

Title: Brave New Accounting World

Are you one of those practice growth professionals who constantly asks, “What’s next big thing?” “How can I stay ahead of my competition?” Joseph Tarasco, CEO of Accountants Advisory Group will discuss contemporary trends in the CPA firm marketplace and the growth model for the firm of the future. What does the client of the future look like? How does this affect the firm of the future? More importantly, how can you, as a growth professional practice leader, help your firm prepare to meet, anticipate, and exceed your current and future clients’ expectations and needs? As Darwin said, “it’s not the strongest nor the largest species that survive, but the ones most adaptable to change.”

Major Topics:

- How current and future CPA industry trends will affect growth and lead generation strategies for CPA firms of all sizes.
- Contemporary trends of the CPA firm marketplace and the growth model for the firm of the future. How to adapt quickly to the needs of the changing marketplace as traditional services are commoditizing and becoming increasingly fee sensitive.
- Becoming an “Integrated Solutions Provider” by developing truly innovative technical and advisory/consulting services based on market demand and to complement existing compliance services.
- Examples of new and innovative services and trends in merger and acquisition growth strategies to acquire companies providing consulting and advisory services.
- Bundling the firm’s services by leveraging technical and advisory resources to satisfy specific market demand.
- The importance of properly positioning the firm in this dynamic marketplace. Examples of leading edge firms and how they are approaching the marketplace.

Learning objectives:

- Learning how traditional services are commoditizing and clients are becoming more fee sensitive, adapting quickly to the needs of the changing marketplace is more important than ever.
- Learning how to anticipate clients’ future needs and demands.
- Learning by examples of progressive firms and how they are adapting to the changing needs of the marketplace.