

# INTRODUCTION TO THE CPA WAY

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## Introductions

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# Introductions

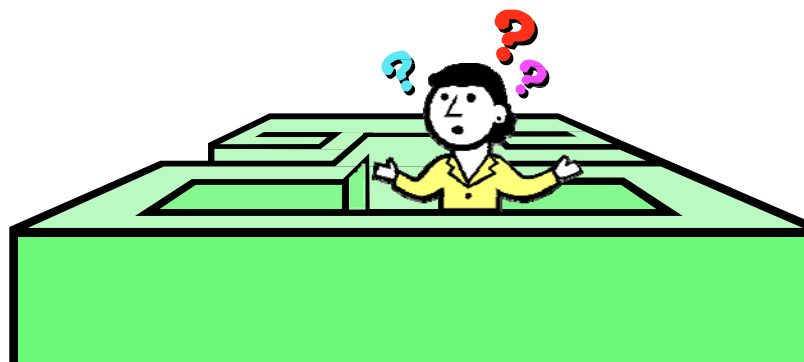
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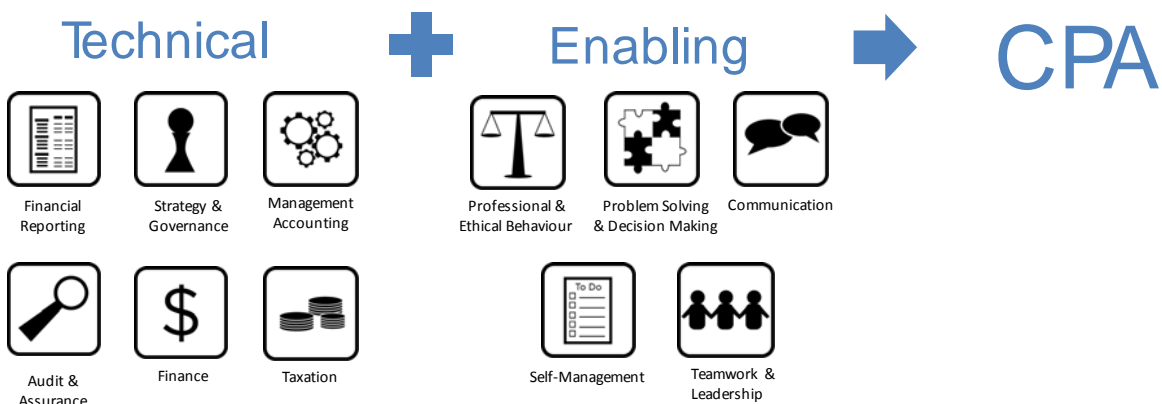
## Who uses the CPA Way in their classroom?

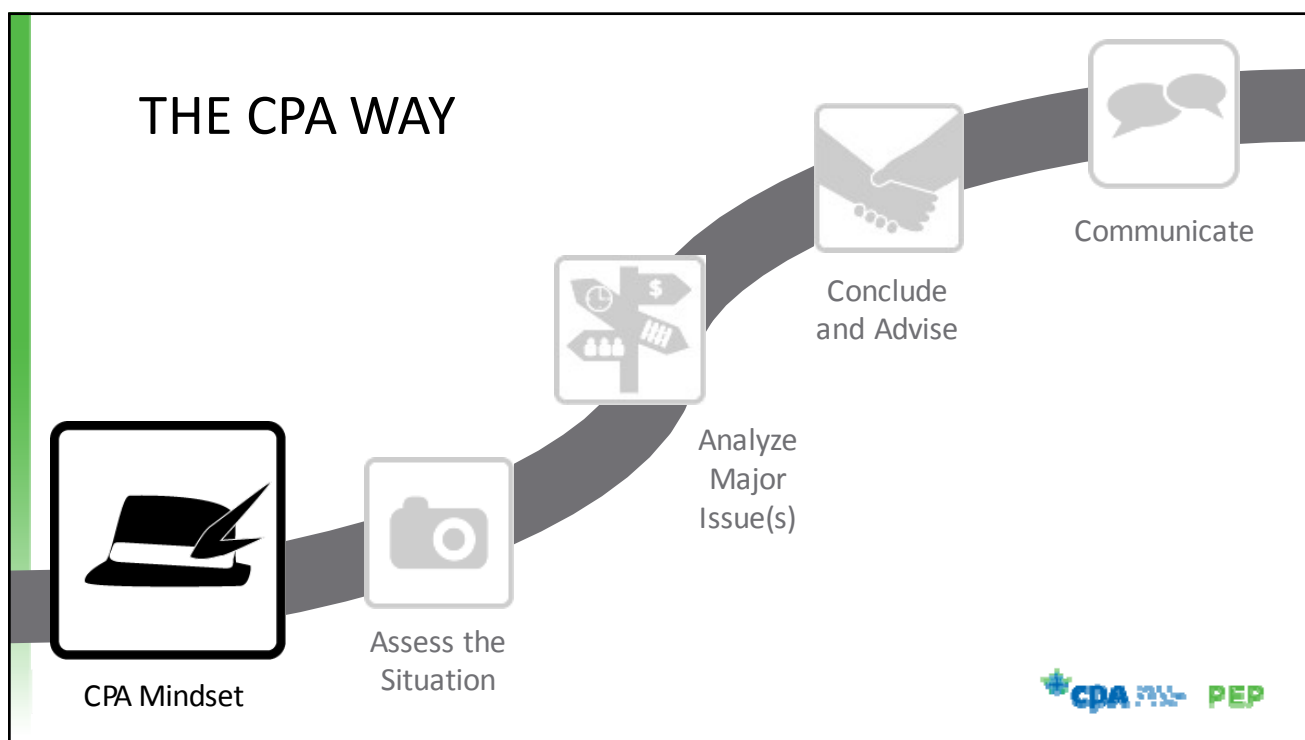
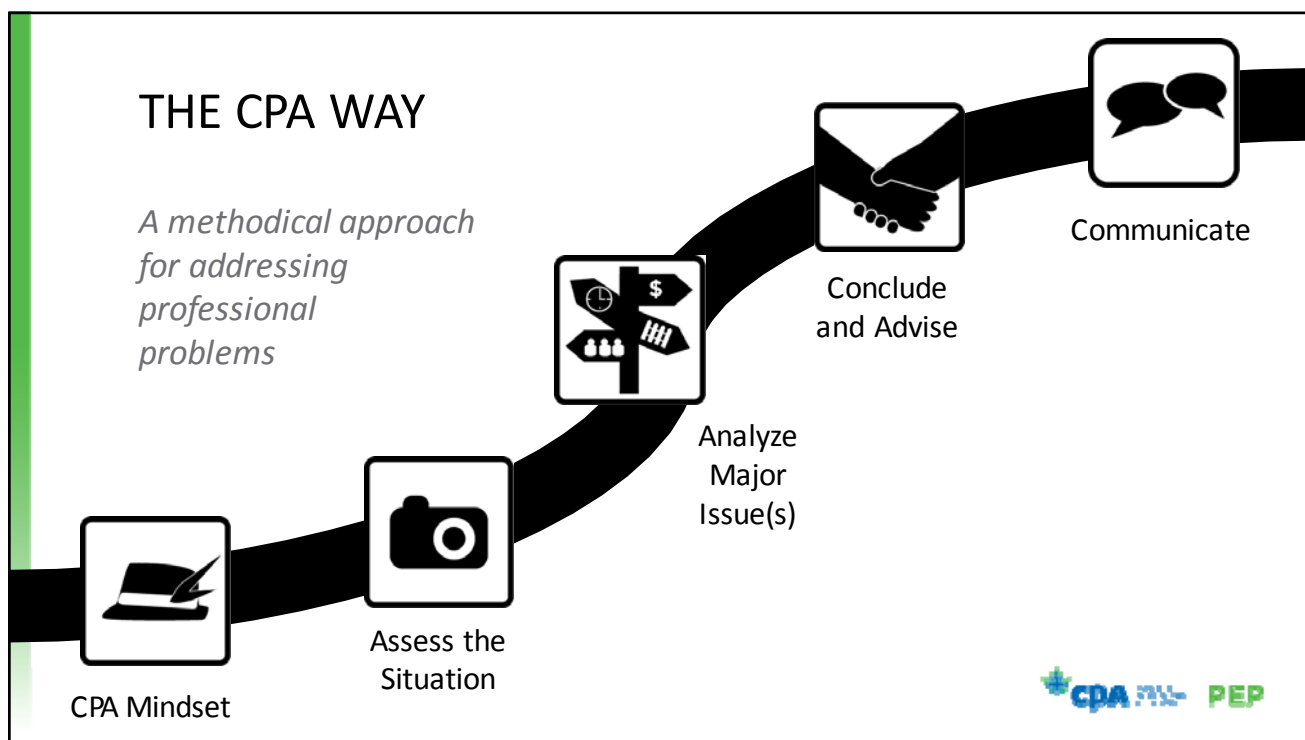


How do you add value when faced with a complex problem?



