# Jason Staats discusses innovation and mental health in accounting



In a recent episode of the "Accounting Influencers" podcast, Jason Staats, a recognized content creator and influencer in the accounting domain, provided valuable insights into the intertwining themes of innovation, mental health, and technological advancement in the profession. Known for blending his accounting acumen with entrepreneurial strategies, Staats has emerged as a significant voice advocating for transformative approaches within the field.

Staats emphasised the importance of creating enjoyable and sustainable practices for accountants and firm owners through social media platforms such as Twitter, LinkedIn, and YouTube. He encourages his audience to rethink conventional markers of success in the industry. “Sometimes, we mistake working hard for working smart,” Staats articulated during the podcast. He underscored that experiencing setbacks repeatedly is not a measure of progress but rather an indication to reevaluate one's approach to work.

Reflecting on the U.S. accounting landscape, Staats discussed the considerable strain that the COVID-19 pandemic imposed on the profession. He noted that the crisis not only unveiled existing vulnerabilities but also opened pathways for growth and development. “COVID forced accountants into the spotlight,” he explained, highlighting the pivotal role accountants played in guiding clients through relief programs and navigating regulatory changes. Moreover, he pointed out the importance of establishing boundaries, particularly as the pandemic intensified expectations. “But the intensity showed us where our limits are and why saying ‘no’ is crucial,” Staats remarked.

Addressing the emotional challenges faced by accounting professionals, Staats asserted that accountants often find themselves adopted into roles extending beyond mere financial advising, increasingly encompassing that of counsellor or crisis manager. “It’s a product of trust,” he stated, asserting the necessity for emotional intelligence, a skill that many accountants do not anticipate needing at the onset of their careers.

Staats’ enthusiasm for technology, especially artificial intelligence (AI), underscored a transformative view of the future of accounting. He envisaged AI as a revolutionary force that could automate mundane tasks, thereby providing instant access to essential client information. “Imagine a system that pulls up email history, meeting transcripts, and relevant documents in seconds,” Staats commented. He dismissed fears surrounding AI, positioning it as an advantageous tool that enables professionals to concentrate on more significant work.

During the discussion, Staats noted the prevalent scepticism among accounting professionals when it comes to adopting new technologies. He suggested that vendors and coaches must adopt an approach grounded in authenticity and community validation to succeed. Reflecting on his own experience, he mentioned, “When I chose a new practice management system, I didn’t rely on sales pitches. I spoke to over 15 firm owners who shared their real-world experiences. That’s the power of community.”

Looking ahead to the future, Staats expressed optimism about the potential for AI to transform the accounting industry. He asserted that firms prepared to embrace innovative practices will likely flourish, while those that resist change may struggle to keep pace. “We’re on the brink of a transformation,” he said, asserting that firms that leverage AI will enhance their efficiency and centre their focus on what truly matters in their operations.

Staats’ insights provide essential guidance for accountants confronting a landscape that is rapidly evolving. By fostering a sense of community, integrating technology, and maintaining self-awareness, professionals stand to thrive amidst current and future challenges. The reflections shared during the podcast underscore a progressive perspective on the ongoing drive towards greater efficiency and innovation in the accounting profession.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.youtube.com/watch?v=qr-t0Qkj4Js> - This link supports Jason Staats' discussion on the 'Accounting Influencers' podcast, where he shares insights on growing an accounting firm, the importance of saying 'no,' and the role of AI and technology in the accounting profession.
2. <https://www.lifestyleaccountant.co/bonus-episode-bonus-episode-4> - This link corroborates Jason Staats' journey from an accounting firm owner to a full-time content creator, and his views on the importance of content creation for accountants.
3. <https://www.lifestyleaccountant.co/bonus-episode-bonus-episode-4> - This link provides details on Jason Staats' content creation process, his use of social media platforms like Twitter and LinkedIn, and the balance between family, firm responsibilities, and content creation.
4. <https://www.youtube.com/channel/UC_Z0mb0RshEg6Nu0PkebBPA> - This is Jason Staats' YouTube channel, where he posts videos related to accounting and technology, supporting his role as a content creator in the accounting domain.
5. <https://twitter.com/JStaatsCPA> - This link to Jason Staats' Twitter profile supports his active engagement on social media platforms, which he advocates for in the accounting profession.
6. <https://www.linkedin.com/in/jstaats/> - This link to Jason Staats' LinkedIn profile further corroborates his presence and influence on professional social media platforms.
7. <https://www.youtube.com/watch?v=qr-t0Qkj4Js> - This link supports the discussion on the COVID-19 pandemic's impact on the accounting profession and the importance of establishing boundaries and saying 'no' as highlighted by Jason Staats.
8. <https://www.lifestyleaccountant.co/bonus-episode-bonus-episode-4> - This link provides context on Jason Staats' views on the emotional challenges faced by accounting professionals and the need for emotional intelligence in their roles.
9. <https://www.youtube.com/watch?v=qr-t0Qkj4Js> - This link supports Jason Staats' enthusiasm for AI and its potential to transform the accounting industry by automating mundane tasks and enhancing efficiency.
10. <https://www.lifestyleaccountant.co/bonus-episode-bonus-episode-4> - This link corroborates Jason Staats' approach to adopting new technologies, emphasizing the importance of community validation and real-world experiences over sales pitches.
11. <https://www.youtube.com/watch?v=qr-t0Qkj4Js> - This link supports Jason Staats' optimistic outlook on the future of the accounting industry, highlighting the potential of AI to drive transformation and efficiency.
12. <https://cpatrendlines.com/2025/01/10/jason-staats-thriving-in-a-challenging-profession-accounting-influencers/> - Please view link - unable to able to access data