

Public Practice E-News
August 2016

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 second article of this series on partner compensation, Bill Reeb discusses the goal-setting process and evaluating performance. He writes that accountability is best described as having a system in place that rewards partners for following processes and procedures, living up to their roles and responsibilities, and implementing the firm's strategy. It's up to the partners to do their jobs effectively, impact how much they earn and determine the amount of work product they produce. The goal of accountability is to motivate all employees to work toward the objectives established by the organization. Positive reinforcement can be used to reward those acting in accordance with and exceeding expectations. Experience also dictates that it is equally important, even if only used as a deterrent, to clearly identify sanctions for the lack of compliance or marginal performance. Accountability is not passive; it usually requires a change in the philosophy of most CPA firm cultures. It demands that partners and employees, not management, be and feel more empowered regarding their performance.

Read Reeb's commentary

[Link to article](#)

Top CPE Trends: How CPAs Are Re-Tooling for 2017

With busy season behind them, America's CPAs are assessing the best ways to put the rest of their year to good use. According to preliminary results of a new survey, the focus for CPE will largely be a matter of technical self-improvement. The survey is asking CPAs in which of two dozen areas they will be devoting increased time and effort this year.

Learn more in this article from Rick Telberg

[Link to article](#)

Top Three Issues Keeping Firm Leaders Up at Night

There are three issues that many firms are struggling with now: inefficient processes, lack of a one-firm vision and technology. This article provides an explanation of the issues and solutions for how to deal with them.

Read the article

<http://www.accountingweb.com/practice/practice-excellence/top-3-issues-keeping-firm-leaders-up-at-night>

Making Workflows Work

Firms that leverage workflow processes effectively can improve their productivity and client satisfaction and retention. These five best practices can help to ensure your workflow processes work well and are designed for optimum performance.

Learn more

<http://www.journalofaccountancy.com/issues/2016/jul/workflow-best-practices.html>

Controlling Your Data

CPA practices can be a treasure-trove of information for cybercriminals. Most firms have acknowledged that data security represents a critical risk requiring careful management. However, implementing controls over data security can be unfamiliar territory.

Learn more

<http://www.journalofaccountancy.com/issues/2016/aug/protect-cpa-firm-from-cybercriminals.html>

Pitfalls to Avoid While Volunteering in Your Community

Many CPA firms have outreach and volunteer initiatives in their local communities. Although involvement can lead to more clients and a better connection in your area, there are common pitfalls to avoid when getting involved in community organizations.

Bryce Sanders takes a closer look

<http://www.accountingweb.com/practice/growth/8-pitfalls-cpas-should-avoid-while-volunteering-in-your-community>

How CPAs Can Develop an Olympic Mindset

A winning mindset can make the difference between achieving our goals and falling short. This mindset is as important for professionals striving to achieve their career objectives as it is for elite athletes. An Olympic gold medalist explains an approach for accessing the power of the mind to defuse pressure and fuel success.

Get the details

http://www.cgma.org/Magazine/News/Pages/developing-a-winning-mindset-olympian-sally-gunnell.aspx?utm_source=mnl:cpald&utm_medium=email&utm_campaign=16Aug2016

Eight Tips for Navigating Office Politics

While it is almost impossible to avoid office politics, CPAs can keep from making political gaffes if they are perceptive and diligent about how they act and react to others. Experts offer tips and strategies for evading mistakes at work and for dealing with situations that often cannot be avoided.

Cheryl Meyer takes a closer look

<http://www.journalofaccountancy.com/newsletters/2016/jul/8-tips-for-navigating-office-politics.html>

How to Grow Your Practice by Focusing on a Niche

Focusing on a niche can provide long-term benefits for accounting firms. It's a strategy that takes dedication and resolve, but can deliver dividends for years to come.

Get the details

<http://www.accountingweb.com/community/blogs/lee-reams-ii/how-to-grow-your-tax-accounting-practice-by-focusing-on-a-niche>