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The competitive advantage for accounting firm leaders since 1987

IPA's Most Recommended Consultants Share Insights For 2019

Each year, respondents to IPA's annual Survey and Analysis of Firms are asked to name three consultants they have used in the past year who they'd recommend. The 2018 five Most Recommended Consultants, agreed to share some thoughts about the state of the profession and predictions for 2019.

This month, we feature insights from **Tamera Loerzel** and **Jennifer Wilson** of **ConvergenceCoaching**.

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2018 MOST RECOMMENDED CONSULTANTS



Tamera Loerzel

We see four themes for 2019: the rise of NextGen talent and clients, firms investing in emerging technologies, everyone waiting for an economic downturn and change everywhere we look.

Firms will welcome new NextGen partners and those up-and-coming leaders will use their growing voice to make it harder for traditionalists to block needed change. As new MPs take over, change will begin to occur in earnest. Younger leaders will drive changes to the firm's expected buy/sell or deferred compensation arrangements and push for earlier, or at least specified, retirement dates for even the most beloved traditional leaders. The NextGen leaders are restless and ready to take over.

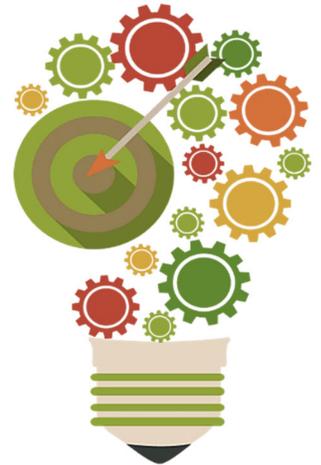
On the technology front, firms will invest in data clean-up and stewardship, systems integration, apps and bots to leverage AI to enhance their clients' experience. Centralized scheduling across service lines (instead of traditional silos or office-specific work flows) and increased momentum with remote service delivery will improve efficiencies for those progressive enough to tackle these operational wins. Firms will seek IT leaders who are strategy enablers and move away from those whose focus is mainly network administration. Expect more pressure to be placed on service line leaders to drive strategic change to their own work



Jennifer Wilson

flows and processes – not IT leadership – and for firms to engage business analysts to help with solutions design and implementation.

The talent shortage will drive more firms to outsource and consider non-traditional staffing strategies including those seeking “gigs,” part-timers, remote workers and more. Re-recruiting or stay interviews will become increasingly important and making changes requested by top talent will become a must-do to keep the best engaged. Most firms will forecast a downturn by early 2020, so their leaders will operate with more caution starting mid-2019.



TAMERA LOERZEL / JENNIFER WILSON

ConvergenceCoaching LLC

www.convergencecoaching.com

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Phone: (317) 733-1920

Fax: (317) 663-1030

Web: www.insidepublicaccounting.com