

Highlights from the

# Boomer Operations Circle

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Winter 2022

## Topic Highlights from The Boomer Operations Circle™ 2022 Winter Meeting

The Boomer Operations Circle™ is a community of operational leaders from forward-thinking firms who are committed to designing and implementing better business strategies, plans and procedures in their firms. Learn more at [www.boomer.com/oc](http://www.boomer.com/oc).

This March, our members met in Kansas City, MO and virtually for lively and insightful sharing of their perspectives on the challenges and opportunities facing their firm and the profession.

- **Trends for 2022**
  - We took a fresh look at the trends that all firms should consider when planning for the year ahead.
  - Some of the trends discussed include breaking down process silos to create a one-firm approach and process as a talent strategy.
  
- **Client Experience (Internal and External)**
  - Every firm says client service and employee engagement are traits that set them apart from their competitors.
  - In this session, we discussed why every firm needs a CX strategy, the process for analyzing client service and employee experience, and strategies they need to put in place to raise the bar in the firm.
  
- **Change Leadership**
  - In our changing world, leadership requires that we push through fear and uncertainty and look for opportunities. In this session, we identified specific steps firms can take to capitalize on the change we are leading through right now.
  - We reviewed the leadership ladder and how to move to a higher level to lead in different and more effective ways. Members developed specific plans for showing their teams that change is natural and positive and a normal part of firm culture.
  
- **Building the Business Development Culture in Your Firm: Formalizing the Process**
  - Organic growth requires continued focus and effort, and a strong business development culture is built on a solid business development process.
  - In this session, members learned the key strategies firms are using to simultaneously increase the effectiveness of their business development efforts while strengthening their business development culture.
  
- **Effective Communication**
  - Communication is the key to positive results in your firm, department, and individual goals. Blended work environments, the war for talent, new concerns in technology security and outsourcing are just a few of the new challenges we face.
  - In this session, we explored opportunities for a comprehensive communication plan that is effective and creative.

- **Project Management Software**
  - Many firms understand the importance of workflow solutions for client engagements, but many more internal projects within an accounting firm could benefit from project management software.
  - Our members discussed the solutions they use to track projects outside of tax and assurance, including Clickup, Monday.com and Asana.
  
- **Dashboards for Tracking Metrics**
  - Data visualizations can effectively keep operations leaders apprised of critical insights, trends, successes and opportunities.
  - Members discussed whether they've built dashboards to track metrics, what they use, and how they use them.
  
- **Staff Scheduling and Resource Planning**
  - Staff scheduling can be a real challenge for firms, and every firm wants to use its human resources efficiently and intelligently.
  - Members discussed their tools for staff scheduling and resource planning, including ProStaff, XCM, Star, and other solutions.
  
- **Employee Benefits**
  - A good benefits package can help employees feel rewarded and appreciated.
  - Members discussed the most popular benefits they're offering in their firms, including mental health benefits, paid parental leave, more free days, unlimited PTO, etc.
  
- **Price Increases**
  - With inflation rising at the fastest pace seen in 40 years, price increases are on the minds of all of our members.
  - We discussed how firms handle price increases, with many of our members implementing price increases of anywhere from 7% to 15%.

It's impossible to cover everything discussed at the last Boomer Operations Circle meeting in this short summary. However, the trends described in this report should give you some great insight into the operational challenges and solutions that firms are thinking about today.

### **An Invitation to Participate in The Boomer Operations Circle™**

To learn more about the Boomer Operations Circle community, please visit [www.boomer.com/OC](http://www.boomer.com/OC).

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