

Highlights from the

BOOMER TECHNOLOGY CIRCLE



2024



Topic Highlights from The Boomer Technology Circles 2024 Spring Meeting

The Boomer Technology Circles™ are technology-focused communities that bring together firm and IT leadership from peer accounting firms. Firms share knowledge, experiences, and insights to help one another make management and technology decisions. Members meet three times a year and benefit from access to top solution providers and influencers within the profession. Learn more at www.boomer.com/btc.

In May 2024, our Boomer Technology Circles met in Kansas City, Missouri. Below, we've summarized the top ten trends from the Spring 2024 Boomer Technology Circles meetings.

- **25 Trends**
 - Enhancing your expertise and focusing on future developments are essential for leadership within your firm.
 - In this session, we delved into the macro trends and discussed specific strategies our member firms must consider.
- **New Client Onboarding Process**
 - In this session, we explored real-world examples of how firms have implemented and optimized their client onboarding process by leveraging Smart Sheets and Client Onboarding Committees.
 - A facilitated conversation followed the member presentations.
- **How to Manage the Use of GenAI Firm-Wide**
 - This session explored the landscaping for managing generative artificial intelligence (GenAI) in an accounting firm, including ethical considerations and data privacy.
 - Drawing from real-world examples and best practices, we discussed strategies for implementing safeguards, ensuring accountability, and fostering transparency in generative AI projects.
- **How to Make IT Shine**
 - The role of IT extends much further than keeping the firm's technology systems running. Establishing IT as the firm's strategic asset requires effective communication and influence at various levels.
 - This session helped attendees differentiate influence and authority, learn how to leverage both, create thought leadership, and leverage partners throughout the firm to support these efforts.
- **What Are You Automating and How?**
 - In this facilitated discussion, we learned what other firms are doing in the way of automation.
 - Members shared the tools they use for automation, the skills needed and valuable lessons they've learned that can help their peers fast-track their firms' automation strategies.
- **What Does a Successful Client Experience Look Like?**

- Many firms today seek to improve the client experience but are unsure where to start.
- During this facilitated discussion, members shared what a successful client experience looks like and how they're accomplishing it in their firms.
- **How to Develop and Manage Culture in a Hybrid Environment**
 - This session focused on the challenges and opportunities of shaping a positive organizational culture within hybrid work settings.
 - Participants learned strategies for fostering a cohesive and inclusive culture that bridges the gap between remote and in-office teams.
- **Subscription Pricing How-To**
 - Three panelists gave a brief "Ted Talk" on how their firms approach the frequently-discussed subject of packaging and subscription pricing, including how to build out packages and strategies for converting existing clients.
 - Following their talks, speakers led small group conversations to explore the topic further.
- **ERP/Practice Management Systems**
 - During our "Ask Your Peers" breakout session, a member asked what ERP/Practice Management systems other firms used and if they would recommend them.
 - Members shared their solutions and the pros and challenges they've encountered.
- **Employees Working Outside of the Country**
 - During our "Ask Your Peers" session, a member asked whether other firms let employees work from outside the country and whether they have any restrictions to keep data secure.
 - Members discussed how they handle these scenarios, including restricting high-risk countries, not allowing email or Teams on phones for offshore team members, and using mobile device management (MDM) software.

It's impossible to cover everything discussed at the last Boomer Technology Circles meetings in this short summary. However, the trends described in this report should give you some great insight into what is happening in the profession.

An Invitation to Participate in The Boomer Technology Circles™

Our 1st Annual Boomer Circle Summit will take place August 18 - 21, 2024. To learn more about the Boomer Technology Circles communities, please visit <http://www.boomer.com/btc>.

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