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MOTIVATORS AND DRIVERS FOR YOUNG PUBLIC ACCOUNTING PROFESSIONALS

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In the fall of 2015, **INSIDE Public Accounting (IPA)** partnered with **ConvergenceCoaching LLC (CC)** to conduct a survey of young public accounting professionals ages 21-40, to better understand young professional / CPA motivators and behaviors to assist and help guide firms in this ever-changing landscape. This report is intended to assist in the development of strategies to attract and retain key staff.

The survey garnered responses from 722 individuals who work in public accounting. Of those survey respondents, 128 are employed by firms who qualified as an IPA "Best of the Best" firm based upon the 2015 INSIDE Public Accounting National Benchmarking Report.

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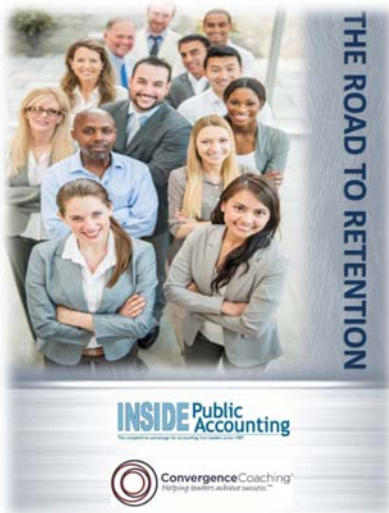
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