

BUSINESS ADVISORY SERVICES UPDATE DEVELOPING PRODUCT CHAMPIONS

“Accountants your greatest challenge at the moment is getting good people to work with”. Andrew Geddes, accountancy coach, said in November last year when commenting about the difficulty of retaining accountants within firms.

“Partners of accountancy firms are saying there are not enough young accountants, but no there are enough of them, they have chosen not to work in the profession because they are being asked to do compliance work only and to obtain 80% productivity which is causing people to say – I am not sure I want to work in that environment”.

To develop product champions younger accountants need to be introduced to clients at the highest level and to attend meetings with the responsible partner so that they learn the art of interviewing clients and gaining a greater appreciation of what happens in the “engine room of the business”.

They then need to be introduced to the range of interesting and challenging work that comprises “Business Advisory Services”.

You are invited to visit www.essbiztools.com.au to give you an overview of the vast range of material that is available to contribute to the training of “Product Champions”.

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