Knowledge Is Not Enough



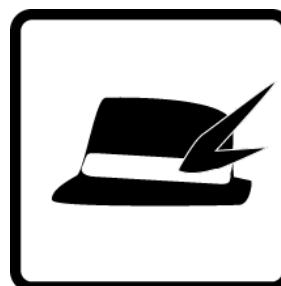


## Components of the CPA Mindset

Rules of Professional Conduct

Enabling Competencies

Integration



## Rules of Professional Conduct

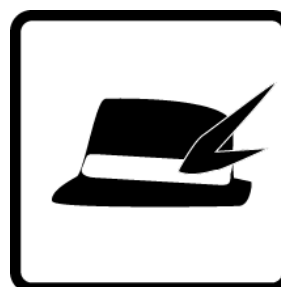
Objectivity

Integrity and Due Care

Competence

Confidentiality

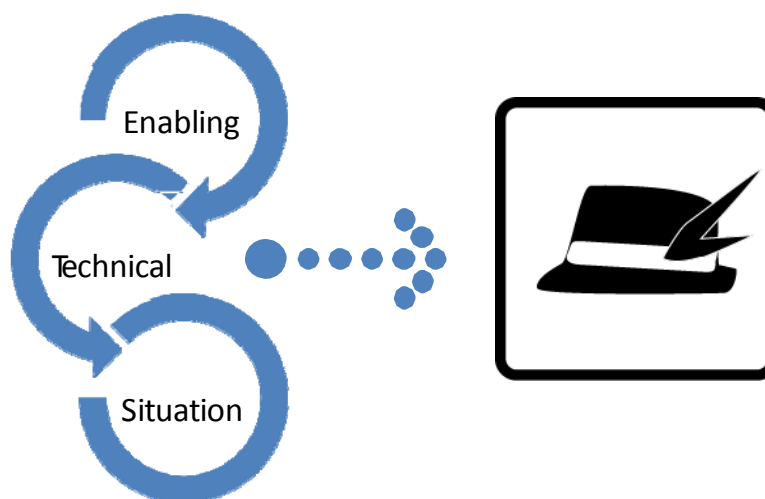
Professional Behaviour



## CPA Enabling Competencies



## Integration



## CPA Mindset: Levels of Competency

### Level C

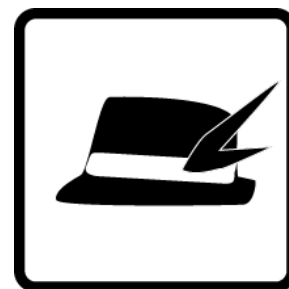
- Memorize & Obey Rules
- Understand Terminology

### Level B

- Identify CPA Mindset Issues
- Partially Link CPA Mindset to Situations

### Level A

- Thoroughly Link CPA Mindset to Situations
- Exemplify CPA Mindset



## THE CPA WAY



CPA Mindset



Assess the Situation



Analyze Major Issue(s)



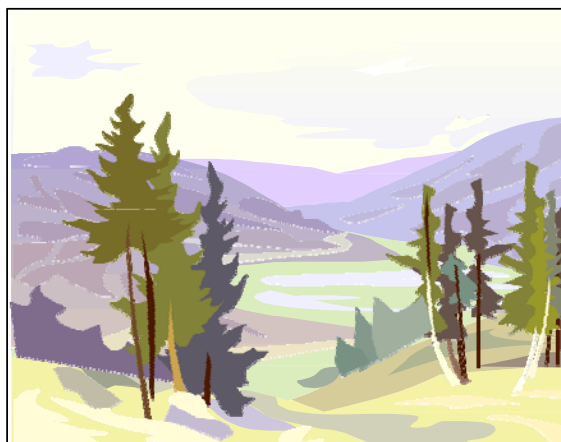
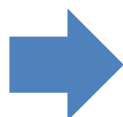
Conclude and Advise



Communicate



## Preliminary Landscape Picture



## Three Stages in Assessing the Situation



Stage 1:  
Take a  
Snapshot



Stage 2:  
Zoom In



Stage 3:  
Plan Route





## Stage1: Taking a Quick Snapshot



## Stage2: Zooming in on Details of the Situation



Major Issue(s) and Alternatives



Decision Maker Goals/ Objectives



Other Stakeholder Needs/ Preferences



Constraints



Professional Resources Other



Key Situational Factors Other



Relevant Information



## Examples of Situational Assessment Techniques

Financial Analysis

Materiality Assessment

Risk Assessment

Internal Environmental Scan

External Environmental Scan



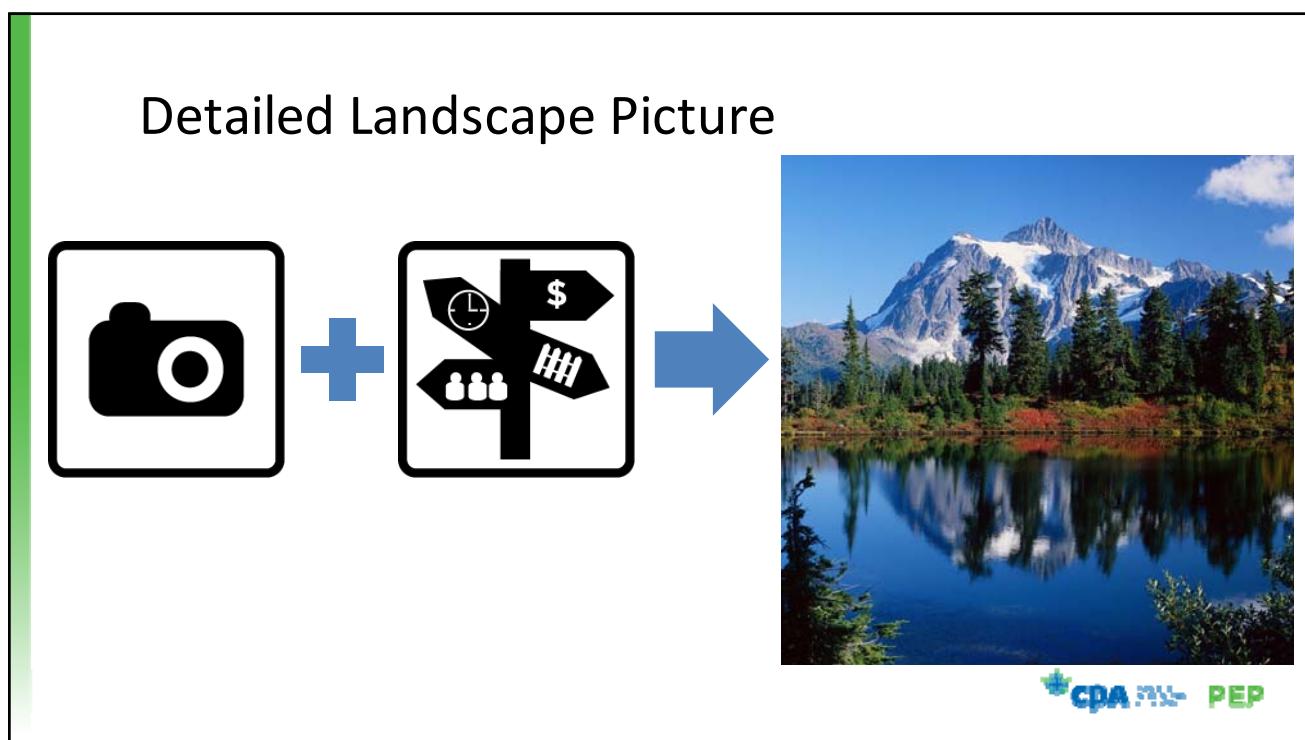
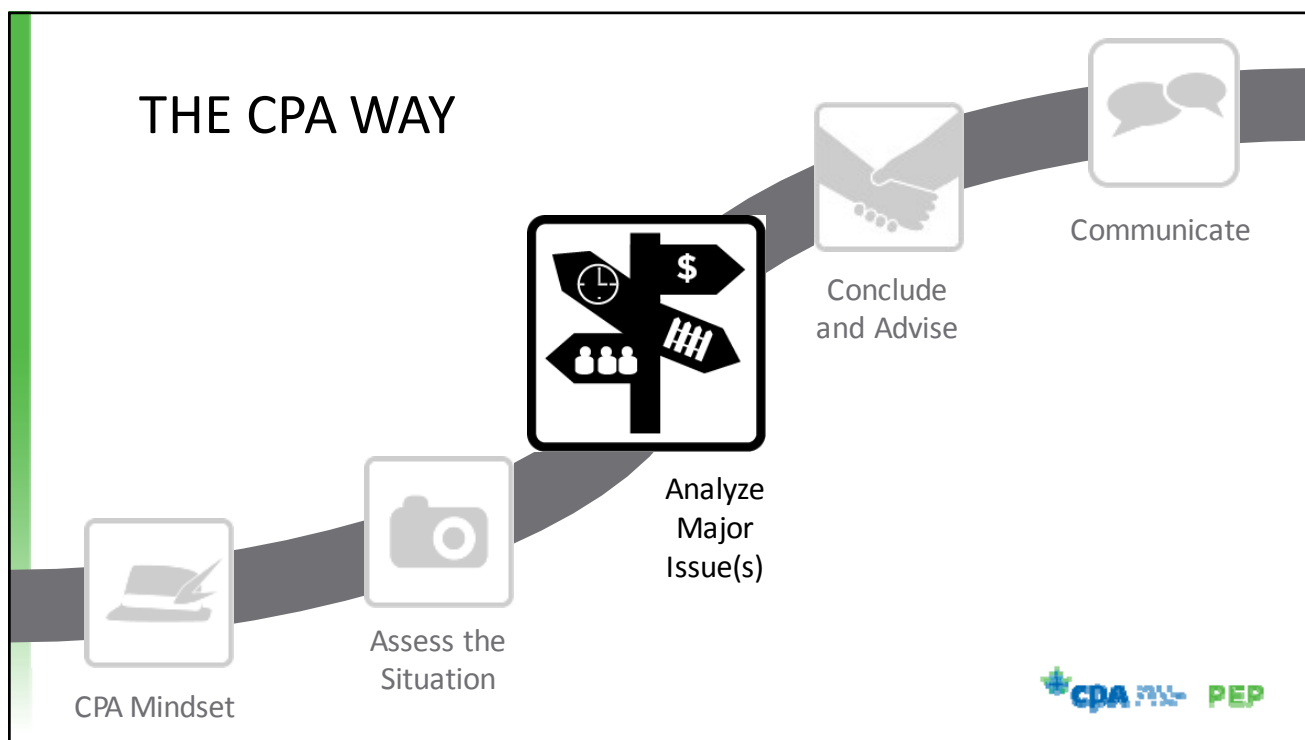
## Stage3: Planning the Detailed Work Route

