

Highlights from the

Boomer Operations Circle

Winter 2023

Topic Highlights from The Boomer Operations Circle™ 2023 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.

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

- **Trends for 2023**
 - We took a fresh look at the leadership, talent, growth, process and technology trends that all firms should consider when planning for the year ahead.
 - Some of the trends discussed include high cultural intelligence, non-traditional talent, the digitization of HR, and process metrics as part of overall firm KPIs.

- **Process Improvement + Decoupling**
 - How should we approach process improvement? Many firms today are giving process improvement a home in operations, as they have a bird's eye view of the entire firm.
 - In this session, we took a look at symptoms of process inefficiency, how to eliminate bottlenecks in your processes and how that leads into the unbundling of work.

- **Outsourcing in 2023**
 - Outsourcing is a new norm for most firms, but of our members, 89% plan to increase their usage of outsourcing in 2023.
 - In this session, we used polling and open discussion to determine what is working and what we could improve upon in this important strategy for helping work compression and talent acquisition.

- **Revenue Replacement: A New Strategy for Growth**
 - How do you identify your target clients?
 - During this session, we discussed creating three core packages of services, developing an effective Business Development Process, how to message your offering in a compelling way, creating a marketing strategy to attract leads, and managing the client intake process.

- **Software Trends**
 - In this session, we took a deep dive into how software trends are affecting operations today.
 - We also shared The Solution Evaluator, a tool we use internally to evaluate new technology based on the problem we're trying to solve and criteria for success.

- **Operations Circle Exchange**

- Prior to the meeting, we asked members to bring a show-and-tell item: a tool resource, project, technology, etc. that they've developed or use internally to share with the group.
- Some of the items shared include PandaDoc for proposals and engagement letters, Rubex for document management, and Paro for finding talent.
- **Non-Traditional Hiring**
 - The talent shortage has forced firms to think beyond people with accounting backgrounds in their hiring, and many of our members are finding success in attracting and retaining non-traditional talent.
 - One member firm hires a former tax attorney as their COO, another hired a driver for partners who were spending a huge chunk of their days in their cars, another took a former employee who'd become disillusioned with tax and audit and put them in charge of process, learning and development.

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.

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