

BUSINESS ADVISORY SERVICES UPDATE - DEVELOPING “CHAMPIONS”?

Accountants need to implement a strategy to develop “Champions” to enable the rollout of Business Advisory Services to be implemented to the satisfaction of your clients.

Diversifying from compliance to Business Advisory Services requires team training.

Training commences with:

- ✚ Overview of Business Advisory Services
- ✚ What type of services suit your individual clients?
- ✚ What type of advisory work suits your individual team members?
- ✚ Identifying team members who could become your firm’s “Champion” in a service that you are going to provide to clients. These team members will need to be conversant with developments in individual industries and/or software that relates to a particular service.

The implementation of a strategy to develop “Champions” will gain your firm a reputation as an “expert advisors”.

A recent article in “Accountants Daily” indicated that “70% of the accountancy profession are eyeing opportunities elsewhere”.

A strategy to develop additional skills for your accounting team will offer those team members challenging and interesting work which will assist your firm to retain experienced team members.

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