



Title: Partner Accountability and Building Higher Levels of Performance

"Partner Accountability" was ranked the number one issue in a recent AICPA Survey of CPA firms. Holding partners accountable for comprehensive performance objectives is a team approach to implementing and achieving the firm's goals and objectives. Having each partner commit to achieving higher levels of defined performance criteria along with individualized goals and objectives is one of the best ways to overcome the challenges of the current CPA firm marketplace.

There is a much better chance that firms will reach their peak potential if partners are formally accountable to each other. Getting your firm to the next level of success is not just about working hard and producing billable hours. It's also about inspiring change and making contributions for the firm's long-term future.

Major Topics:

- Why partner accountability and performance management are a key issue in most firms.
- Overcoming obstacles in establishing a partner accountability and performance culture.
- Developing high performance partners and managers as part of a firm's value proposition and profitability model
- How successful performance at the top of the pyramid is necessary to maximize profitability and add value to your firm and create a succession plan

Learning objectives:

- Using partner performance criteria to drive top performance
 - As a basis for more objective performance assessment
 - Increase productivity and profitability
 - Achieve succession planning goals & objectives
- Developing and implementing a performance and accountability program.
- Customizing the program to fit your firm's goals and objectives. One size does not fit all.