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CPACA Releases New Season of *Big Ideas!* Podcast to Help CPA Firms be Future Ready

Overland Park, KS November 2020 - The CPA Consultants' Alliance (CPACA), a working group of thought leaders united in their efforts to further leadership within the CPA profession, is pleased to announce the release of season 2 of its *Big Ideas!* Podcast, which includes 17 new episodes. Episodes are available on a range of timely topics and accessible on a variety of podcast platforms.

Leading through Tumultuous Times

"We are excited to continue to bring new leadership ideas to the accounting profession through our podcast," asserts Tamera Loerzel, Partner at ConvergenceCoaching and Chair of the CPACA marketing committee.

"We know that 2020 has brought additional leadership challenges to the accounting profession. These new episodes feature our members' most critical ideas to keep the CPA profession moving forward now, during a tumultuous time, as well as in the future. It's important that leaders keep looking ahead and recognize the opportunities 2020 has created," says Loerzel. "The big ideas featured in these newest episodes help them do just that."

Last April, CPACA released its first season of 16 episodes to help firm leaders identify actions they can take in five focus areas to secure their future as a NextGen firm. This new season builds on the first, offering additional guidance on some of the most urgent issues 2020 has revealed as firm leaders plan for and navigate 2021.

The Big Ideas! Podcast can be found on the CPACA website at:

<https://cpaconsultantsalliance.com/big-ideas-podcasts/>

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 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 include: 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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