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CPACA Releases Podcasts to Help Firm Leaders Elevate Their Firms

Prior Lake, MN - April 2020 - The CPA Consultants' Alliance (CPACA) today released their Big Ideas! podcast series with 16 episodes that explore key issues facing the public accounting profession. The CPACA, a working group of thought leaders, has been providing thought leadership to CPA firms in five evergreen areas of focus - firm leadership/management, learning and development, technology, talent, and growth.

Leading Change

"The CPACA's mission is to provide deliverables and solutions that CPA firms can use to advance leadership in their firms," says Adelaide Ness, Executive Vice President of The Rainmaker Companies and Deliverables Chair of the CPACA. "The Big Ideas! podcast series focuses in five critical areas where firms are challenged. Each episode provides ideas and actions firm leaders can take as they pivot to remote work, focus on advisory services clients desperately need, and ensure they help their teams and clients navigate the changes resulting from the COVID-19 crisis and beyond."

The 16 episodes include a range of topics, such as managing change, leadership, remote staffing, technology, advisory, growth, and succession. "Firm leaders are working diligently to ensure their teams' and clients' health and safety, deliver current client engagements, and manage cash. They are also identifying the continued investments needed to secure their firm's future and avoid short-sighted decisions during this crisis," observes Tamera Loerzel, Partner of ConvergenceCoaching, LLC and Marketing Chair of the CPACA. "The topics in this first series are designed to help firm leaders identify and prioritize actions they can take to further their progress in these critical areas."

The 16 episodes can be accessed on the [CPACA website](#). Throughout the year, the group will release additional episodes as well as blog posts that offer the profession guidance to help evolve the CPA firm business model and address the current challenges and opportunities firm leaders are facing.

About The CPA Consultants' Alliance

The CPACA was formed in 2012 with the purpose of exploring leadership issues facing the public accounting profession and developing and sharing solutions that benefit practitioners, such as

their most recent [Big Ideas!](#) podcast series and a white paper [How to Beat the Robots: The Accounting Industry's Big Shift from Compliance to Consulting](#). Other insights from the group include a book, [Bridging the Gap: Strengthening the Connection between Current and Emerging Leaders in the CPA Profession](#) and other whitepapers, such as [What Drives Happiness at CPA Firms](#) and [CPA Firm Leadership: Communication Drives New Possibilities](#). The group's vision is to inspire positive change in the CPA profession by collaboratively establishing tools and content that will educate, motivate, and increase the wisdom of current and future leaders.

The CPACA's [members](#) are successful consultants within the CPA profession. Members' expertise includes: CPA firm strategic and succession planning, leadership development, practice management, growth, sales and marketing, information technology, human resources, coaching, mergers and acquisitions, diversity and inclusion, and more.

For more information about The CPACA, its members and to stay connected, please:

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