What is the Value Proposition of a Broadly Defined Accounting Profession?

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Explaination of Issues/Questions

- Accounting profession’s value proposition
- Required knowledge, competencies, skills
- Educator responsibilities
Resources/References

- *Preparation for the Professions Program*, a systematic comparative study of education across professions, conducted by the Carnegie Foundation for the Advancement of Teaching
- *Work and Integrity: The Crisis and Promise of Professionalism in America 2e*, by William M. Sullivan
- *Accounting Educators as the Accounting Profession’s Trustees: Lessons from a Study of Peer Professions*, by Jack Wilkerson, *Issues in Accounting Education* (February 2010)
A profession, classically defined
Serving a broad public interest
Operating under the terms of a social contract
A domestic and global strategic resource
A variety of roles, from advocacy to attestation
The profession’s value proposition integrates...

- Personal integrity and intelligence
- Lifelong commitment to highly developed base of technical knowledge and professional skills
- A deep sense of and commitment to the profession’s ethical standards and practices as well as its broad societal and economic purposes
Examples

Technical Knowledge
- Financial reporting
- Managerial accounting
- Assurance services
- Taxation
- AIS
- IFRS
- Financial statement analysis
- Valuation
- etc.

Purpose & Identity
- Overarching purposes and standards
- Ethical standards and practices
- Responsibilities to public, profession, clients
- Habits of interpretation
- etc.

Professional Skills
- Research
- Team
- Project management
- Global context
- “Performance”
- etc.
Does the statement describe the accounting profession’s value proposition...

- Clearly?
- Comprehensively?
- Concisely?
- Compellingly?
Next Steps

Our intention is that this statement be a “living” document, that it be revisited periodically as we move through the work of the Pathways Commission