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Managing Growth Effectively Requires Firms To Possess The Right Plan, The Right People And The Right Clients

Managing growth is one of the biggest challenges faced by executives at middle-market accounting firms. It falls just behind staffing issues and succession planning on the list of obstacles faced by accounting firm leaders, IPA research shows. This month, renowned consultant Jean Caragher, president of Capstone Marketing, shares growth management strategies and techniques.

Expert Q&A

Q: What resources should I use to set and manage growth goals for my firm?

A: Setting goals for growth is crucial to managing growth. When establishing growth goals, keep in mind the overall vision and strategic direction of the firm. Then, determine if you have the resources to manage growth, including the following:

- A managing partner who can lead the effort;
- Partner buy-in and accountability;