

Building the Highly Effective Tax Practice



Austin Tenette

Certified Leadership Coach

Speaker Profile

- HCC Entrepreneur in Residence - Northeast Campus
- Executive Leadership and Growth Strategy Coach-
- Former Corporate Strategist and Business Unit Leader



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AGENDA

- Leadership
- Three Eyes of the Owner
- Power of Systems
 - Growth Strategy
 - People Strategy
- ▶ The Way We Were



The Leadership Challenge

- #1 MODEL THE WAY
- #2 INSPIRE A SHARED VISION
- #3 CHALLENGE THE PROCESS
- #4 ENABLE OTHERS TO ACT
- #5 ENCOURAGE THE HEART

Organization Pillars

- Sales
- Marketing
- Operations
- Customer care
- Accounting / Finance
- Human capital

Power of Systems



System Elements

- Outcomes?
- How do we achieve?
 - The process
- Actions to take?
 - Step by step
- Measuring the Process?
 - **KPIs**



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The Sales Pillar - How Will We Grow?

- Where do your new clients come from?
- Do you have a formal referral system in place?
- What else could you help your clients with?
- How do we fix the leaky bucket?



Human Capital Pillar

- Attract
- Develop
- Retain

Opportunity to do what I do best every day and it has meaning



Become the Employer of Choice

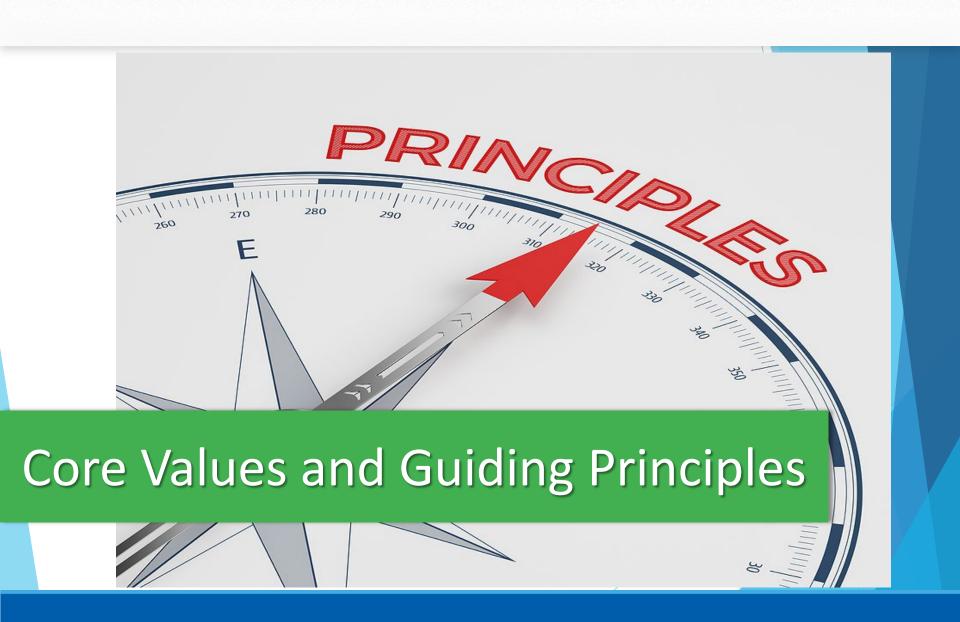


What Workers Want?

- Flexible working arrangements
- Recognition their role in the success
- Communication
- Learning opportunities

There is no going back....





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