



Bold
Ambition



56%

of black students said mentors have a great impact on their career

600M

Total investments from the firms

8

Prominent and dedicated accounting firms.

45%

Average firm goal for increasing workforce diversity

Our Story

Organizations are strengthened when those with different backgrounds, ideas, and experiences are included and valued. This in turn impacts our economic progress which cannot be truly resilient until it is representative of the community in which it serves. Bold Ambition is an organized commitment to help the public company accounting and auditing industry drive actions that will support sustainable change and accountability through transparency and continued measurement of progress. At its core, Bold Ambition

will proactively work to educate traditionally under-represented and overlooked communities about the value of a career in accounting , address obstacles and systems which prevent underrepresented and under served communities from pursuing a career in accounting and demonstrating the industry’s commitment toward a more inclusive and equitable future. Bold Ambition not only seeks progress - we demand it – through collective commitment, impactful actions and Bold steps forward.



Our Process

Collectively and individually, partnering firms acknowledge we have made progress in some areas AND there is much work to be done. Impacting change requires looking within- making changes that will increase opportunity internally, as well as looking externally, providing opportunities through education, financial support, work experience, mentoring, and other resources to racially and ethnically diverse students. With a commitment to a more inclusive and representative future, our partner firms are paving

the way through progressive recruitment efforts partnering with HBCUs and HSIs, while also focusing efforts to improve retention and advancement of racially and ethnically diverse talent. Within our firms, we are committed to a learning culture which embraces differences. Through conversation and listening, understanding and empathy, education and training, and supporting actions that connect individuals to one another, build trust and allow us to bring all components of ourselves to work every day.

Our Purpose

Bold Ambition provides greater transparency into how the public company auditing and accounting field is working collectively to more closely align representation at all levels (from pipeline up through the most senior levels), with our communities and society., Bold Ambition offers a one stop shop-sharing best practices, opportunities, research, support, and education offerings- while holding

ourselves accountable to these efforts through continued measurement of progress.. Bold Ambition leads the conversation by driving collaboration and actions amongst firms, , and paving a path forward to a more inclusive, equitable and diverse future state for the public company accounting and auditing profession.

Our Community

“The only way to be our best is to include our best.”



Through Bold Ambition, the accounting profession is committed to the betterment of the communities in which we live, serve, and grow. From funding start-up charities to benefiting localized needs-based groups, to million dollar investments into national organizations, we are providing opportunities, enrichment, and impact.



Press Contact

media@thecaq.org - Reach out to us

Bold Ambition leads the conversation by sharing our collective vision for diversity, equality and inclusion.

Our Assets





Quotes from our partners



\$470+M

invested by the firms towards their commitment to diversity, equity, and inclusion within the workplace, and across educational institutions, and communities.

“The world is changing quickly and some feel they are being left behind -- including many young people. Like all of the big issues facing our nation, this can’t be solved by a single individual or organization. But we know that we can work with others to be part of the solution.” - **Tim Ryan, Senior Partner and Chairman, PwC**

“Diversity, equity and inclusion (DEI) are foundational to KPMG’s purpose, values and strategy. To achieve our growth and trust ambitions, we must unlock the power of our people.” - **Paul Knopp, Chief Executive Officer, KPMG**

“Differences make all the difference. If we can create a work environment where people feel they can be accepted for who they are, we know it will ultimately lead to better results for our clients, and better experiences for our people.” - **Karyn Twaronite, Global DE&I Officer, EY**

“Now, more than ever, it is important that we lean on our culture, seek to understand each other, demonstrate our core values and show that we care. While we may not always be able to relate to another person’s experiences or feelings, we can listen and be empathetic.” - **Joe Adams, Chief Executive Officer, RSM**

“We need always remember why we are here – to help people flourish and succeed. This is our mandate – one that demands unity, respect, inclusivity, integrity and care. It is our job to take care of ourselves, to take care of each other and to hold one another to a high standard.” - **Wayne Berson, Chief Executive Officer, BDO**

“No single program, action, or leader can foster a culture of belonging. Rather, it has to be the result of many deliberate decisions, difficult conversations, consultations with outside expertise, and learning from what has worked and what hasn’t.” - **Tim Ryan, Senior Partner and Chairman, PwC**

“The representation of racially and ethnically diverse CPAs in our profession is unacceptably low and bringing these voices to the conversation requires decisive, bold investments.”

- **Lara Abrash, Chief Executive Officer, Deloitte**