

CPA Firm Success Metrics: Understanding Practice Economics

- 1) Agenda
 - a) Understand various CPA firm success metrics, like fees per partner, income per partner, leverage, chargeability, realization, utilization and more
 - b) Identify the integration between the various metrics, the risks that people will manipulate them and the need to focus on the right metrics for your firm
 - c) Discuss ways that you can influence firm profitability in the way you manage your people and engagements
- 2) We Like A Yard Stick!
- 3) But Be Careful!
- 4) It Isn't All Numbers!
- 5) The Mother of All Financial Measures
- 6) When All Boats Float...
- 7) In Low Tide (Economically)...
- 8) We Like Performance Measures
- 9) What The Experts Say
- 10) Net Income Per Partner
- 11) Leverage
- 12) Margin
- 13) Billing Rates
- 14) Realization
- 15) Utilization
- 16) Capacity Plan Example
- 17) Other Metrics
- 18) Other Performance Measures
- 19) *Resources*
 - a) ConvergenceCoaching Resources - ConvergenceCoaching's web site includes articles and tools on these topics
 - b) www.convergencecoaching.com - Visit our blog for posts on various business development and leadership topics:
 - c) <http://blog.convergencecoaching.com> - Visit our learning center for access to additional courses
 - d) <http://www.convergencelearning.com>
- 20) Benchmarking Resources