Identify Major Issues

Choose Sequence for  
Addressing Major Issues

Gather Additional Situational  
Information





## Elements of Analyzing an Issue



A. Select & Apply  
Methods/Tools



B: Analyze  
Thoroughly



C: Evaluate  
Information  
Quality



## A. Select & Apply Technical Methods/Tools



Quantitative

Qualitative Correct

Application

Realistic Assumptions



## B: Analyze Thoroughly



Integrate Situational Factors



Integrate Across Competencies



Retain Only Viable Alternatives



Summarize Arguments Address



Uncertainties



## C: Evaluate Information Quality, Including Sufficiency



Information Source(s)

Precision

Key Assumptions

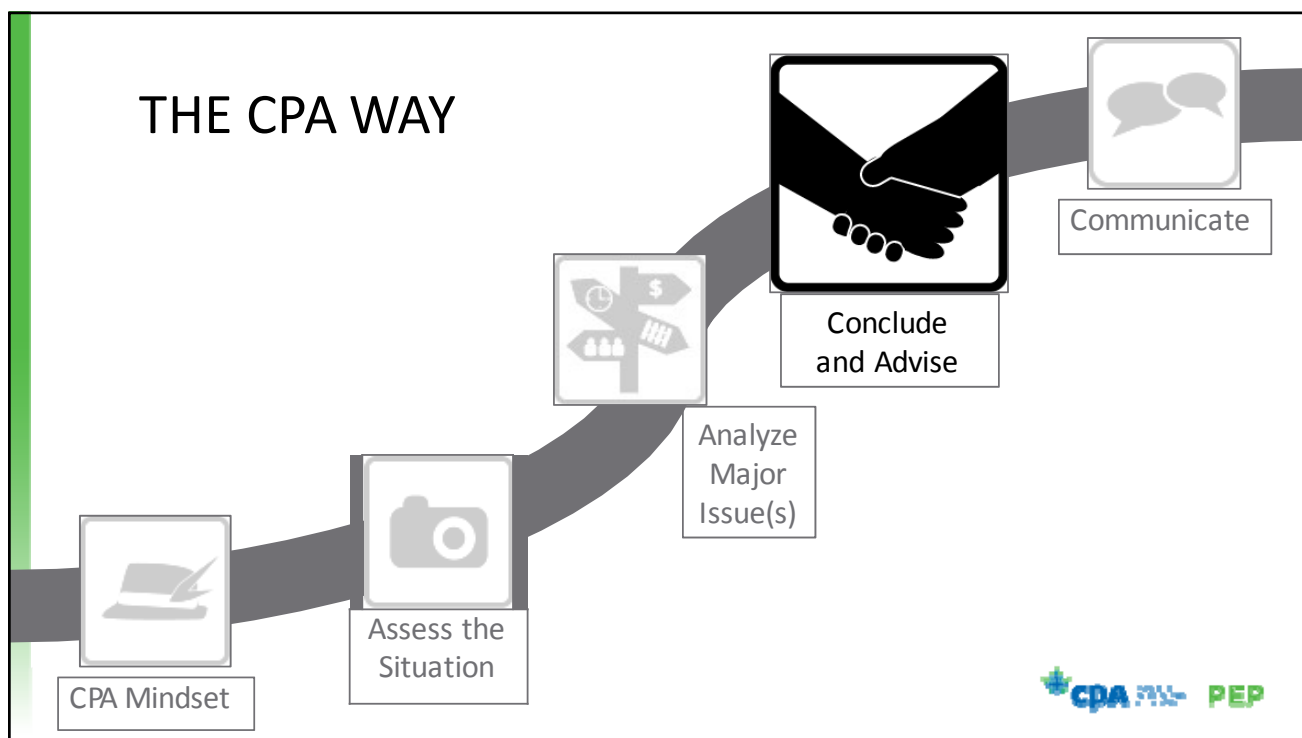
Sensitivity Analysis

Conflicting/Ambiguous Information

Data Completeness, Validity, Reliability



## THE CPA WAY



## Stages for Concluding and Advising



### Stage 1

- Interpret Results



### Stage 2

- Establish and Use Decision Criteria

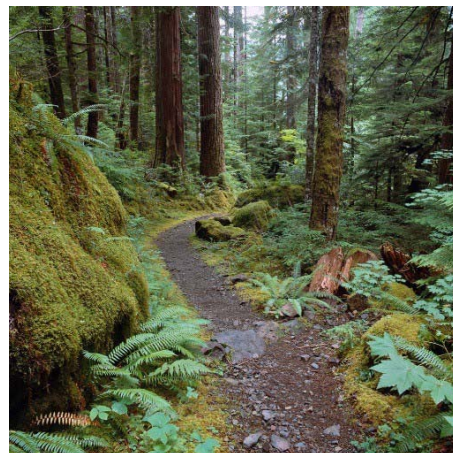
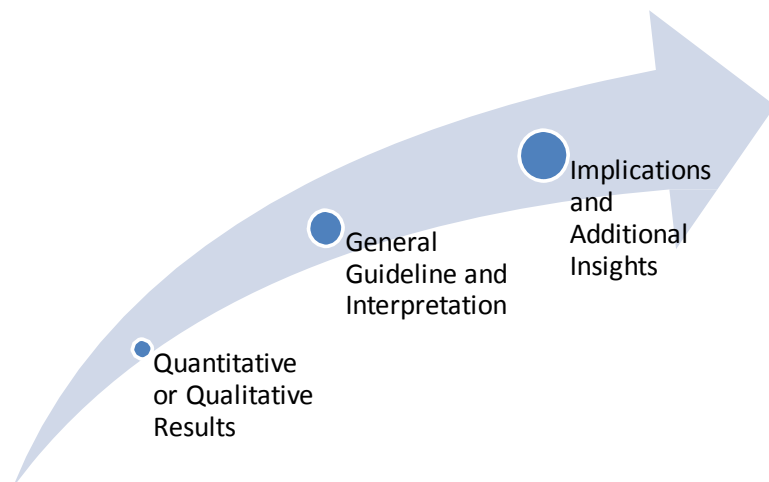


### Stage 3

- Provide Implementation Advice



## Stage 1: Interpret Results



## Stage 2: Establish and Use Decision Criteria



One Viable Conclusion

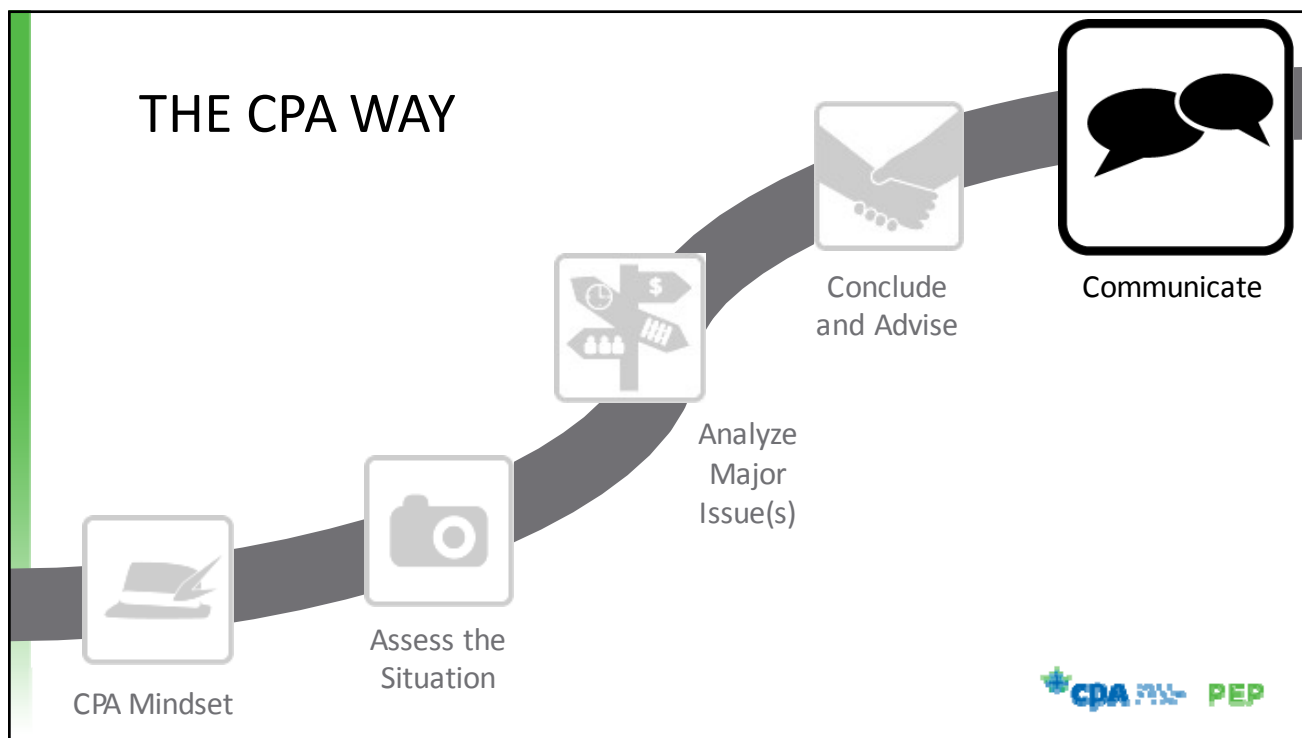
More Than One Viable Conclusion

CPA Values Versus Other Criteria

## Stage 3: Provide Advice for Implementation

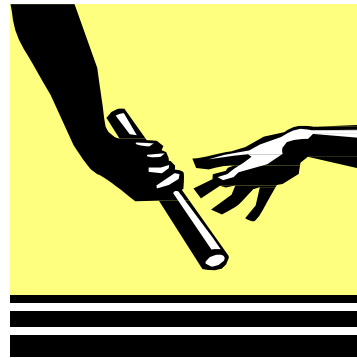
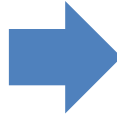


