

Public Practice E-News
April 2015

This electronic newsletter is prepared especially for public practitioners and is sent bi-monthly to members of the New Hampshire Society of CPAs. This e-newsletter features regular commentary from TSCPA Member Bill Reeb, a CPA firm consultant based in Austin. For questions or comments concerning the articles featured in this issue, or to suggest future topics, please e-mail Reeb at bill@tscpa.net.

From the BILLiverse

In the first three articles on this topic, Bill Reeb covered the upside down pyramid and how to organize job responsibilities so that you can hold people accountable for training and development. The last and final step to cover in this series is: Creating a Developmental Action Plan (Step 8). Since some people believe that action planning and identifying measures of success are difficult activities, an example of what a plan might look like is given, as well as a sample action plan to walk you through an area for improvement. The information provided can assist you in building a stronger firm and developing people more quickly to be better, faster and stronger. By trying something new or pushing their boundaries, employees can help make your firm its very best.

Read Reeb's commentary

[Link to Bill Reeb article](#)

The Risks Accountants Would Rather Ignore

In most things, CPAs are paragons of caution and care. However, findings from the new Accounting Firm Operations and Technology Survey reveal widespread weaknesses in accounting firm technology strategies, which can result in potentially disastrous risks for their firms and clients. Accounting firms aren't merely falling behind the technology curve. They are taking on a new category of risk – the risk of sudden, unforeseen and irrecoverable disaster. The black swan event.

Rick Telberg takes a closer look

[Link to Rick Telberg article](#)

Marketing Tip: Six Questions That Will Change the Way You See Your Accounting Firm's Marketing Program

With the tax season completed, now is a good time to identify improvements that might be needed for your firm's marketing efforts. Jean Marie Caragher has six questions that will get you thinking about potential changes to enhance your current program.

[Read the article](#)

[Link to marketing article](#)

Client Service - Be Honest, Are You Really Different?

CPAs working in public practice often say, "We are different!" Are they? Most CPAs will honestly disclose that they are more reactive than proactive. In this way, they are not much different than their competitors. Rita Keller describes how firms can be more proactive in their client service.

[Learn more](#)

[Link to Rita Keller Article](#)

The Successful Accounting Firm of the Future

This is a pivotal time for CPA firms and the profession at large. Many firms are experiencing succession planning issues. To adapt to the shifting needs of their workforce and clients, CPA firms will need to make significant adjustments. The successful accounting firm of the future is one that focuses on continuously refining and adapting the following core elements: culture, innovation, opportunities for growth and development, balance and flexibility, technology, and empowered people.

Sarah Elliott takes a closer look

[Link to article "Successful Firm of the Future"](#)

Effective Ideas for Accounting Firm Business Development

Business development is different from marketing and branding communications. CPAs at firms of all sizes need to develop the 'rainmaking' skills that are so valuable in a business development situation versus the skills necessary for marketing their firms. These practical and effective ideas can assist in filling the pipeline with qualified prospects and also converting prospects to clients.

Learn more

<http://www.accountingweb.com/article/10-best-ideas-accounting-firm-business-development/224436>

Ways to Acquire New Clients Through Public Speaking

People do business with professionals they see as experts in their field. Speaking before an audience is an ideal way to gain credibility. How do you go about getting speaking engagements? This article covers tips on how you can develop topics, identify potential venues and be on your way to getting on the speaking circuit.

Read the article

<http://www.accountingweb.com/article/8-great-ways-get-new-accounting-clients-public-speaking/224410>

Q&A: How Can Firms Implement Value Pricing?

A growing number of pricing experts are urging CPA firms to do away with the billable hour and replace it with value pricing. Value-pricing advocate Ron Baker recommends using price-led costing and nominate a value council to set prices. This Q&A session, the second in a series, focuses on the ways firms can set prices and evaluate performance when using value pricing.

Read the Q&A session

<http://journalofaccountancy.com/news/2015/mar/how-to-implement-value-pricing-201511924.html>

Want to Make a Career Change? Consider These Tips First

Accounting professionals have several career paths available to them, including public accounting, industry, government, academia, and nonprofit organizations. It's important to do serious research and self-reflection before deciding to make a career switch. People who make a change without thinking it through may find themselves somewhere they didn't want to wind up. CPAs considering a change should take a look at these tips before they make a decision that could limit their future career choices.

Learn more

http://www.cpa2biz.com/Content/media/PRODUCER_CONTENT/Newsletters/Articles_2015/CPA/MAR/Readthesetips.jsp

What You Need to Know Before You Buy a CPA Firm

When buying a CPA firm, it's important to have a noncompete agreement. You'll want to make sure the noncompete agreement will protect you if the seller decides to get back into public accounting. The agreement should be negotiated and agreed upon when you and the seller are negotiating all of the sale terms. There are four points to consider.

Brannon Poe takes a closer look

http://www.cpa2biz.com/Content/media/PRODUCER_CONTENT/Newsletters/Articles_2015/CPA/MAR/noncompete_agreements.jsp