

Highlights from the

Boomer Process Circle

Summit 2021

Highlights from the Boomer Process Circle™ – 2021 Spring Meeting

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 2021, Boomer Process Circle™ members met virtually and in person to share knowledge, discuss what the future holds for public accounting firms and build relationships with peers. The discussions centered around the following topics:

- **Creating the Vision and Roadmap for Process Improvement in 2026**
 - What do our members want to be true in 2026?
 - During this session, members broke into small groups and completed several exercises designed to help create a vision, roadmap and action plan to make that vision a reality in their firms.
- **Advantages of Client Experience**
 - As firms transition to delivering more advisory and consulting services, creating an integrated client experience must be a top priority.
 - In this session, we discussed the difference between client service and client experience and provided a roadmap for members to improve the client experience in their firm.
- **Shifting Perspective to Ignite Change**
 - Keynote speaker Terri Broussard Williams, Founder and President of Movement Maker, spoke on using adaptive leadership to inspire change.
 - Members received advice on how to find their vision, bring it to life and implement it into a community
- **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.
 - Topics included which automated processes have the greatest ROI, trends in recruiting, hiring and retention, and addressing pushback around change.
- **Sponsor Session: Creating a Foundation for Enduring Success**
 - The COVID-19 pandemic impacted every business in some way, and technology plays a big role in their sustainability.
 - This sponsor session from Intuit discussed how the firm's tech leader can lead the tactical approach to future challenges and positively impact the firm and its clients' success.
- **Sponsor Session: Automation with Microsoft's Modern Workplace**

- With the accelerated adoption of Microsoft 365 in recent years, CPA firms have begun to explore how to use Microsoft's Modern Workplace to drive deeper collaboration and identify opportunities for automation.
- In this interactive session, Kate Krupey, Director of CPA Solutions at Netgain, walked through how firms can learn from each other to implement automation today.
- **Sponsor Session: Innovation Beyond Technology**
 - Innovation goes beyond just technological developments.
 - This sponsor session hosted by Ed Kless, Senior Director of Partner Development and Strategy at Sage, covered other areas of potential innovation, including internal processes and even the language we use.
- **Accountability Review**
 - Setting goals and holding yourself and your team accountable is critical to the success of any initiative.
 - During our Accountability Review, members work in small groups to look back on the progress they've made since their last meeting. But holding each other accountable, we achieve results beyond what most would accomplish on their own.
- **2021 Bridging the Gap Awards**
 - The Bridging the Gap Awards honors individuals and firms who excel at aligning technology and firm management within their firms.
 - This year's honorees were Alaina Gump and Adam Wolfe from Wilson Toellner, Courtney Edwards and Chris Gilligan of Bennett Thrasher, and Henry Silva of KLR.
- **90-Day Game Plan Preparation and Review**
 - We never want our members to leave without providing an opportunity to reflect on what they've learned and document their action plans.
 - Members broke out into small groups to share their plans with peers and discuss major projects for the coming quarter.
- **Sponsor Session: How Addressing Ongoing Change, Retaining Talent & Retaining Clients are Connected**
 - Based on a Deloitte survey, more than 60% of Millennial and Gen Z employees want the option to continue working remotely. So firms must embrace cloud technology and future workflows to attract and retain talent.
 - This sponsor session hosted by Wolters Kluwer covered important technology changes firms need to make, what happens to workflows if we ignore those changes.
- **Sponsor Session: Thomson Reuters Tax Workflow Automation Using APIs**
 - Cloud accounting has become the preferred method for accountants and auditors to do their jobs easier, faster and smarter than ever before. APIs are a key piece of the future of the profession.

- This sponsor session hosted by Thomson Reuters reviewed how APIs within GoSystem Tax, GoFileRoom and FirmFlow can automate the tax workflow process.

As always, it's impossible to cover every detail of our great discussions and brainstorming sessions in this short, high-level summary. 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 Circle™

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