

ReNew Group
Practice Growth 2007
How to increase growth, profit, value and cash flow through advanced and practical practice growth strategies.

Module 1: Leadership and Firm Growth

Key Outcomes: The difference between leadership and management and what matters a Managing Partner Needs to be focused on.

Agenda

- Your Future Depends on Your Ability to Lead Effectively
- Essentials of Leadership
- Role of the Managing Partner and Practice Manager
- Strategic Matters versus Operational Matters

Your Future Depends on Your Ability to Lead Effectively

- Greatest Leadership Challenge
- Common Characteristics of Great Leaders and Great CPA Firms
- Leadership Assessment

Essentials of Leadership and Firm Growth

- Setting Standards
- Preparation
- People Development
- Accountability
- Systems
- Resolve
- Client Selection
- Succession
- Responsibility
- Recognition
- Operations
- Decision Making

Role of the Managing Partner and Practice Manager

- Evolution of Practice Management

Strategic Matters versus Operational Matters

- Ownership versus Role in the Firm

Module 2: Strategic Planning and Key Profit Drivers

Key Outcomes: How to build Strategic Plan and a budget including key profit drivers and how to measure effectiveness.

Agenda

- Strategic Planning
- Budgeting and Key Metrics
- Tracking, Reporting and Accountability

Strategic Planning

- Vision for the Firm (Key Components)
- Investment in the Future
- Separating Ownership from the Role in the Firm
- How Team Member's fit In

Budgeting and Key Metrics

- The Budgeting Process
- Firm and Team Member Participation in the Budgeting Process
- Key Metrics and Profit Drivers in an Accounting Firm
- The Timing of Budgeting
- Accountability and Performance Management
- Capacity
- Monitoring
- Mentoring
- Workflow
- Meetings
- Productivity
- Marketing
- Sales

Tracking, Reporting and Accountability

- Systems
- Frequency
- Meetings
- Reviews
- Compensation

Module 3: Marketing, Selling and Growth- The ABC's

Key Outcomes: Learn the key components of Marketing your Firm and gather an understanding of a consultative sales process.

Agenda

- Strategic Growth
- Marketing
- Sales Process

Strategic Growth

- Niche Development
- Client Selection
- Client Profiling
- Business to Business Relationships
- Profitability

Marketing

- Key components of a Marketing Plan
- Marketing Directors and Coordinators
- Local Reputation
- Activity
- Accountability
- Referrals

Sales Process

- Sales Process Defined
- Sales Cycle
- Consultative Selling using the ReNew Sales Ladder
 - Setting the Agenda
 - The Diagnosis
 - Proposing an Action Plan
 - Moving Forward
 - The Ongoing Experience

Module 4: Value Pricing Myth or Reality

Key Outcomes: The facts on Value Pricing. How to package high net worth and A client services for maximum effectiveness.

Agenda

- The facts on Value Pricing
- How to bundle services to increase client service and profits
- What your best clients want

The facts on Value Pricing

- Value Pricing Defined
- Problem Areas
- Myth
- Reality

How to bundle services to increase client service and profits

- Fixed Price Agreements
- Change Orders

What your best clients want

- Services Needed
- Businesses
- Individuals
- Key Questions to Ask
- Mission Critical Services to Offer

Module 5: Team Member Expectations- Breakdowns and breakthroughs

Key Outcomes: Understanding the key components and drivers of a recruiting plan. A framework for developing a personal development plan for each team member.

Agenda

- How to Develop a Firm Recruiting Plan
- How to Develop Career Roadmaps for your Team Members
- How to implement a Performance Management System

Recruiting

- What potential team members really want
- Why would someone work for your firm?
- Differentiation and Investment in the Recruiting Process
- Best Practices in Recruiting
- Management and Tracking of Recruiting

Personal Development Plans and Performance Management

- The components and process of a Career Road Map
- How to develop Team Member Budgets and Tactical Plans
- Communication and Coaching Team Members for Maximum Effectiveness