

Top 10 Ways

Firms Can Help Employees Earn Their CPA License

Helping your employees get their CPA licenses, in turn, helps your business. But in today's fast-paced working environment, it can be overwhelming to figure out where to start and how to give them the resources they need to succeed. One key way to ensure this success, especially in the critical early years of their accounting career, is to provide them with access to best tools, training and guidance that cover the exam and beyond.

Here are 10 ways you can help your employees earn their CPA license:



1 Provide options for exam review that will suit individual learning styles. Your associates have varying needs – one size does not fit all! If you only use one vendor, then you are making an assumption that they are suitable for everyone. That's a pretty costly assumption!



2 Help employees get maximum efficiency out of time that would otherwise be unproductive. By working with partners that provide flexible content, you can show employees how they can use the time that would otherwise be less productive, such as driving, commuting, or waiting for an appointment, to study for their exam. Your associates can do things such as listening to audio recordings while driving or watching shorter videos on a mobile app while waiting for a doctor's appointment. While that can never be the only way to study, every minute helps and microlearning has been shown to aid in this type of studying.



3 Provide them with tips and training for study management. Many exam review partners offer great planning and calendarization options that allow students to know when they are on track or behind so that they don't get stuck cramming and are able to retain more on the exam. Having strong time planning tools within the platform can make all the difference.



4 Incentivize them. Having your employees get their CPA licenses doesn't help just them, it adds to your firm's expertise. Giving your employees extra incentives in the forms of raises, bonuses, and other rewards can be a quick way to motivate them to increase their expertise and show that you want them to take this route.



5 Provide them with tips and training for overall time management, not just for the exam but for their life. As you know, juggling a demanding job and obtaining your CPA can be daunting. Providing basic guidance on how to prioritize, how to conduct work sprints, and the importance of taking breaks can go a long way in making both the work day and the study day of a new associate more productive on all accounts, which lowers stress levels.



6 Teach them how to sprint. Studies show that working for 52 minutes at a time can be most effective, and turning on "do not disturb" on their email, as well as putting their phone on airplane mode, can be very effective ways to ensure that they get the most out of their time.



7 Encourage employees to take frequent breaks. It's easy to get overwhelmed, so encourage employees to take breaks throughout the day and during their studies so they don't get burnt out. In fact, the research shows that after your 52 minute sprint, the most productive workers take a 17 minute break.



8 Help them find a mentor. Pair employees with a mentor who can help guide them through the early years of their career. When paired with a mentor, employees can quickly learn how they can make a bigger contribution to their employer.



9 Condone a supportive culture. Conduct office hours or another way that your employees can ask questions when they are stuck or get work advice in a non-judgmental environment.



10 Fill your L&D portfolio with the strongest vendors who have proven success. Wiley CPAexcel helps 9 out of 10 candidates who use it pass the CPA exam (compared with the national average of nearly 50% pass rate).

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