## THE CPA WAY



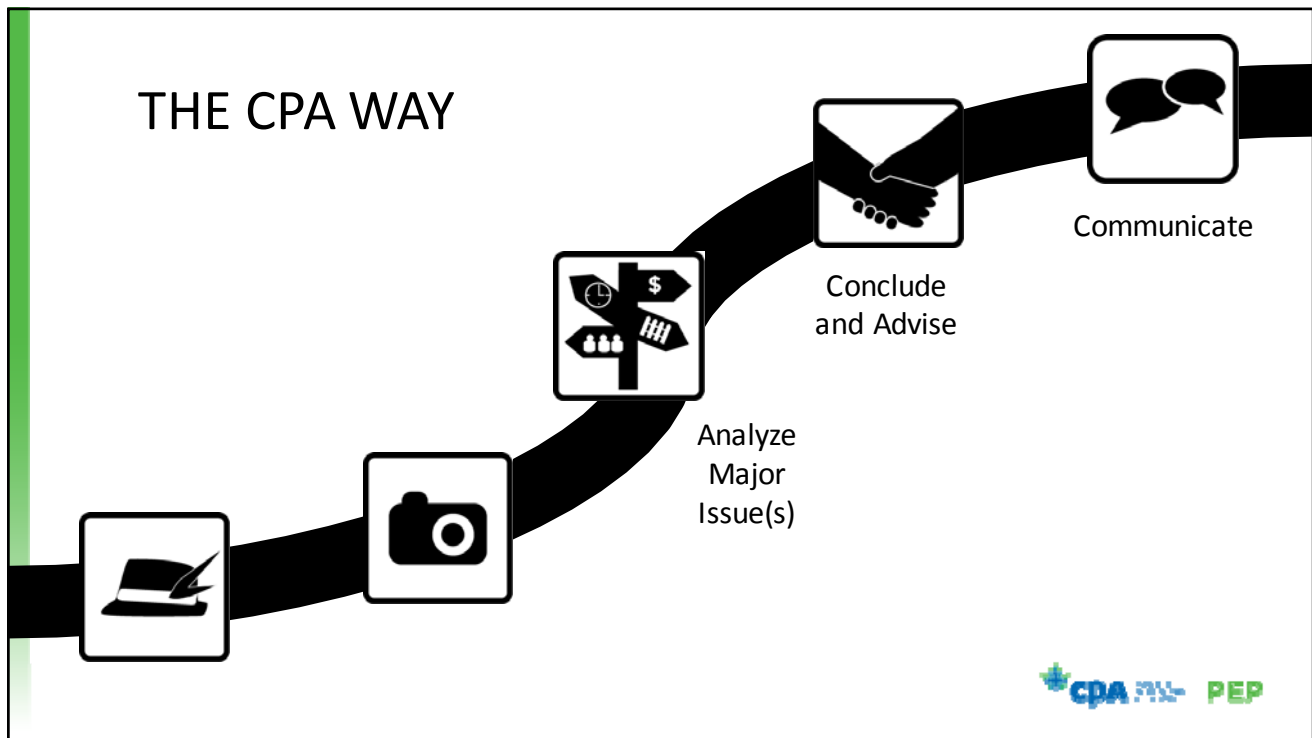


## Successful Communication



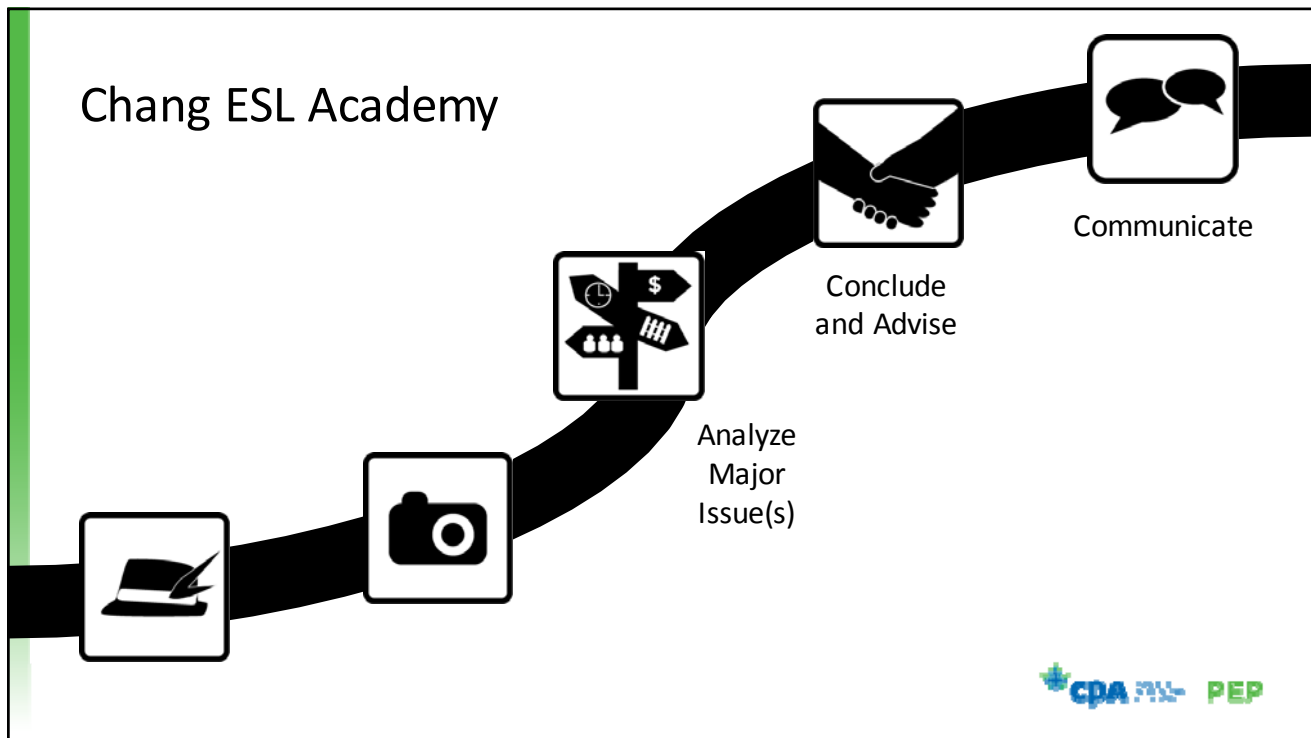
## Professional Writing





## Application of the CPA Way

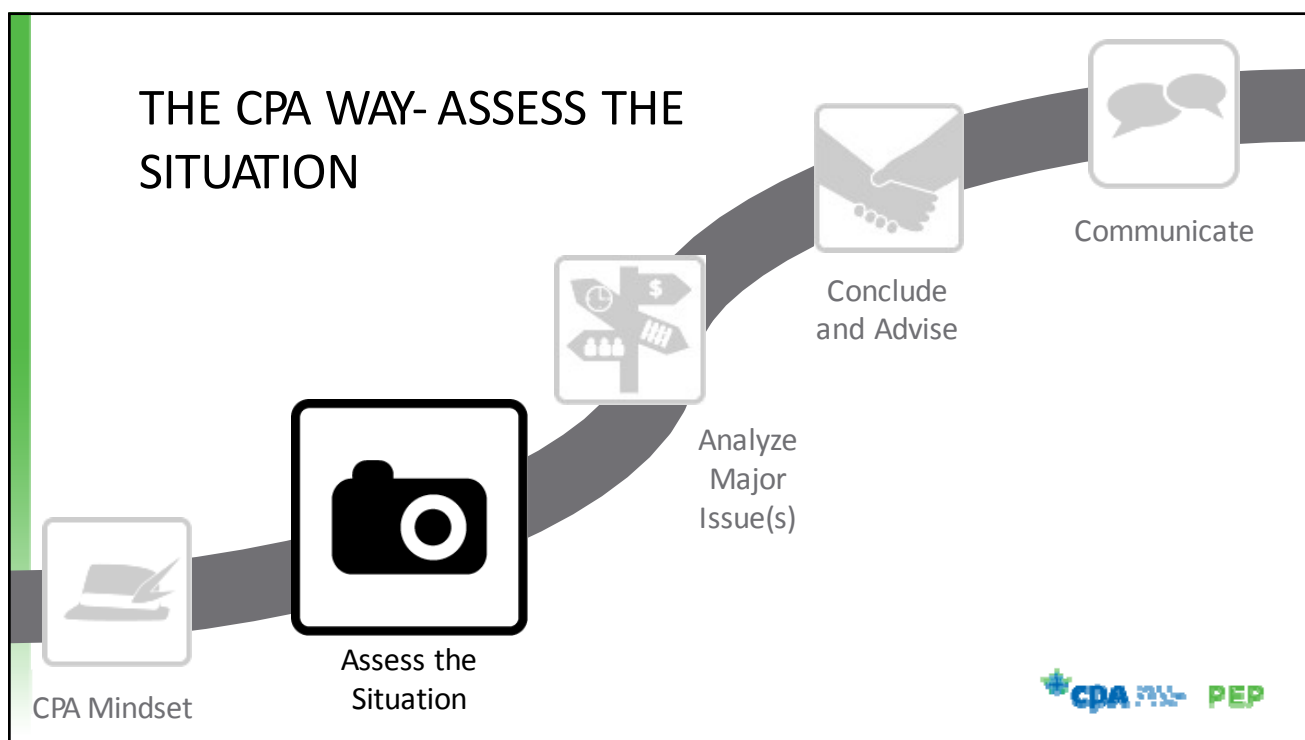
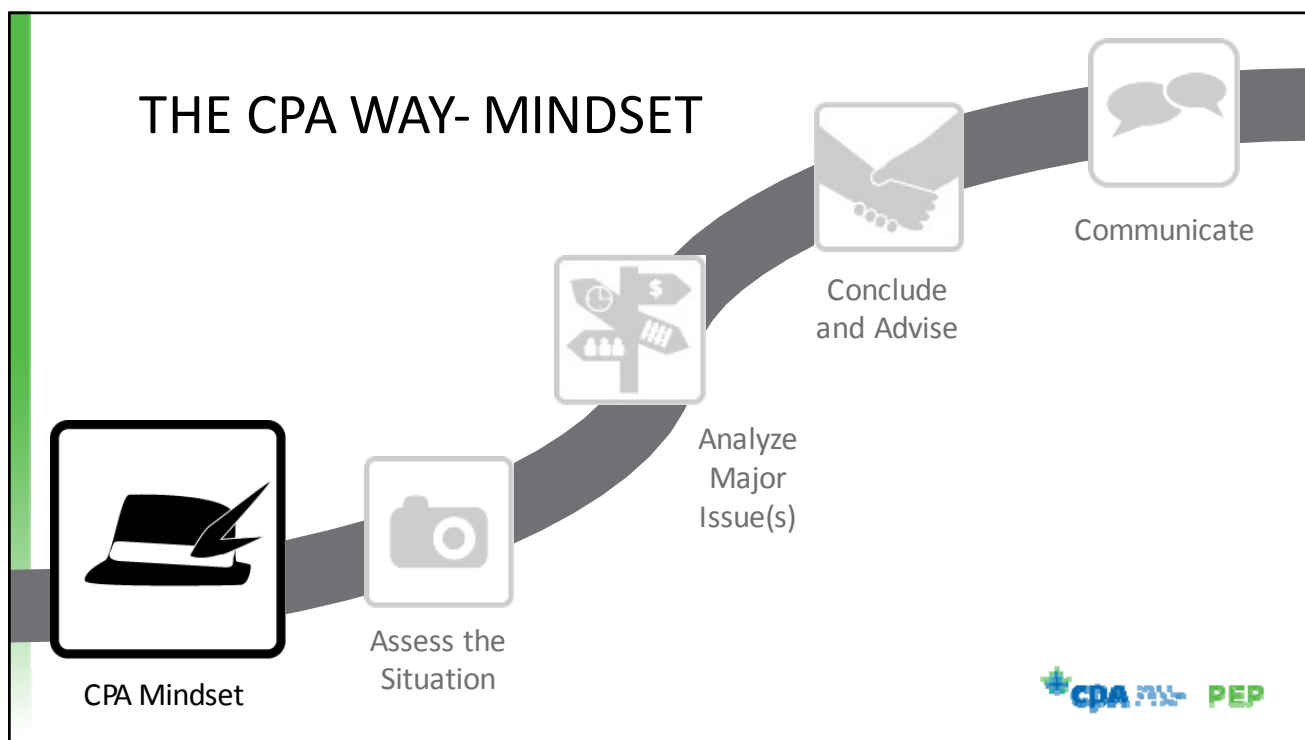
### ACTIVITY 1- CHANG ESLACADEMY



## Instructions:

1. Open the Chang ESL Case PDF (in examples folder)
