

Vision Statement: Where we're going

CPAs are the trusted professionals who enable people and organizations to shape their future. Combining insight with integrity, CPAs deliver value by:

- Communicating the total picture with clarity and objectivity,
- Translating complex information into critical knowledge,
- Anticipating and creating opportunities, and
- Designing pathways that transform vision into reality.

Core Purpose: Why we exist

CPAs...Making sense of a changing and complex world.

Core Values: What we stand for

- **CONTINUING EDUCATION AND LIFE-LONG LEARNING:** CPAs highly value continuing education beyond certification and believe it is important to continuously acquire new skills and knowledge.
- **COMPETENCE:** CPAs are able to perform high quality work in a capable, efficient, and appropriate manner.
- **INTEGRITY:** CPAs conduct themselves with honesty and professional ethics.
- **ATTUNED TO BROAD BUSINESS ISSUES:** CPAs are in tune with the overall realities of the business environment.
- **OBJECTIVITY:** CPAs are able to deal with information free of distortions, personal bias, or conflicts of interest.

Our strategy: How we are going to get there.

Core services

ASSURANCE AND INFORMATION INTEGRITY:

Provide a variety of services that improve and assure the quality of information, or its context, for business decision-making.

TECHNOLOGY SERVICES:

Services that leverage technology to improve objectives and decision-making including business application processes, system integrity, knowledge management, system security, and integration of new business processes and practices.

MANAGEMENT CONSULTING AND PERFORMANCE MANAGEMENT:

Provide advice and insight on the financial and non-financial performance of an organization's operational and strategic processes through broad business knowledge and judgment.

FINANCIAL PLANNING:

Provide a variety of services to organizations and individuals that interpret and add value by utilizing a wide range of financial information. These include everything from tax planning and financial statement analysis to structuring investment portfolios and complex financial transactions.

INTERNATIONAL SERVICES:

Provide services to support and facilitate commerce in the global marketplace.

Core competencies

COMMUNICATIONS AND LEADERSHIP SKILLS:

Able to give and exchange information within meaningful context and with appropriate delivery and interpersonal skills. Able to influence, inspire, and motivate others to achieve results.

STRATEGIC AND CRITICAL THINKING SKILLS

Able to link data, knowledge, and insight together to provide quality advice for strategic decisionmaking.

FOCUS ON THE CUSTOMER, CLIENT AND MARKET:

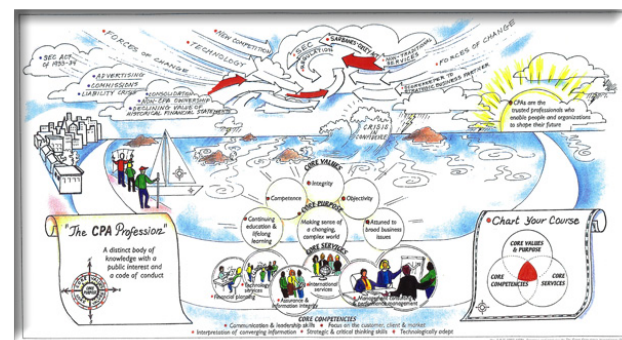
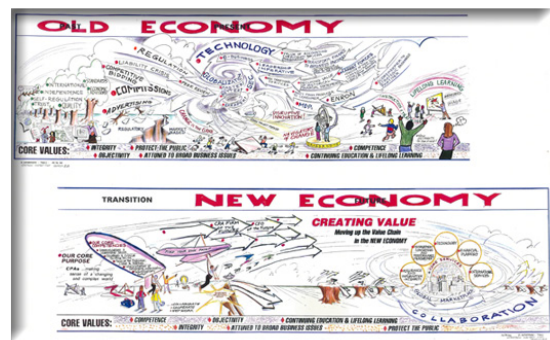
Able to anticipate and meet the changing needs of clients, employers, customers, and markets better than competitors.

INTERPRETATION OF CONVERGING INFORMATION

Able to interpret and provide a broader context using financial and non-financial information.

TECHNOLOGICALLY ADEPT

Able to utilize and leverage technology in ways that add value to clients, customers and employers.



CPA VISION 2011

