CPA PROGRAM

AMPLIFY.
SHARE.
APPLY.

A GUIDE TO POSITION YOURSELF FOR SUCCESS

A practical guide to becoming recognised,
valued, and standing out for a limitless future.

CPA AUSTRALIA

Amplify your professional presence

Online

- **Update your LinkedIn** headline and summary
- **Share your ASA post-nominals** and designation badge on social media, your email signature, your Seek profile – anywhere!
- **Showcase** completion of CPA Program subjects and other achievements on social media.

Professional Documents

- **Include your designation** and ASA post-nominals
- **Update your resume** frequently with your CPA Program progress under **Education**
- **Build a simple portfolio** showcasing your ability to generate reports, dashboards and other analysis.

Personal Brand

A simple way to understand and express who you are at work.

- **Know what you're good at.** Choose a few strengths you want to be known for, both technical and interpersonal skills.
- **Know what matters to you.** Pick 1–2 values that guide how you work (e.g., continuous learning, doing the right thing, helping others).
- **Share a simple "about me".** A short line about who you are and why you're working towards becoming a CPA.

By doing this, you're creating a clear, confident elevator pitch - something you can use online, in person, at events, and anytime someone asks "tell me about yourself."

Share your progress

Communicating with clarity and confidence

With your leader

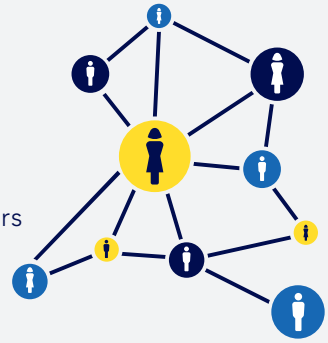
- Use your 1:1 check-ins to share what you're learning, working on and achieving
- Bring short, structured updates:
  - What you've learned
  - How it applies to your work
  - Where you want more exposure
- Share milestones (subjects completed, exam grades)
- Ask for opportunities aligned to your new skills.

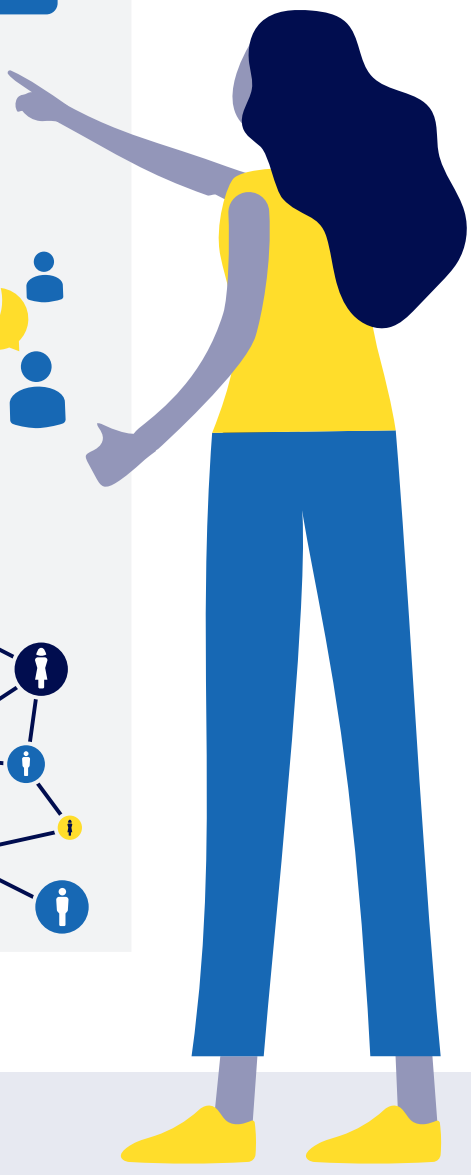
With your team

- Share quick insights during team meetings
- Offer to run a short "lunch & learn"
- Bring your CPA Program knowledge into discussions ("From a risk perspective…").

With your Network

- Be active on LinkedIn
- Share milestones and new skills publicly (exams passed, insights from your reading or a recent event that you joined)
- Attend industry events and CPA Australia events and connect with other Associate members
- Ask colleagues or mentors for advice on topics you're studying.





Apply your learning

Seek opportunities, and demonstrate leadership

1. Day-to-day work

Bring what you've learnt from the CPA Program into your tasks

Use data to strengthen your recommendations

Suggest improvements based on what you're studying

Link your learning to team priorities and outcomes

2. Seek opportunities

Take ownership of your growth

- Identify the skills you've already gained
- Highlight the areas you want to develop
- Prioritise the capabilities that matter for your future career.

