*#AccountantsAreFun* Campaign: Introductory Post

Accountants are fun! When was the last time you heard that phrase?
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Unfortunately, the stereotype of accountants being boring bean-counters who do nothing but sit behind a desk all day is what comes to mind when most people think of accountants. This stereotype is hurting the accounting profession, especially when it comes to recruiting.
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Much of the problem is in our perception—how accountants paint themselves to the watching world, including future accountant potentials. We want to flip the script and change this perception by shining a light on our work, on who we are as people, and on what we do. To quote Kimberly Ellison-Taylor (former chair of the AICPA board), accountants "are way more fun than people give us credit for!”
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We want to be a part of the change. Over the month of November, we're going to be highlighting what it is that makes accountants fun, and we want you to join us. Follow our hashtag [#AccountantsAreFun](https://www.linkedin.com/feed/hashtag/?keywords=accountantsarefun&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6861037056693428224) and take a look through the lens of how we view accountants.

Who knows? Maybe by the end you'll want to become an accountant too!