2. For 15 minutes- Read the case
3. How does the CPA Way apply to this case?

We will apply the CPA Way to the case and a sample response.

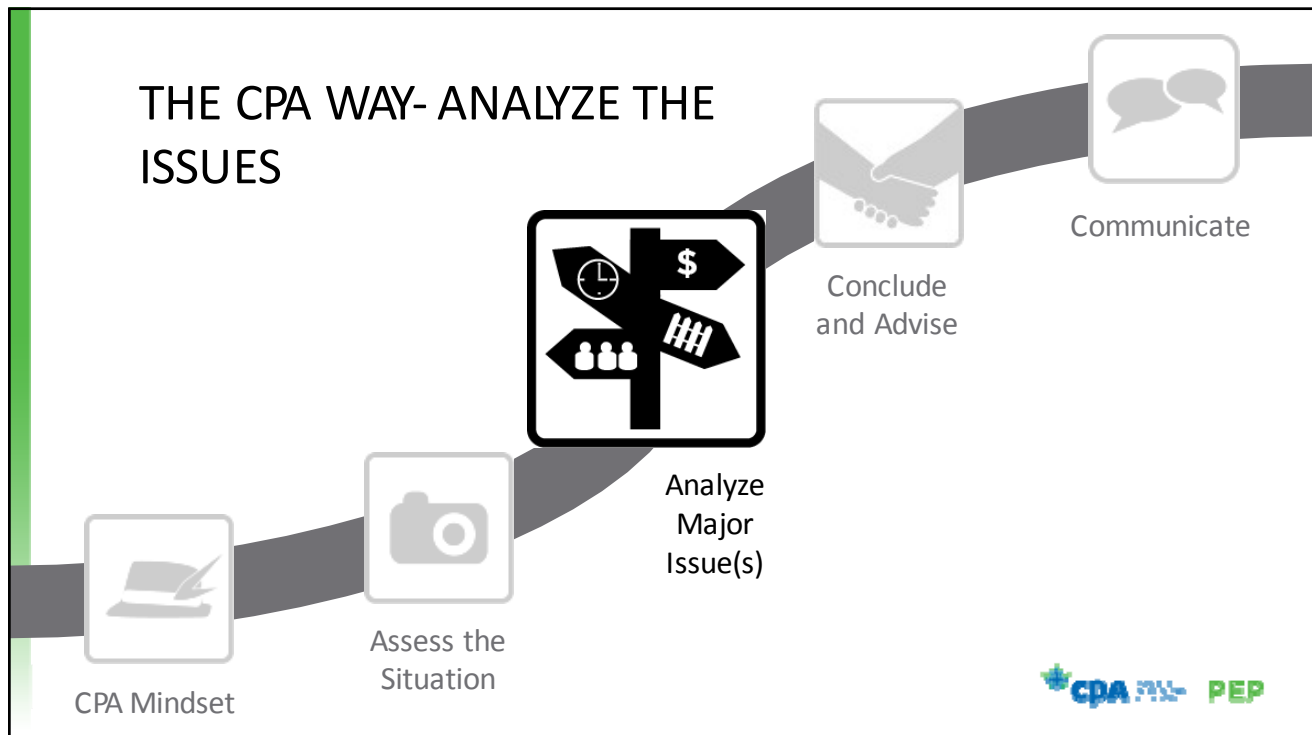


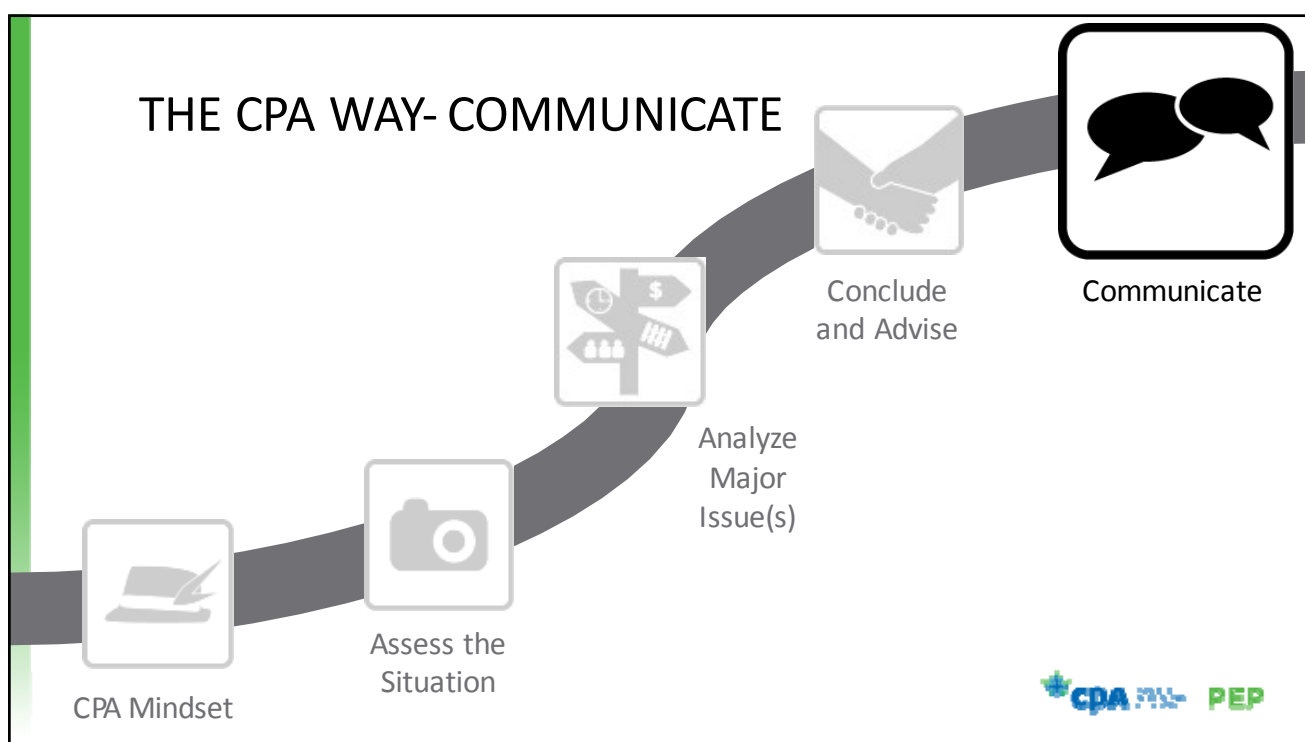
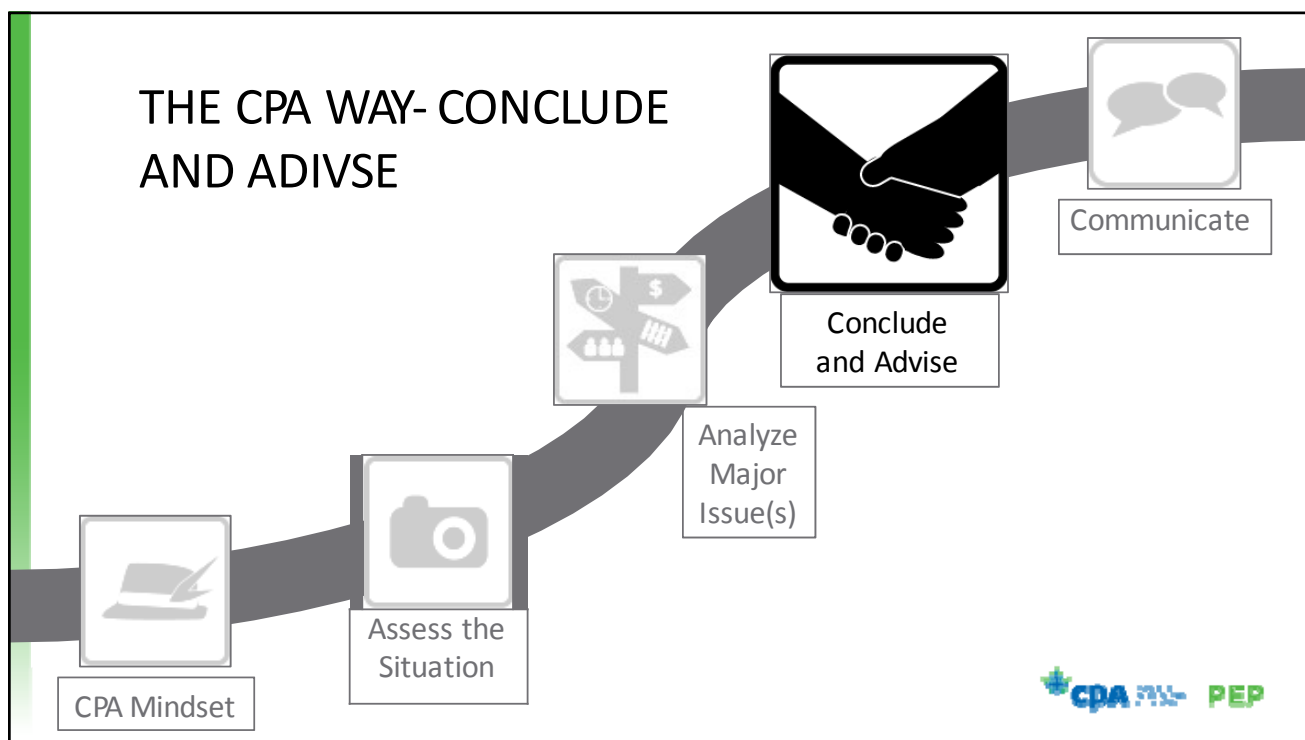
## Chang ESL -Instructions:

