

Highlights from the

Boomer Process Circle

Summit 2023

Topic Highlights from The Boomer Process Circle 2023 Summit

The Boomer Process Circle™ is a community of the accounting profession's top lean and process leaders and champions within CPA firms. These leaders gather to collaborate and share leading-edge best practices in the areas of process improvement and innovation. Learn more at www.boomer.com/pc.

In August of 2023, our Boomer Process Circle™ members met in Kansas City, Missouri, for our annual Summit to share knowledge, discuss what the future holds for public accounting firms and build relationships with peers. Below, we've summarized the discussions centered around the following topics:

- **M&A: Pitfalls & Successes**
 - M&A activities can be highly complex and pose both significant challenges and opportunities for accounting professionals.
 - This session examined real-world case studies to uncover best practices, common pitfalls and potential successes to help attendees navigate the M&A landscape effectively.
- **Automation from a Technology Perspective**
 - As technology evolves rapidly, we must adapt and leverage automation tools to enhance efficiency, accuracy and client service.
 - This session provided insights into prioritization and implementing automation in our firms.
- **Metrics**
 - What data are we looking for, and what reporting tools are other firms using to manage processes?
 - During this session, we discussed the key metrics relevant to our firms, highlighting the best data collection and analysis practices. We also explored reporting tools that facilitate efficient process management.
- **The Boomer Briefing**
 - During an interactive panel discussion, our consultants answered questions from a pre-meeting survey of members about the latest trends, growth strategies and opportunities in the accounting profession.
- **A Partner's Vision – Innovating and Elevating The Business Model**
 - Elevating a firm's business model is a collaborative effort.
 - We gathered a unique panel of C-Suite professionals to share strategies and actions they're taking in their firms and respective areas of expertise to prepare for a sustainable and amazing future. Members walked away with specific actions in the areas of leadership, process, growth, talent and technology to help guide their firms to a higher level.

- **Reality-Based Leadership: Ditching the Drama, Moving Teams Beyond Ego and Turning Excuses Into Results**
 - As leaders, we're constantly called to deliver aggressive agendas with limited resources in complex environments. Modern leadership requires less managing people and more emphasis on managing their energy.
 - In this keynote session, Alex Dorr of Reality-Based Leadership discussed the tools, techniques and proven coaching models leaders need to skillfully navigate workplace drama and free up their teams to deliver on the business's goals even in transformative times.

- **Sponsor Sessions**
 - Our sponsors hosted a variety of breakfast, lunch, special sessions and showcases our members could choose from, including:
 - **Intuit:** Intuit Professional Services & Other Benefits of Being an Intuit Partner
 - **Safesend:** The Automated Tax Journey: From Tax Ready to Finish & File
 - **Inflo:** The Digital Audit: Creating an Innovative Audit Tech Ecosystem
 - **Thomson Reuters:** Embracing the Future: Automation, APIs, AI and the Transformation of Tax and Accounting
 - **Wolters Kluwer:** Improving Your Staff and Client Experience Through Technology
 - **Suralink:** Industry Trends and Product Updates
 - **Amelio:** Industry Trends and Product Updates

Thank you to our Platinum Sponsors, Sage, Thomson Reuters and Wolters Kluwer, and Gold Sponsors, Aiwyn, Avalara, Cetrom, Intuit, IRIS, Revver and Suralink. You can check out our other sponsors at <https://www.boomer.com/sponsors-btc>.

As always, covering every detail of our great discussions and brainstorming sessions in this short, high-level summary is impossible. However, the topics mentioned in this report should give you some great insight into the challenges and solutions that the profession's Process leaders are thinking about today.

An Invitation to Participate in The Boomer Process Circles™

To learn more about the Boomer Process Circle community, please visit <https://www.boomer.com/pc>.

About Boomer Consulting, Inc.

Boomer Consulting, Inc. provides consulting services to hundreds of the highest-performing CPA firms. Our unique and powerful solutions target five areas critical to a firm's success: Leadership, Talent, Growth, Technology and Processes. For more information, visit www.boomer.com.