**The Benefits of a Career in Public Practice and with a Small Firm**

Accountants can find purposeful and rewarding careers in public practice at a small firm. This path offers exceptional opportunities for professional development and advancement — as well as the chance to serve the organizations that make local and national economies work.

**Serving the Local Economy**

Small-, and medium-sized enterprises (SMEs) [account for](https://www.un.org/en/observances/micro-small-medium-businesses-day) over 90% of the business population, 60–70% of employment, and 50% of GDP worldwide. Their importance to both developed and developing economies and societies is indisputable.

[Research](http://www.ifac.org/publications-resources/role-smps-providing-business-support-smes-new-evidence) shows that irrespective of jurisdiction, accountants, and especially those in small- and medium-sized practices (SMPs), continue to be the preferred advisors to SMEs. Professional business advice is [associated](http://www.ifac.org/publications-resources/relationship-between-accountancy-expertise-and-business-performance) with better performance by SMEs as measured by improved rates of survival and growth, improved decision-making procedures, and superior financial performance.

Professional accountants in the role of trusted advisor can be invaluable to the survival and success of small businesses – and, as a result, to local economies as a whole.

**Opportunities for Training, Professional Development, and Career Advancement**

There are tremendous advantages to training and working in a small firm, including:

* Strong career growth and future prospects, following broad experience in multiple roles
* Unparalleled exposure to a wide variety of engagements and service lines, including:
  + Core services such as audit, assurance, tax, and financial reporting
  + Business advisory services in areas such as corporate advisory, management accounting, restructuring, data analysis, and more
* Early opportunities to engage and be accountable to a variety of clients
* Opportunities to specialize and build unique skills and knowledge in specific industries and sectors
* Ability to build long-term relationships with purpose-driven entrepreneurs and business owners
* Work-life balance and flexible work arrangements
* Easy access to mentoring and career coaching programs with transparent progression conversations
* Extensive opportunities for continuous learning and development
* Empowerment to follow technology trends, innovate and explore different solutions
* Team-focused environments and strong collaborative cultures

**Next Steps**

Your Professional Accountancy Organization [Insert Name] can provide information on education and training opportunities – contact [Insert e-mail address].

**Join a Small Firm and Make a Big Difference!**