1. Open the Chang ESL FR Sample response pdf.
2. Scan the response



## THE CPA WAY- ANALYZE THE ISSUES



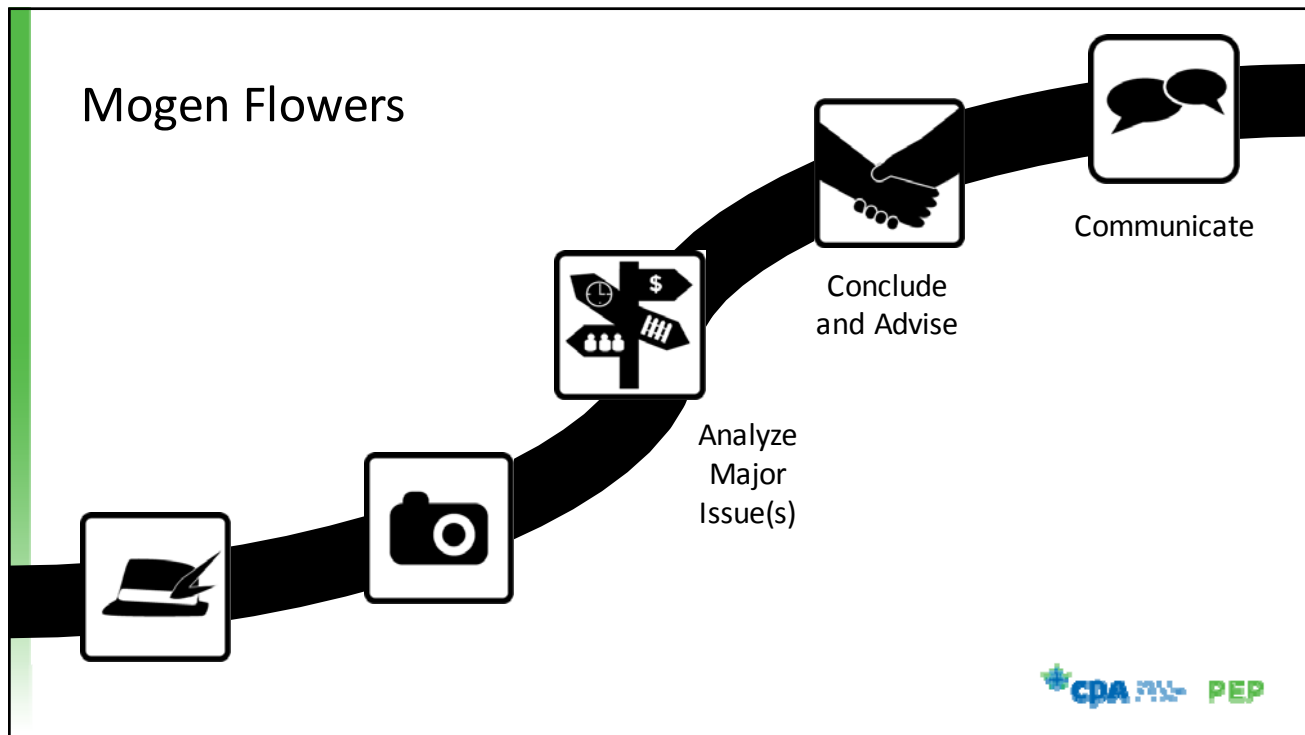


# Application of the CPA Way

## ACTIVITY 2- MOGEN FLOWERS



### Mogen Flowers



## Mogen Flowers- Instructions

1. Open the Mogen Flowers (Example #2) narrative
2. In your groups, apply the CPA Way



## THE CPA WAY- MINDSET



CPA Mindset



Assess the  
Situation



Analyze  
Major  
Issue(s)



