



CASE STUDY

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“What does it mean a ‘good’ accountant?”

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Abstract / Introduction

What does it mean a 'good' accountant?

This study case started as mere answer to this question. Actually, in the beginning, the question was even simpler, like this:

What is an accountant?

Then, more questions can be developed from this one. How do people perceive the accountant? What is actually the first word that people use to describe an accountant? The questions can go on and on.

However, this paper has grown itself into a unscientific way of discussing about the accountancy profession and its future in terms of how it's perceived and if implementing people skills and marketing tools will have a positive impact on the overall profession.

'If you're all about integrity, personal accountability, teamwork, excellence, and proactive thinking, and you want to be part of something big, let's talk.' This is taken from a job ad in finance at Apple.

The so called 'old' perceptions about accountants and the profession or as some called it, the 'gap' between how people see accountants and how the accountants see themselves could be changed by using the tools that other industries have used highly successfully.

About our firm and our international network

Welcome to the world of Russell Bedford International (RBI), a global network of independent firms of accountants, auditors, tax advisers and business consultants.

Ranked as one of the world's top accounting networks, Russell Bedford International is represented by some 460 partners, 5000 staff and 200 offices in more than 80 countries in Europe, the Americas, Middle East, Africa, Indian Sub-Continent and Asia-Pacific.

So wherever you are, and wherever you want to go, we are there to help you.

Russell Bedford International, the worldwide audit and accounting network, has announced on 1st of September 2008 the appointment of 3B EXPERT AUDIT as its member firm in Bucharest, Romania.

Celebrating its 14th anniversary, 3B Expert Audit was established in Bucharest in 1998 with just its two founders offering mainly accounting and tax consulting services. Fourteen years later, together with its associated firm 3B Expert Consult, it is a group of professional services firms with a qualified personnel.

3B Expert Audit has three partners:

The managing partner, co-founder Adriana Badiu, has more than 20 years experience in finance. In 1990 she joined the Ministry of Finance initially as Deputy Director and then as Director. Today she is a Certified Public Accountant, Certified Auditor and Certified Tax Adviser. She is responsible for auditing and tax consultancy in the firm.

Octav Badiu is a co-founder and partner. He has extensive experience in banking and systems analysis, and he is responsible for accounting and software development in the firm. He too is a Certified Public Accountant, Certified Auditor and Certified Tax Adviser.

Andrei Badiu is partner with an MBA specialising in Financial Management and International banking, ACCA member and he is responsible for special audits.

We are a mid-sized firm that is well established in the local market. We audit a range of medium to large enterprises including listed companies. Our firm also provides accounting and tax compliance, tax consulting, investment advice and training services. The firm is licensed by the Chamber of Financial Auditors (CAFR - Camera Auditorilor Financiari din Romania), the Institute of Certified Public Accountants (CECCAR - Corpul Expertilor Contabili si Contabililor Autorizati din Romania) and the Chamber of Tax Advisers (CCF - Camera Consultantilor Fiscali).

The question

What does it mean a 'good' accountant?

Why this question and how it will help improve us and the profession by answering it?

To simplify: What is the first word that crosses someone's mind when asked about an accountant. Is there a 'gap' between how accountants are perceived and how they really are? If so, why?

What can we do about this? Or, should we, as accountants, do anything about this?

I learned an interesting fact doing my MBA. It is always useful to look at different industries than yours if you want to improve, create value and differentiate yourself.

Meaning that if, for example, you are in the IT industry and you plan to open a retail store to sell your IT products, why not look into hotel industry to learn how quality service is provided to the clients and use this to treat in the same way your own clients.

A lot of very successful companies applied this with great success, such as:

Southwest Airlines, which is a well known US, low-cost airline. They inspired themselves from the land transportation industry and created a flight schedule similar to those related to busses. In effect clients could use airplanes easy and often as they could use busses. (<http://www.southwest.com/>).

