

Profitability, Accountability and Efficiency--The Three Essential Elements for Success

Many negative trends in Public Accounting simply cannot be sustained in the future. Steve Erickson will identify these trends and make solid recommendations for immediate profit improvement.

- ***Current negative trends in Certified Public Accounting Firms include***
 - ***Profits decreasing as a % of Net fees***
 - ***Salaries continue to rise***
 - ***Technology costs increasing***
 - ***“Good” people still hard to find***
 - ***Succession looming***
 - ***Partners working harder than ever***
 - ***Workload compression continues***
 - ***Increased competition and fee pressure for off season work***
 - ***Client retention a concern***
 - ***Client service a challenge***
 - ***Receivables and WIP on the rise***
 - ***Role confusion and a lack of accountability in many firms***
- ***Objectives for the session***
 - ***Identify trends that cannot be sustained indefinitely***
 - ***Start the dialog for needed changes in the profession***
 - ***Offer some immediate opportunities for improvement***
- ***The 7 Negative Trends and actions you can take to reverse them***
 - ***Steps to reduce salary and benefit costs as a percentage of net fees***
 - ***Actions to immediately increase utilization***
 - ***How to reduce capital requirements***
 - ***Make pricing and realization pressure much less of an issue in your firm***
 - ***How to improve client service and make your clients real advocates of your firm***
 - ***Steps to improve management effectiveness and staff engagement***
 - ***What will firm structures and governance look like in the future***