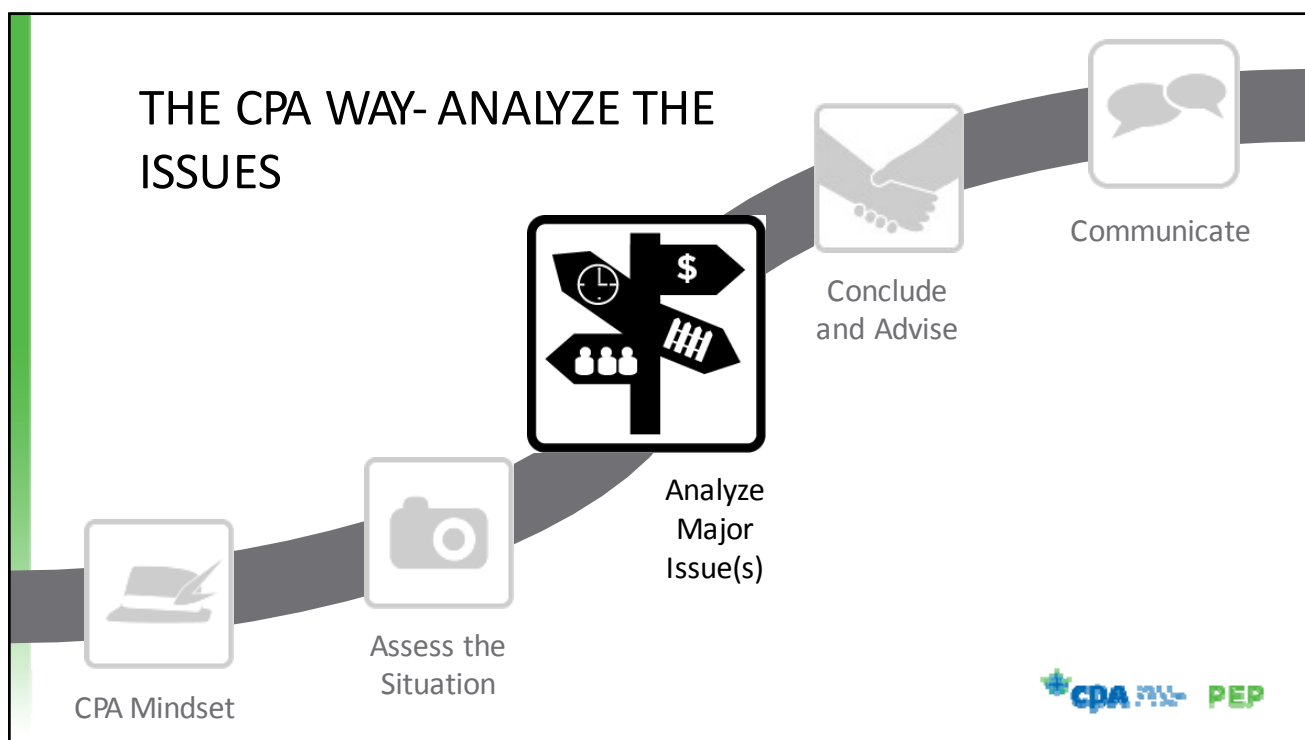
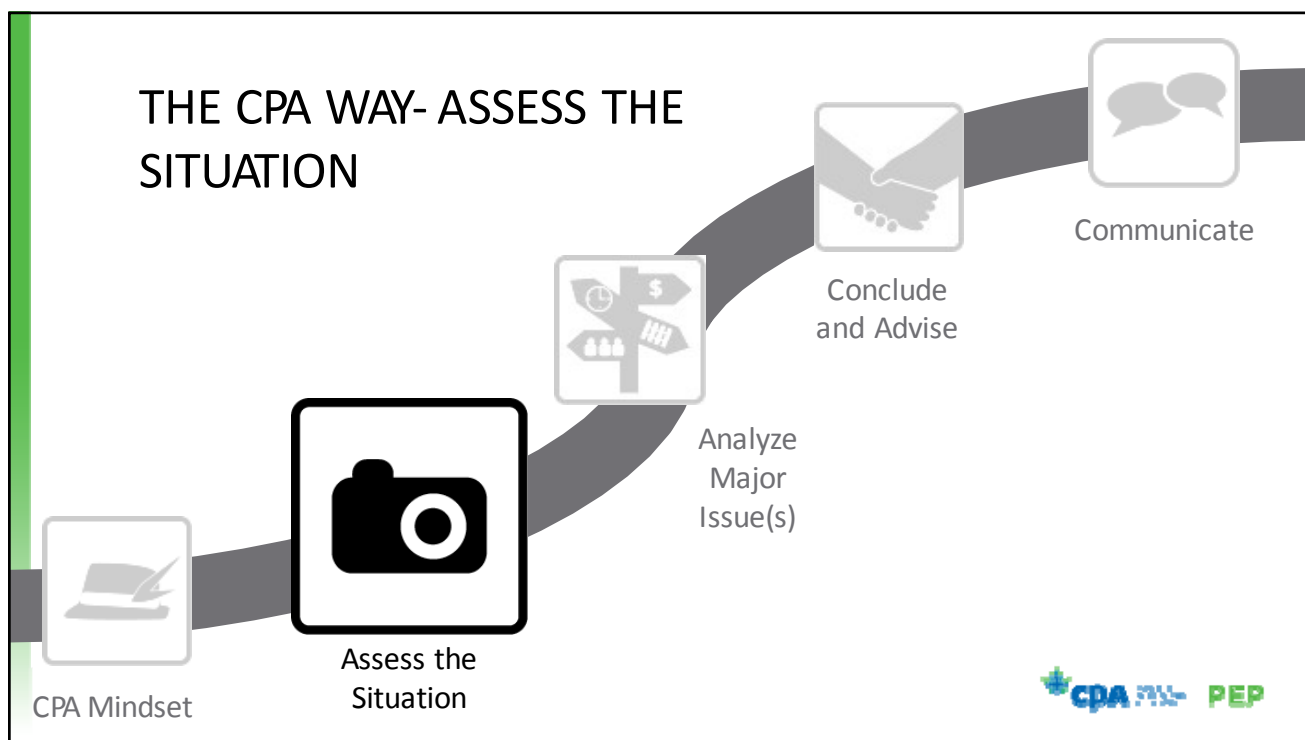
Conclude  
and Advise

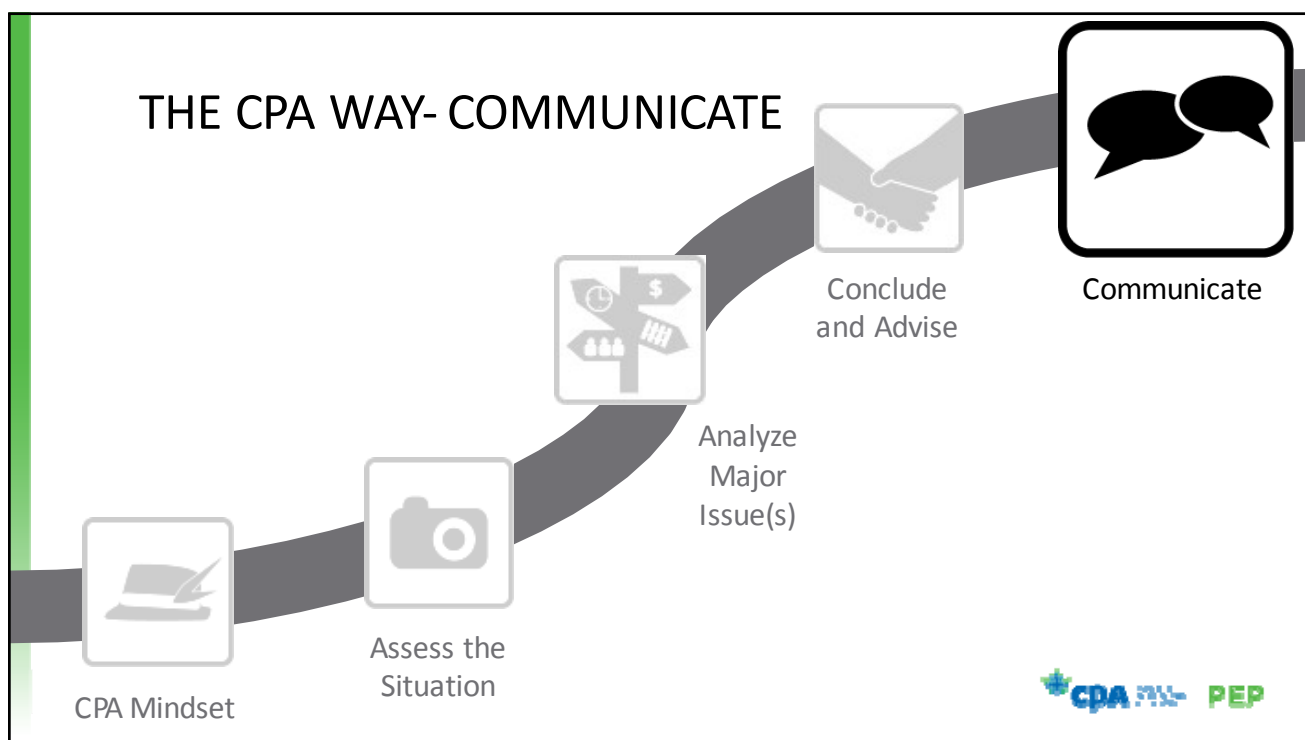
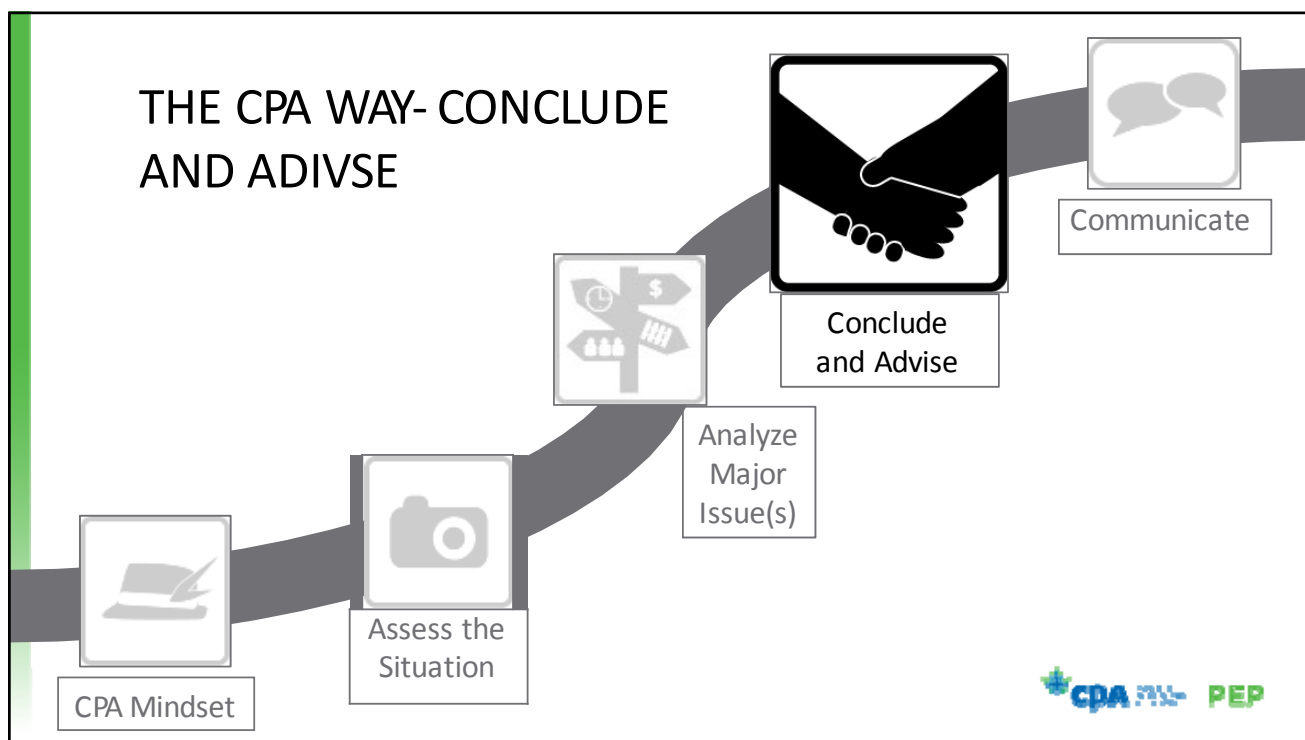