Apple (<http://www.apple.com>) has done marvelous achievements switching from a 'dull' IT, hardware manufacture to this glossy , trendy, loved company that is today. People love them and their products because they understood that looking at other industries and 'stealing' what is best could make huge improvements to your own business. They understood that they are not selling just computers and gadgets they are selling lifestyle and passion. They achieved this by strong, aggressive marketing . They touched client's soul. This was the key for them.

Each presentation of new services and products is an almost exaggeration and a huge show. They are in a way overselling them, however it seems that it has done miracles to how they are perceived by the public.

In the appendixes you could find more about how they achieve this and how careful they use 'words' to present anything.

So, how all this relate to accountants? Well, it does and we will see further.

It all started when

I decided to make a short presentation on this topic to my national professional institute. Then I wanted to draw upon the experience of our network members to add an international dimension to my answer. In fact, gathering the thoughts of all RBI members was crucial to this case study.

This will become a subject for a workshop at the October 2012 RBI annual conference in Buenos Aires, Argentina!

The basic idea is:

Gather as much answers (thoughts) from all corners of the world, even if it's just a one word answer.

Again, this is not meant to be a scientific study but rather a collation of more human/perception-related answers from accountants and in the end have an opened conclusion. Their feedback was crucial to the success of this case study which is still in progress until 17th of October 2012 and maybe beyond.

I used our RBI LinkedIn group profile to post the question and gather the answers and also direct email to all our members. All of them were very enthusiastic about the rather simple, yet very complex and rather difficult to answer question.

I wanted to focus on the human side of the profession. The person(ality) behind the accountant. How is he perceived? How he perceive himself.

I became really intrigued into finding 'what is the first word that people use to describe an accountant.'

I consider that our profession needs a better self-promotion, better marketing and better overall appearance and detail attention to the way we present ourselves.

We should describe ourselves and our services in the way 'Apple' describes their products and services. Using the same passion and respect for our profession and self-esteem without the 'fear' of using powerful words.

People, in general, are more inclined to look for the soft-skills and personality in a person or even in a professional. If you work everyday with someone it becomes more important how comfortable and trust worthy that person is and makes you feel.

In our days, it is not enough to be just professionally good. You need something extra. Maybe charisma. Maybe sometimes you need also good 'software' and not just good 'hardware'. Let's go beyond the technical part of our profession.

Accountants are continually urged to offer their clients added value – but what does that mean. What makes a good accountant 'great'? How do you build loyalty among your clients? Is it all about additional services? What part do people skills play?

Obviously, qualifications are a must, membership of bodies such as the CPA is crucial.

Good accountants need to have common sense. Obviously you need to have excellent technical skills and you also need the flexibility and capability to learn and adapt to different situations. More can be done, though. So, let's go a step further!

In doing so-

A very short history of the accounting profession to see when it all started:

The name that looms largest in early accounting history is Luca Pacioli, who in 1494 first described the system of double-entry bookkeeping used by Venetian merchants in his 'Summa de Arithmetica, Geometria, Proportioni et Proportionalita'. Of course, businesses and governments had been recording business information long before the Venetians. But it was Pacioli who was the first to describe the system of debits and credits in journals and ledgers that is still the basis of today's accounting systems.

The trial balance (summa summarium) is the end of Pacioli's accounting cycle. Debit amounts from the old ledger are listed on the left side of the balance sheet and credits on the right. The two totals equal, the old ledger is considered balanced. If not, says Pacioli, "that would indicate a mistake in your Ledger, which mistake you will have to look for diligently with the industry and intelligence God gave you."

The 'Gap'

We might consider that the profession began in those years, which is more than 500 years ago. "In the present, the accountancy profession will continue to lose credibility if it fails to educate the public and its stakeholders of its value and take steps to rebuild trust in the industry."

This was the conclusion of the new research launched in September 2012 by ACCA (the Association of Chartered Certified Accountants) called 'Closing the Value Gap'.

The research shows that the majority of accountants believe that the general public considers them to be trustworthy, while just half per cent of the public agree. This highlights the **gap** between how the industry sees itself and what the public actually thinks.

