

Title: Leading and Managing the Firm of the Future

Vast opportunities currently exist in the marketplace; however, not all firms will be able to take full advantage of those opportunities. This will require firms to hold their leaders and managers accountable to achieve the firm's goals and objectives as documented in the firm's strategic plans. In addition, partner accountability should be more aligned with results driven (rather than just efforts) contributions to higher levels of firm profitability and value.

Major Topics:

- Leading, motivating, and managing for results beyond partner accountability structures.
- Avoiding the overmanaged and under-led syndrome.
- Different approaches to partner compensation to motivate and reward positive results. How to deal with mediocre performers and "comfort zoners."
- The fine art of managing the firm as a "business vs. a practice."
- Leading positive change and culture—Is your firm "future ready?"
- "Continuous recruiting" for experienced professionals— "just in time" recruiting is no longer a practical and sustainable option for managing an accounting firm.
- Top 10 retention factors, policies, and strategies for a contemporary and future workforce.

Learning objectives:

- Becoming a "future ready" firm
- Succession planning in a competitive marketplace
- Managing the firm as a business
- More leadership and less management at the top of the pyramid