Communicate









# Application of the CPA Way

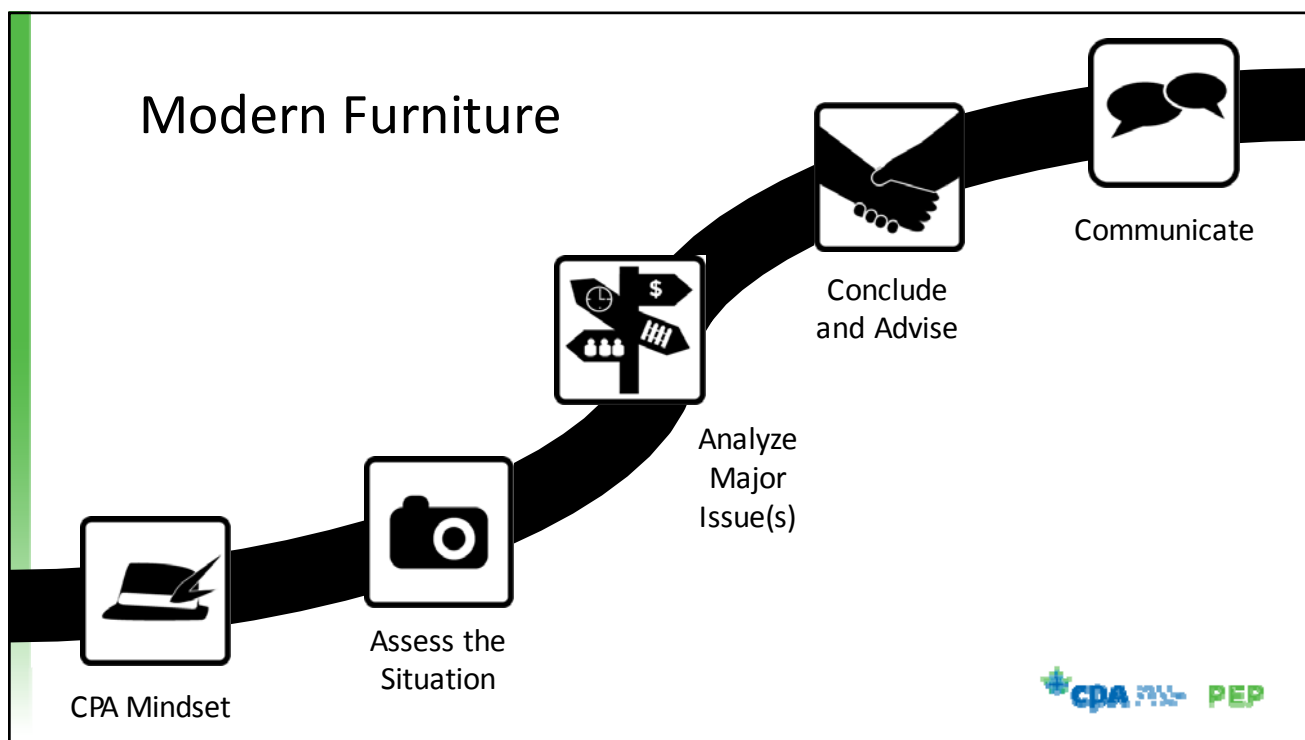
## EXAMPLE #3- MODERN FURNITURE



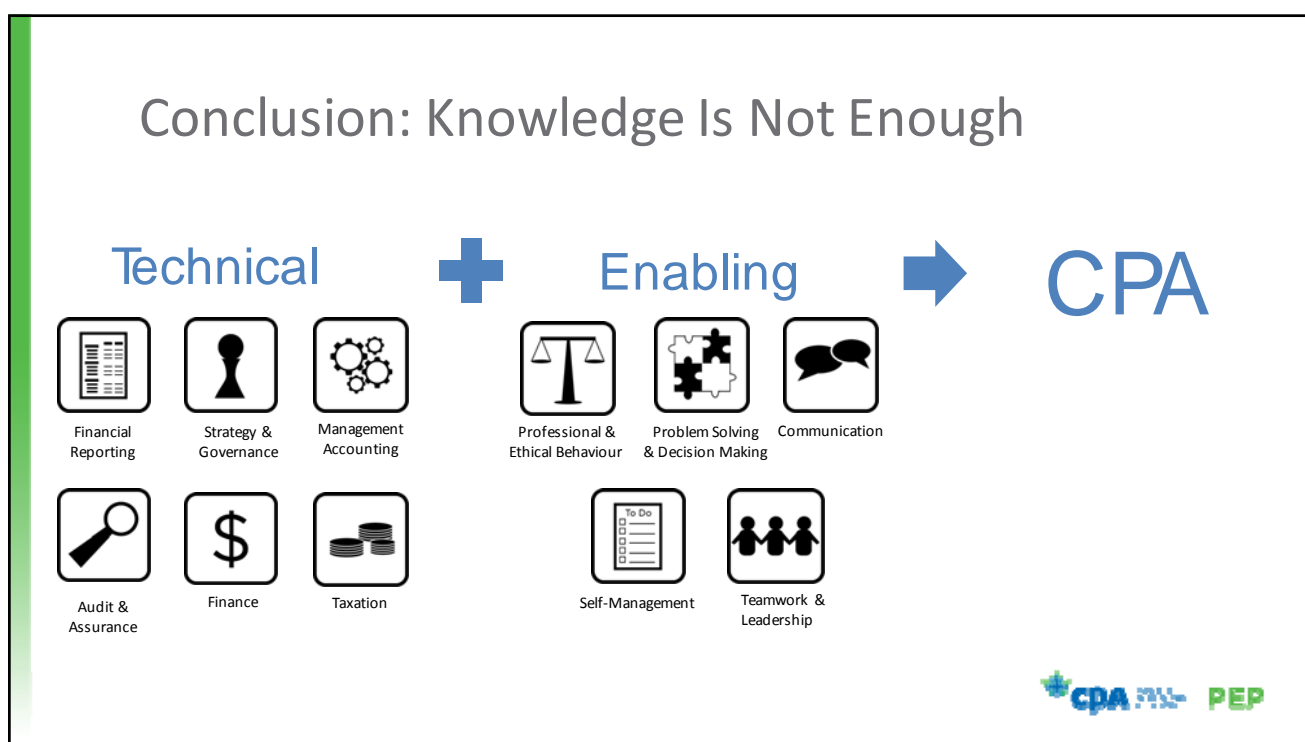
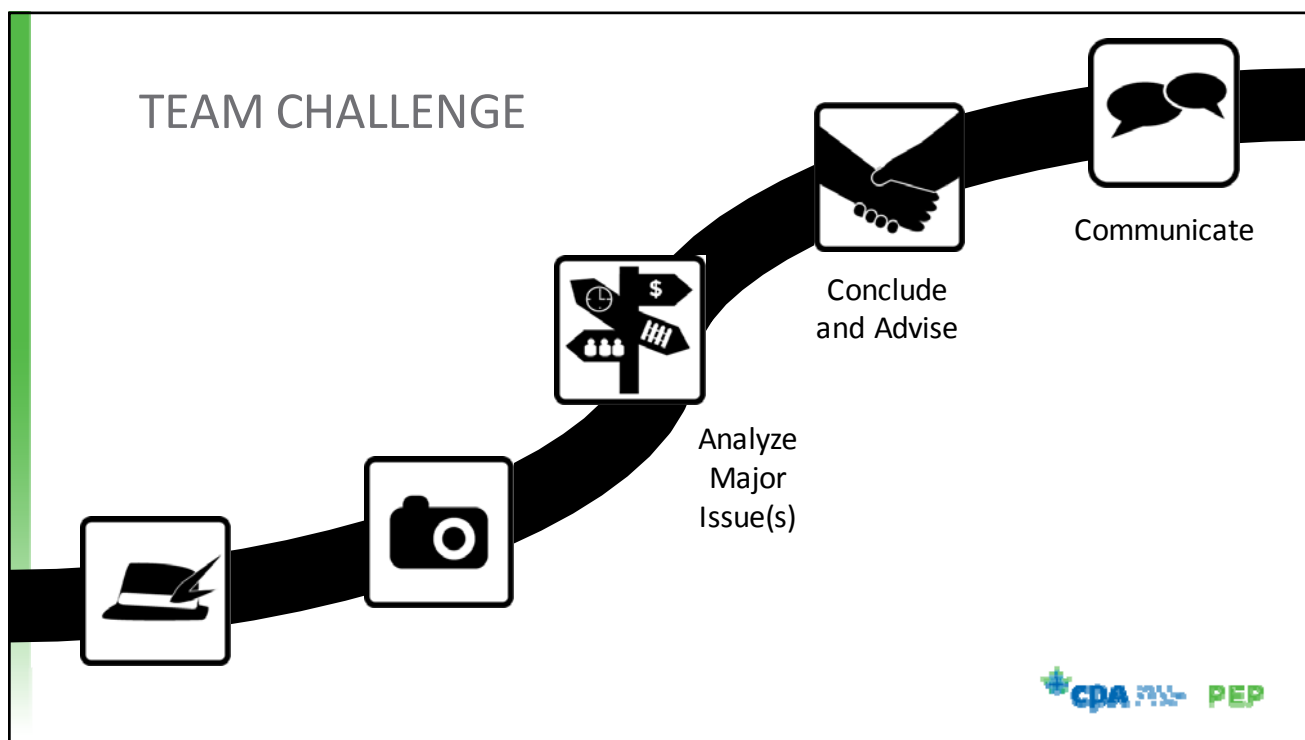
## Instructions:

1. Open the Modern Furniture Case PDF and the Modern Furniture Case Sample Response PDF
2. In your groups, assess the application of the CPA Way
  - Did the student properly assess the situation?
  - Was the analysis of the issue sufficient?
  - Did the student conclude and advise the client?
  - Did the student communicate effectively?





## The CPA Way – Applied to group work



## Questions?

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CPA Mindset



Assess the Situation



Analyze Major Issue(s)



Conclude and Advise



Communicate