This is in part due to a lack of understanding of the role that accountants play in driving the success of businesses of all sizes, which are so crucial to economic growth and recovery.

The same report surveyed more than 250 accountants, 1,500 consumers and key opinion leaders from around the world to better understand the value the accountancy profession can offer and the value that the public believes the profession provides. It also discusses steps that can be taken to close that gap by the profession as a whole, and by individual accountants themselves.

When it comes to gaining public trust, the report offers five recommendations for the accountancy profession to close the value gap. The order is random:

1. Engage in discussion with stakeholders and the public at large about what it means to be an accountant
2. Talk about audit - what it is and what it is not – audit has recently come in for a lot of criticism
3. Take the initiative and explain how accountants add value
4. Address real concerns about ethical issues and conflicts of interest
5. Develop the soft and people skills needed to do this engagement and build trust with people.

The results from the report also show that the profession needs to work on its own image compared to other professions.

As discussed above, the image becomes so important in these times. Perceived image is so important as it acts as a first impression of your client towards you, your firm, your services and profession. This relates to trust and also influences the fee level. Image relates directly with the fee level. The higher the fees the more respect is given by the client even if at subconscious level.

The public ranks the accountancy profession below high-trust alternatives such as doctors, nurses, architects and engineers, but is seen as more trustworthy than bankers, politicians, journalists and lawyers.

While 70 per cent of accountants accepted that the profession was partly to blame for the financial crisis, it emerged that the economic crisis has not actually had a huge impact on the public's perception - only 13 per cent of people said that their level of trust in accountants had declined during the last five years.

A chain of high profile scandals linked to the profession over a number of years (such as Enron and the events of the financial crisis) mean that the industry is facing a legacy of mistrust, a sentiment that is likely linked to old-fashioned stereotypes of who accountants are and what role they play.

It seems that 2012 has been the year of questioning trust amongst the professions and institutions. The accountancy profession has not been immune from this questioning and neither should it be.

It is important that the general public recognizes the integral role of the profession in economic growth and recovery.

Part of this recognition will come from an understanding of what accountancy today truly means, and the industry as a whole must work together to help this transformation of opinion.

“As accountants, it is important that we come out of the shadows as a profession. Although there will be some challenging conversations, it is important that we get better at explaining what we do, how we do it and how we generate value.” Richard Sexton, executive board member for reputation and policy at PwC.

Just over half of the people surveyed said they believe that accountants work in the interest of the companies they serve or themselves, rather than in the public interest.

This demonstrates a clear need for a better awareness of the role that accountants play, without allowing the actions of a handful to tarnish the credibility of the majority.

The results from RBI members all over the world are consolidated in two Tables as Appendixes.

Perceptions

It has been argued that these perceptions of accountants have evolved at least in part from media representations, tension between accountants and co-workers, and ignorance. The robustness of the accounting stereotypes are such that even significant changes in gender participation (positive) (Enis, 2006) and financial scandals (negative) (Chen, Jones, & McIntyre, 2002; Coleman et al., 2004) have had little impact on people’s perceptions of accounting.

To understand how perceptions are formed, Dyer (1993) suggests that “seeing comes from representation”.

“How people are seen determines in part how they are treated.” Therefore perceptions of accountants derive from the duties they are perceived to perform.

Table I shows the matched pairs for which there was general agreement among the accountants. The first item in each line is the preferred item.

Table I: Consensus between accountants

Interesting	vs Boring *
Procedural	vs Dull *
Conformity	vs Originality
Facts	vs Intuitive
Certainty	vs Ambiguous
Planned	vs Spontaneous
Absorbing	vs Tedious *
Concrete	vs Abstract
Logic	vs Imagination
Structured	vs Flexible
Analytical	vs Conceptual
Thorough	vs Superficial
Routine	vs Unpredictable
Precise	vs Imprecise
Uniform Standards	vs Alternative Views
Methodical	vs Novelty
Profit Driven	vs Benefits Society
Prestigious	vs Ordinary *
Mathematical	vs Verbal
Compliance	vs Innovative
Exciting	vs New Solutions

The items marked "*" indicates characteristics which seek to indicate how the work of accountants is regarded than a description of the duties themselves. Interestingly a number of these duties identified above form the basis of the accounting stereotype and while they highly regarded by the accountants.

