Flexible and Virtual Work
- From Cultural to Formal Flexwork in Three Easy Steps – and a Sample Memo
- Three Steps for Career Conversations

E

- Use your CRM system to Measure Women’s Initiative Results
- How to Choose a Women’s Initiative Liaison for an Office
- Fluff or the Right Stuff? Score Your Women’s Initiative

Questions? Please contact Joanne Cleaver, Accounting MOVE Project manager, at jycleaver@wilson-taylorassoc.com.