



**GROWTH STRATEGIES FOR  
A TECHNOLOGY-DRIVEN WORLD  
FOR CPA FIRM STRATEGIC  
PLANNING SUMMITS**



Gale is a leading growth consultant to hundreds of large, and large-thinking CPA and accounting firms worldwide. She combines a highly successful consulting portfolio with over two decades of experience in technology companies ranging from start-ups to IBM, and early years as an auditor with Arthur Andersen and PwC. With the emerging symbiosis of growth and technology, Gale's background makes her an ideal choice for your 2020 strategic planning meeting.

**Growth Strategies  
for a Technology-  
Driven World**

The future has arrived! Everyone has gotten the memo that technology is rocking our world. The potential impact on revenue growth has elevated technology to a strategy-level discussion. It is at the forefront of our capacity to grow and dominate markets. With so many options, how do you select those which have the highest market potential and growth for your firm?

**Join Gale for a spirited  
exploration of this highly  
relevant topic**

Get an inside look at firms that have successfully built a technology-centric growth model. Explore the waystations leading to success, including the shifting roles of industry, service line, IT and marketing leaders. We will discuss the organizational implications for risk services, A&A, data analytics, and other practice areas. Hear about the use of early adopter programs and the transformation from compliance

to consulting. You'll take away big, strategic ideas and practical suggestions, plus the motivation to embrace this brave new world!

The topic perfectly tees up your strategic planning event, unleashing the creative thinking of the group around a vision of your firm in a techno-centric future. Alternatively, Gale can facilitate the balance of the planning session, using insights gained, while exploring strategic options, identifying key initiatives and creating customized action plans.