How are these perceptions formed?

It seems that the content and organization of stereotypes are influenced by the combined effects of cognitive, affective, socio-motivational and cultural mechanisms (Mackie et al., 1996). These mechanisms make stereotypes easy to confirm and difficult to change (Stangor, 2000).

Accountants seem to be perceived by non-accountants as, either compliance focused and ‘a necessary evil’ or, roadblocks to progress and the providers of bad news.

The social psychology literature supports two key claims.

The first is that it was appropriate to question accountants themselves to ascertain the extent to which they may contribute to people's perception of accounting and accountants.

The second consequence is that exposure to the work of accountants may create a more positive perception of accountants among non-accountants.

The majority of accountants questioned agreed that the profession as a whole should be doing more to raise awareness about the value that it contributes to improve its overall image.

'Improvement must begin with a greater self-awareness since the accountancy profession's views of itself do not always match up to those of the wider public.' Helen Brand, CEO at ACCA.

Old fashioned stereotypes of accountants as "bean counters" must give way to a more accurate representation of the functions they fulfill today – which range from financial reporting through to strategic business advice and planning.

Accountants can help to ensure that businesses behave in an ethically responsible way and that the rules and regulation of the land, which have been designed to safeguard the future of the economy, are adhered to.

Professional bodies made the accountancy profession act responsibly - a role that ACCA and CECCAR take very seriously. I consider that it should be done more to raise awareness about the value that the profession contributes. Public value should be at the heart of what the profession offers.

'Good Accountant' and generation 'Y'

The future of this profession is represented also by the students and young people that are preparing to become accountants. They should be aware of the primary characteristics of a good accountant such as Integrity and Objectivity. To be a professional who commands the respect that is typical for the profession, you must be absolutely honest and ethical in everything you do. That means your personal as well as professional life. In performing your accounting duties, you must also be totally objective, and not let your feelings or biases affect your work.

You should have the qualities required of any job situation: punctuality, honesty, confidentiality, and doing the best you can.

....So what makes a good accountant?

There is no single or perfect answer. However, below, I endeavored to identify some of these characteristics and I will try to explain each in the following paragraphs. What makes a good accountant are the qualities and features that makes him/her stand out among peers.

Integrity

Integrity simply means being straight forward with your activities without spin. For the accountant to function properly he/she needs to earn trust and trust come via integrity. It is so hard to gain it and so easy to lose it and most of the times irreversible. An accountant without integrity is like a sailor without a compass.

Sound Knowledge of Financial Principles

All accountants must hold firming the fundamental principles of accounting and finance. This may seem rather unlikely to be an important area but I realized that no matter the area of accounting one function there is always going to be the need to call for the use of the fundamental principles.

Eye for Details, Methodical and Tidy

An accountant is one who is continually dealing with large volumes of data. Therefore to be very good at the job one must always have an eye for details. The smallest misinterpretation of data may cause major problems so the accountant must develop the habit of always looking into details to for accuracy and completeness.

IT Skills

Another important quality of a good accountant is IT skills, this has got to do with basic IT as well as knowledge of some advance

areas in IT. As accountants most of our work will be carried out via a computer therefore to be without IT skills is to be like a fisherman without a net.

Communication Skills

Accountants must develop good communication skills; both written and verbal. This is critical and essential. As an accountant often you will be the only one who understands what you are doing, so for others to share your ideas you must be able to communicate effectively through verbal and written. It means verbal skills- presentations, writing skills- reports, memo, people skills, etc.

Flexibility

Flexibility is the ability to adapt to new situations. As accountants one of the main features of the work environment is change. Examples of change are change in: market trends, budget, cost, timing etc, therefore to function effectively one must be very flexible to their approach to work.

Sharpness

Accountants must be sharp in taking actions as well as maintaining a good level of composure. This is because as new situations arise and the environment becomes more challenging the accountant will have to make quick and reasonable decisions.

