



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 18, 2019
- Pay an [administrative fee](#) scaled to firm size
- [Choose](#) either 'lite' feedback in a Snapshot or comprehensive feedback in a Scorecard
- Complete survey & interviews by February 17, 2020
- *Public Accounting Report* executive summary publishes in May 2020
- Best CPA Firms for Women and Best CPA Firms for Equity Leadership lists & full report released by the [AFWA](#) in June 2020
- Confidential firm benchmarking reports sent in June 2020
- 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 at the [Accounting MOVE Project Archives](#)

- Use infographics, tips, and prior reports for benchmarking and programs
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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 & 980.224.8781.