



Beta Alpha Psi Annual Meeting

Saturday, August 1, 2026, 9:45 - 11:00 am

Florence Holland, EdD, MBA, MAEd, CDDP

Director - Career Pathways and Talent Engagement

Alabama Society of CPAs

Speaker Bio:

Dr. Florence M. Holland, CDE, is a strategic leader with more than 20 years of experience advancing talent development, career pathways, organizational culture, diversity, equity, and inclusion across education, nonprofit, corporate, and professional association settings. She currently serves as Director of Career Pathways and Talent Engagement for the Alabama Society of CPAs and is Founder and Principal Consultant of ACCESS Consulting Solutions. Her career includes leadership roles with Auburn University, the Association of International Certified Professional Accountants, RSM, The Diversity Movement, Southwire, and Bridge Builders Alabama.

Known for building programs from the ground up, Dr. Holland brings expertise in workforce development, student engagement, leadership training, mentoring, and cross-sector partnership strategy. She is also deeply committed to service through Greenwood Missionary Baptist Church, Jack and Jill of America, the Lee County Remembrance Project, and other community-centered initiatives.

Delivery Method: Group Live

Title: Career Capital: Using Personal Branding and DiSC to Stand Out, Connect, and Lead

Session Description:

Success in accounting, finance, analytics, and business is shaped by more than technical knowledge. Students must also understand how they communicate, how they are perceived, how they build relationships, and how they show up in professional environments. This interactive session will explore the connection between personal branding, behavioral style, and career readiness.

Using personal branding principles and an introduction to DiSC, participants will reflect on their strengths, communication preferences, leadership style, and professional presence. Students will learn how to translate campus involvement, chapter leadership, internships, service, and academic experiences into a clear and confident professional identity. The session will also help students understand how different communication and work styles affect networking, interviews, teamwork, feedback, and early career success.

Participants will leave with practical tools to strengthen their career capital, communicate their value beyond GPA and major, and build a professional brand that is authentic, adaptable, and aligned with the future of the profession.

Learning Objectives:

By the end of this session, participants will be able to:

1. Identify the key elements of a strong personal brand for emerging accounting and business professionals.
2. Recognize how behavioral style influences communication, teamwork, leadership, and professional relationships.
3. Use DiSC concepts to better understand self-awareness and adaptability in academic and workplace settings.
4. Translate Beta Alpha Psi involvement, internships, service, and leadership experiences into a compelling professional story.
5. Create next steps for building career capital through relationships, visibility, skill development, and intentional professional presence.

This will be an interactive presentation with guided reflection, DiSC-based discussion, personal brand mapping, and peer conversation.

To register for this event, click [here](#).

To be awarded the full credit hour you must check-in via the Meeting app and complete the CPE Form that is emailed to you following the meeting.

CPE Information

Attendees can earn up to 1.5 credits.

Fields of Study: Personal Development

Intended Audience: Meeting Attendees

Program Level: Basic

Prerequisites: None

Advance Preparation: None

Refunds and Cancellations:

Cancellations made prior to Thursday, July 16, 2026, will be refunded.

Cancellations received after this date and no-shows will not be refunded. If you encounter an emergency, please contact the conference planner and the request will be forwarded to the Executive Director for refund request review.

For comments and concerns, please contact the AAA Office at (941) 921-7747 or email us at info@aaahq.org.

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