

Highlights from the

Boomer NextGen Leader Circle

Fall 2020

Highlights from the Boomer NextGen Leader Circle™ - 2020 Fall Virtual Meeting

"The Boomer NextGen Leader Circle™ is a community of the accounting profession's next-generation leaders helping one another better transform their firms for the future. Learn more at www.boomer.com/nglc.

In August of 2020, NextGen leaders met virtually to share knowledge, brainstorm on the firm of the future model and build relationships with peers as well as current firm leaders. The discussions centered on the following topics:

- **Roadmap to Success Workshop**
 - Group discussion on thought leadership in five key areas: Leadership, Talent, Process, Technology & Growth.
 - Using Conferences.io, participants assessed their firm in these five areas based on a set of questions. Then they worked on building a roadmap for improvement in each area and presented their roadmap to the group.
- **Innovation Show and Tell**
 - Each member was asked to bring a "show and tell" item – a resource they've developed or used internally that can be shared with the group.
 - Peers shared the ideas and initiatives bubbling up in their firms, including bots that proof and map financial statements and creating a "tech wheel" to ensure they have in-house experts for every area of the firm's technology ecosystem.
- **NextGen Leader Exchange**
 - We set aside time for our members to ask their peers anything that is on their mind.
 - Members used Conferences IO and Zoom's "raise hand" feature to keep the conversation flowing during this virtual session.
- **Kolbe Team Building Workshop**
 - The pandemic has exposed some strengths and weaknesses within firms. How can Kolbe be used to get the most out of our teams?
 - We used our Kolbe wisdom for a fun team building workshop that helped members gain a deeper understanding of these useful tools, including coaching reports, Kolbe A to A, Team Synergy reports, Sales MP+ Reports, and Recruiting and Hiring reports.
- **Future Focus**
 - Using a "Your Moving Future" worksheet, members took a look back at accomplishments in their personal and professional lives from the past six

months, projects they're excited about right now, and things on their radar in the next six months.

- Based on those insights, participants identified 5 action steps they can take next to be truly future-ready.
- **How to Launch a New Service Virtually**
 - Discussion on the four phases of launching a new service virtually: business development, package and price, virtual delivery, coaching and accountability.
 - We also discussed a few simple tools that can be used to deliver virtual engagements.
- **Training Your Team to Become Better Business Developers**
 - Members discussed how their firms are learning business development.
 - Ideas shared include letting less experienced staff shadow partners and managers, setting small business development goals, and providing monetary incentives.
- **What Is Getting in the Way of Firm Growth?**
 - Discussion on the obstacles to growth members see in their firms and how to overcome them.
 - Ideas include focusing on communication, improving efficiency rather than hiring additional employees, and implementing department-specific strategic plans.
- **Having a Dedicated CAS Team**
 - Members discussed whether their firms are leveraging CAS team members during busy season or keeping their tax professionals busy with tax work during the offseason.
 - Some firms have made the decision that their teams can't cross over, even if that means some people have lower utilization rates during certain times of the year.

As always, it's impossible to cover everything that we discussed at the last Boomer NextGen Leader Circle meeting in this short summary. However, the topics mentioned in this report should give you some great insight into the challenges and solutions that the profession's NextGen Leaders are thinking about today.

An Invitation to Participate in the Boomer NextGen Leader Circle™

To learn more about the Boomer NextGen Leader Circle™ community, please visit <http://www.boomer.com/nglc>.

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Leadership, Talent, Growth, Technology and Processes. For more information, visit
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