

# DEVELOPING

## A High Growth Culture

A CPA firm may have an interest in growing; however often not all the partners have the same understanding of what's involved. Growth is often pursued through individual contribution, not through a well-organized team effort. Individual efforts are sometimes inconsistent, accountability might be missing, and partners don't always have a clear view of their unique abilities and role on the team.

**The Crosley Practice Growth Model<sup>SM</sup>** provides a way to institutionalize sustainable growth throughout your firm, by building the partners' abilities to lead growth, and become self-sufficient in creating a high growth culture. Implementation involves developing leadership in key growth areas, implementing processes such as pipeline management, instructing partners how to apply principles to markets and opportunities, and providing advice to implement methods in your unique environment.

The ultimate objective is to enable the firm to achieve higher revenue growth, while optimizing profitability and investments. Other expected outcomes include a common growth vocabulary and ability to communicate about growth more effectively, along with a higher level of ability and involvement by more people.

### ✓ **Implementing the Practice Growth Model<sup>SM</sup>**

The Practice Growth Model<sup>SM</sup> implementation contains three major areas:

- *Growing Segments<sup>SM</sup> (service lines and industries)*
- *Developing Opportunities*
- *Leading Growth*

### ✓ **Growing Segments<sup>SM</sup>**

Growing service lines and industries develops the ability to achieve long-term sustainable growth by working with leaders to find unique strategies in each market for your service lines. This shifts the focus from a typical tactical approach to one which enables leaders to evolve strategy as markets evolve.

Implementation is comprised of:

- *The Growing Segments<sup>SM</sup> Workshop – 1 day*
- *Segment Leader Coaching – typically 1-2 days onsite every 6 weeks, comprised of individual 1 hour coaching sessions*

### ✓ **Developing Opportunities**

To complement strategy development of service lines and industries, opportunity development enables the firm to better impact revenue through management of short-term initiatives – namely, current opportunities. The components are all designed to drive the most revenue from today's pipeline.

Implementation is comprised of:

- *Landing the Big Fish<sup>SM</sup> Workshop – 1 day*

- *The Crosley Pipeline Process<sup>SM</sup> - ½ day*
- *Opportunity Coaching – ad hoc phone coaching, as opportunities arise*
- *Key Client Opportunity Planning<sup>SM</sup> - 1 day*

### ✓ **Leading Growth**

Ongoing support is the glue that holds the program together. The benefit is a synergistic impact of program elements which create a sustainable growth culture.

Implementation is comprised of:

- *Tools and Templates*
- *Advice and Counsel – ongoing, pre-scheduled and on demand*

### ✓ **Summary**

All components of the program are designed to fit together for maximum effect.

Each component is available standalone for those firms which don't want or need a comprehensive program, but rather require a solution to a very specific issue or opportunity.

For firms involved in a comprehensive program, the implementation of the Practice Growth Model<sup>SM</sup> results in a synergistic impact which drives growth from all areas of the firm. A comprehensive program occurs over the course of many months. Timespan is based upon the firm's ability and desire to achieve self-sufficiency as quickly as possible. When this commitment to action is achieved, growth becomes a natural and exciting outcome!