Ask for opportunities and personal development

Good leaders appreciate clarity and intent.
Use your development conversations to request:

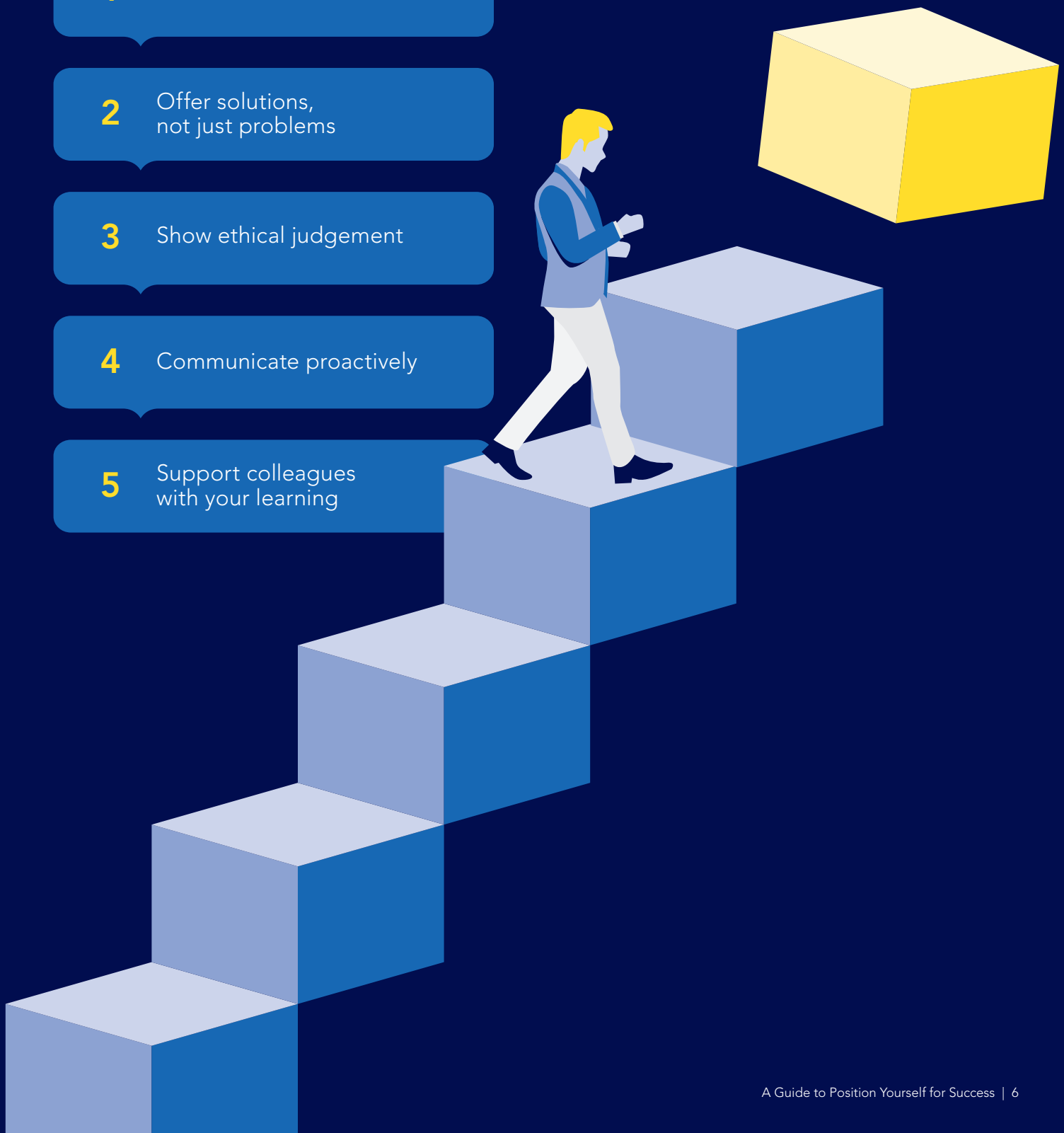
- **Exposure to new tasks**
  e.g., "Could I support the next month-end close to build my technical skills?"
- **Shadowing opportunities**
  e.g., "I'd love to learn from you during the upcoming audit review."
- **Cross-functional projects**
  e.g., "This project aligns with what I'm learning - could I contribute?"
- **PD opportunities:**
  Seek workplace support for relevant courses, training, or events that strengthen your skillset.

3. Lead through behaviour, not title

Leadership starts long before the title, it's how you show up everyday.

How you lead:

1. Take initiative
2. Offer solutions, not just problems
3. Show ethical judgement
4. Communicate proactively
5. Support colleagues with your learning



Your "Promote Me" Checklist

You're promoting yourself every time you:

- [ ] Communicate your progress regularly
- [ ] Apply your learning to day-to-day work
- [ ] Ask for opportunities
- [ ] Share and celebrate milestones
- [ ] Maintain a strong LinkedIn presence
- [ ] Demonstrate leadership behaviours early
- [ ] Stay connected to the CPA Australia community

Any ticked boxes mean you're not just progressing, you're becoming visible, valued, and heading towards the limitless future.

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