Go beyond

Go beyond means, think and keep thinking outside the box. Stay outside the box also when you put into practice that idea. Today, accountants are not just well prepared professional and do not just offer plain professional services. We have to wrap this into a more people oriented approach. Present to your client the personality behind the professional.

Generation 'Y' (those born after 1980)

They are enthusiastic, curious, adaptable, hard working and have the desire to quickly advance in their careers. However they hate classical hierarchical structures and lack of flexibility.

Sociologists call them 'Google' generation, 'iGeneration' or 'millennials'. Globally this generation is quite large. They are considered to be very creative, open-minded, adaptable, and global. They love diversity and are technology oriented with a strong desire to be informed and to experiment new things.

At their workplace, they are atypical, flexible, ingenious, dynamic and always on the hunt for growth opportunities and professional development. They need instructions and a clear image of what they are expected to perform without complaining.

People change, young people are different and they are passionate when choosing a job. They pursue a variety of things that really matter to them, both professionally and personally.

For people of generation 'Y', personal satisfaction is what drives and motivates them, and I don't see that changing anytime soon. In fact it is just starting. They respect their personal life and their after work activities. They need and seek mentors and wish they could influence others.

On the down side, they lack responsibility and have the desire to quickly achieve bold targets without thinking it through or without having something to offer in return. They lack stability and continuity at working place.

'Y' generation prefers a manager that is honest, good communicator, open, offers coaching, listens to their ideas and is very close to them.

They are stimulated by active work places, young colleagues, creative and non-repetitive jobs, flexible working hours. On the other hand, they are easily demotivated by lack of transparency human relationships, lack of variety, lack of team work or lack of challenges and working afterhours. They like to be appraised and to have access to media social channels.

For other generations it is important to understand that 'Y' generation is atypical and not to judge it by their own mentality and values.

The accountancy profession has to address that. The professionals have to accommodate for that.

Closing

The challenges of the accounting profession related to the perception 'gap' and its future are influenced by the changes in generations and by the overall changes in society.

Today everything has to be related to emotions, to passion. The present and the future are influenced by the changes in the way people relate to work and to their personal life. We, as accountants, have to adapt to these changes. I see only but opportunities for the accountancy profession.

In the end accountancy profession must be able to combine the hard skills (which are essential) with the soft skills. Without these it is almost impossible to offer the right experience for the clients in a way that they love and understand. If we successfully combine these two skills, then the accountancy profession will bloom.

The funny side:

<http://www.funquizcards.com/quiz/business-career/can-you-be-a-good-accountant.php>

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Special thanks to all Russell Bedford International members for their critical inputs and feedback.

Appendix I

Table I: Russell Bedford International worldwide members'-questionnaire results consolidated

