



SDSU Student Accounting Society

[CohnReznick: How to be Proactive in Career Planning and Recruiting]

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Presenters: Emily Trinh (Recruiter),

Presentation:

- Being Proactive with Career Planning and Recruiting
- Career Planning vs. Job Search
- Benefits of Career Planning
 - A career plan is a long-term path, based on your short-term and long-term goals with a series of planned steps to achieve those goals, all with the hope and intention of enjoying job satisfaction throughout
 - Goals include
 - Learn
 - Grow
 - Take on new and more challenging responsibilities
 - Achieve promotions
 - Contribute more to employers,
 - Increase earning potential
 - A career is a major investment in time, money, and effort!
 - Finding a job vs. career
 - Job: Need job to make money
 - Career: Lots of planning and preparation
- Job vs. Career
 - Career: Growth opportunity is present
- Short-term vs. Long-term
- Low career Growth vs. Professional Growth
- Collecting money vs. Collecting Experience
 - Career: Collect both
 - Emphasis on creating experience
- Tired Mondays vs. Energetic Mondays
 - Career: More energized
- Uninterested in Values vs. Aligned with the Values
 - Make sure career aligns with values
 - We have option
- Looking for New Job vs. Looking to Move Up Ladder
- Not enough time in Day vs. Fulfilling Days

- A Grind vs. A Journey
- Creating and Implementing a Career Path
 - Know yourself (self assessment) **(VITAL)**
 - Personality Type
 - Strengths and weaknesses
 - Interests/activities
 - What field interests you?
 - Where do you want to work? What kind of employer interests you?
 - What are your short and long-term career goals?
 - How do you work best?
 - Stereotypes can be a good foundation for your decision
 - Networking can help with implementing your career path
- What is important to YOU?
 - Size of employer -- Large, medium, small, national, regional, local
 - Career development/feasibility to another practice
 - Career advisement/mentoring program
 - On-boarding and training
 - Type of work: Public clients vs private vs governmental clients
 - Financial support/CPA expense coverage
 - Work/life balance
 - Turnover
 - Who you will work with
 - Culture Culture Culture!
 - Culture is huge!
 - In public accounting, you are going to work
 - Ask "How is your culture?"
 - See how they interact with one another
 - The factors you find important now may not be the factors you find important down the line
 - Your values can change in interesting ways
- Finding a good fit and making an informed decision
 - Firms and companies shouldn't dictate your decision; you should
 - Research
 - Career paths within the Accounting profession -- Audit, tax, advisory and consulting
 - How are projects assigned
 - How generalized/specialized will you be
 - Responsibilities and what it takes to be successful at each level
 - The importance of training
- Importance of networking and getting involved on campus
 - **DO IT!**
 - Skills and trades being developed in COVID times will help in professions you want

Push yourself out of your comfort zone and start being proactive now!

- Meet the Firms
- Mock Interviews
- Virtual Coffee Chats
 - Important for Networking
 - Talk to Professional/Recruiter and set up chat
 - Most valuable thing to do
- Firm Presentations
- Follow-up Phone Calls
- LinkedIn
- Firm Overview
 - 12th largest accounting firm
 - 2700+ Employees (275 partners)
 - Prevalent in East Coast
- Recruiter Email: Emily.Trinh@CohnReznick.com

Questions:

- Why did you leave tax for recruiting? (Sunny Situ)
 - Wanted to be social
 - Wanted to help students
 - Had passion for recruiting
 - Was exposed to recruiting
- Are you finished if you miss out on internships and SLPs
 - Not at all
 - Figure out which firm you want to work for
 - Network with professionals
 - Make extra effort to reach out.
 - Look for openings
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