Country	Views	Job
Latvia	a good accountant needs to be business minded: be able to see the hidden potential behind sometimes hopeless figures or the risk behind somebody's good looking report	Board member
Bulgaria	good accountant is like a good family doctor – speaks clearly and understandably. A good accounting advice is like prophylactic medical examination which will prevent future economic mistakes.	Junior partner
Mexico	A good accountant not only see numbers, but goes beyond looking for the substance that he is working for, and not only in the final report. He needs to ask why every time, which means having an open mind in order to understand and interpret the global context.	Marketing Manager
Argentina	A good accountant is who can understand the problematics of his client, acting not only as a aseptic consultant but interacting as a virtual partner, in a frame of absolute confidentiality.	Owner
Guatemala	A good account is the one that understand the meaning of quality, efficiency and effort; and also is the one that make client problems his or her problems... Displayed !! Go beyond !!	Owner
Venezuela	Discerning!	Partner
Denmark	Service, Involved and Concerned, Professional Skeptic, Quality	Owner
Netherlands	Trust	Partner
UK	A good accountant is the one who cares about his client. Takes over the clients problem and deals with it in an efficient manner. One who communicates well with the client and explains in simple terms.	Partner
Ireland	a good accountant cares and gives good advise	Partner
HK	I would say: Good listener , Responsive to clients' needs by effective and timely communications, and everything else	Owner
UK	Trusted adviser	Partner
Egypt	A good accountant is one that can handle books. In a sense that it serves the management purposes and at same time represent accounts Fairly and in line of the accounting principles.	Partner
Finland	The one that has solutions/advice to the customer's problem.	Managing Director
USA	A good accountant is one who "listens"	Partner
Albania	Systematic work and has always the answer and solution!	Junior Auditor
Germany	I think a good accountant today is much, much more than only a "number cruncher". (even if this is the reputation). A good accountant should have a sensitivity for the needs of his client. Most important, a good accountant today (!!) should not have only a historical approach but has to look into the future to define the challenges for the client of tomorrow.	Partner
Switzerland	an individual with a sharp mind and personal integrity, who is technically competent and able to come up with and communicate innovative solutions	Owner/Partner
Azerbaijan	It means transparent and reliable in terms of reporting.	Audit Partner
USA	It is to be a business partner to your client. It is to do your duty by becoming and remaining an expert in your profession. It is to know when to get help and where to get it.	Partner
El Salvador	A good accountant is a firm or a person that provides assistance or advisory to their clients in order to improve the business. He is always thinking add value to their services in order to find or increase the expectative to their clients.	Partner
Isle of Man	A professional advisor who understands the client and their business and can advise accordingly	CEO
India	In my opinion good accountant could be viewed in different perspectives. If accountant works for company as management, he/she is good if he/she can contribute to GCG implementation in the company. If He/she is auditor, he/she is good if he/she promotes fairness in financial statement presentation of his/her client If he/she is government staff, he/she is good if he/she could stop corruption.	Partner
Singapore	Dedicated!	Executive Director
Canada	Also, a good accountant knows how to balance between technical accuracy and business practicality, and come up with sound solution for clients.	Partner
USA	Trusted Advisor	Owner/MP
Guatemala	Excellent professional, Dedicated, Trusted	Director Partner
Iceland	Resourceful	Partner

Country	Views	Job
Australia	There are 3 essentials for a good accountant: technically competent, good communicator, good people skills so that you build relationship and trust with the client	Partner
Belgium	a controller, an advisor, a problem solver	Owner
Ecuador	A good accountant is a professional who not only has the books, but interprets the numbers and proposed function optimize processes to maximize the benefits for an Organization.	Partner
USA	Responsive, Caring...about clients and employees, Trustworthy, Intelligent – and not necessarily that he/she has all the answers in their head, but that they have the resources and ability to find answers quickly and accurately and “connect the dots”, Proactive, Collaborative (teamwork), Confident, Friendly, Loves Romanians.	Partner
Trinidad	Listening to clients so that you understand their challenges. Then you are able to either give them proper professional advice or let them know who can help them. You must also keep up with the challenges of the market place and the profession.	Owner
Philippines	A good accountant is a well rounded, dynamic and continuously hone and update his expertise.	Partner
Ireland	TRUST... Trust-based relationships with clients are relationships which last, with the attendant benefits of economics as well. For me the ideal accountant is a trusted advisor first – and an accountant second. In such a relationship, all information is shared, which allows better problem definitions and better solutions. Contexts are better understood. Advice is much more likely to be heeded, and to be right in the first place. Inefficiency of communication is reduced. Connections are made between issues, which might not otherwise be made. Insights are produced, and are of higher quality than would otherwise be the case. People become personally and professionally fulfilled, which is not only of intrinsic worth, but helps build effectiveness and loyalty as well.	Managing Partner
Canada	Trusted	Partner

Appendix 2

Table 2: Russell Bedford International worldwide members'-questionnaire results classified

Adjectives	Actions describing a 'good' accountant
Business Minded	speaks clearly and understandably
Family Doctor	se hidden risks
Open Mind	prevent future economic mistakes
Full Confidentiality	goes beyond numbers
Displayed	understand global context
Go Beyond	interacting as a virtual partner
Discerning	understand the meaning of quality, efficiency and effort
Trust	make client problems his or her problems
Good Communicator	involved and concerned
Good Listener	cares about his client
Future Oriented	takes over the clients problem
Sharp Mind	responsive to clients' needs by effective and timely communications
Integrity	has solutions/advice to the customer's problem
Reliable	has always the answer and solution!
Transparent	much more than only a "number cruncher" or 'bean counter'
knowledge	should not have only a historical approach but has to look into the future
punctuality	it is to be a business partner to your client
availability	remaining an expert in your profession
Dedicated	he is always thinking add value to their services
Caring	improve the business of his client
Intelligent	is good if he/she could stop corruption (public sector)
	saves you money (in terms of tax or other cuts)
	knows how to balance between technical accuracy and business practicality

Appendix 3

Apple

Below, I collected some of the expression used by a well known company when presenting itself and their products and services.

The biggest thing to happen... Ever made... So much more than before... It(this) is amazing... It is just right... The service you love... Most advanced system... Outstanding... It is an amazing time, an extraordinary time... Beautiful, great... Exactly right... It is absolutely gorgeous... Explore and discover our services... The energy and the enthusiasm... Best customer service...	Best experience... We are excited about that ... It is absolutely amazing... Fantastic... Stunning... Best service ever offered! We are really happy of how we are doing... Phenomenal... Absolutely socking ... Awesome... Today, we are taken it to the next level... An incredible breakthrough for the entire industry... What we have accomplished it is absolutely amazing... We are very excited about all our services presented today... Make a real difference in people's lives...
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And yes it is 'just' an IT company in fact is about Apple. These are the words that they use to describe themselves. Exaggeration and somewhat overselling themselves, however it seems that it has done miracles to how there are perceived by the public.

Below, examples

of how Apple present itself in a unique way. Also it is interesting how they view Marketing and Finance departments in a company such as theirs.

Amaze yourself. Amaze the world

A job at Apple is unlike any other you've had. You'll be challenged. You'll be inspired. And you'll be proud. Because whatever your job is here, you'll be part of something big.

Every detail matters.

Every piece of packaging. Every swipe of the finger. Every "How can I help you?" Everything. And it doesn't matter just some of the time. It matters all of the time. That's how we do things at Apple. The result is some of the best-loved products in the world.

Simplicity isn't simple

Ask anyone here. It's hard work. It means forever asking, "Why is it this way?" and "How can it be better?" It means rethinking every customer experience until the clutter has fallen away — until all that remains is what's essential, useful, and beautiful. That might be a new product feature that delights even die-hard fans. It might be a customer support call, or even a display in an Apple store, arranged and lit exactly so.

Creativity from every corner

When you imagine the creative process at Apple, at first you may not picture someone in HR. Or operations. Or finance. But we expect creative thinking and solutions from everyone here, no matter what their responsibilities are. Innovation takes many forms, and our people seem to find new ones every day.

Marketing

Remarkable as they are, Apple products like iPhone and iPad don't just appear. Each groundbreaking release is the result of meticulous planning by Apple marketing gurus that oversee the entire life cycle of a product. Our Marketing department has a passion for innovation and an uncompromising commitment to bringing great products to market.

If you love to think both creatively and strategically — and are willing to go the extra mile for every project — you could be our next new hire. Expertise ranging from product marketing to developer relations, public relations to marketing communications, will help keep Apple's products and messaging on the cutting edge.

Finance

The Finance organization manages all of Apple's financial activities with expertise and precision. Finance is an important strategic partner to all sides of the business, from engineering and marketing to our diverse global sales channels. Our Finance team has the challenging but essential task of managing a detail-oriented discipline inside a rapidly changing, ever-innovative company.

Get ready for your perfect job, one that encourages you to think strategically and creatively. If you're all about integrity, personal accountability, teamwork, excellence, and proactive thinking, and you want to be part of something big, let's talk. We have a wide range of opportunities in corporate accounting and financial planning and analysis as well as finance roles that support R&D, sales, operations, and retail.



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