

## PRACTICE MANAGEMENT AND MARKETING IDEAS FOR THE PROFESSION



# LOOKING FOR A FRESH SPEAKER FOR YOUR NEXT CONFERENCE?

**Michael T. Platt, MBA**



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**Insightful. Experienced. Informative. Practical.**

If your organization is looking for a fresh approach, a new perspective, a different face to inform, enrich and enlighten your audience, then look no further. With over twenty years of experience working with the accounting profession, there's a new and energetic option for you to consider...

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**The Platt Consulting Group, LLC**



## Michael T. Platt, MBA

### Principal, The Platt Consulting Group, LLC

### Publishers of: INSIDE Public Accounting and IPA National Benchmarking Survey

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#### **Mike Platt...**

...has over 20 years of experience working with CPA firms across the United States.

...is an energetic and inspiring speaker.

...has a unique insight on the profession as both publisher of INSIDE Public Accounting as well as being a former CPA firm association executive.

...understands the unique personality traits inherent in the accounting profession.

...is fanatical about giving his audiences practical tools they need

Since 1985, Mike Platt's career has been focused on helping to improve the operations of public accounting firms throughout the United States and abroad.

Throughout his fifteen years as an association executive with Associated Accounting Firms International and later Moore Stephens North America, Mike has assisted hundreds of CPA firms on diverse topics ranging from management, marketing, technology, and human resources.

In 1999, he established AccountingWEB Inc. - a web based news and information service for accounting and finance professionals. This development led to Mike being named as one of the "Top 100 Most Influential People of 2000" by *Accounting Today*.

After working two years inside a regional CPA firm as head of the firm's operational and process consulting practice, Mike and his wife Kelly purchased INSIDE Public Accounting, a premier monthly publication providing insight and trends of the accounting profession to partners of CPA firms across the United States.

Through The Platt Consulting Group, Mike continues to bring his 25 years of business experience to help clients across a spectrum of industries and professions achieve their goals.

Mike has been a top presenter at meetings and conferences throughout North America, speaking on a variety of topics to help business owners improve their businesses. He holds a Masters of Business Administration from George Washington University, with a concentration in Marketing.

#### **Speaking and Consulting Services**

Partner Retreats  
Strategic Planning  
Leadership Training  
Benchmarking Trends  
Vision Retreat Facilitation  
Goal Setting and Measurement  
Operations/Process Improvement  
Marketing and Business Development  
Positioning Your Firm to be The Firm of the Future

## Most Popular Programs:

### **“Change, Change, Change: Focusing Your Energy to Ensure a Successful Accounting Practice”**

Change is everywhere, but change energy in a professional services firm is limited. This session identifies trends facing accounting firms today, and helps define a process to help participants focus their change energy to ensure a successful practice.

### **“Transform Your Firm’s Culture and Win!”**

What does it really take to be a successful professional services firm in the 21st century? This dynamic presentation will look at specific ways you can transform your firm’s culture and shape client and staff experiences to ensure that you meet the challenges of the future in a way that will leave your competitors far behind.

### **“Practice Management Trends in CPA Firms Today”**

Using current benchmarking statistics from hundreds of CPA firms, this presentation takes a look at issues affecting all areas of practice management including partner compensation, net income, charge hours, growth, utilization, niche development, retirement and more. Not only do participants get a comprehensive view of the state of the profession today, they get practical ideas and insights on how to improve their own firm metrics.

### **“Marketing and Practice Development for the Firm of the Future”**

Focuses on defining and measuring return on marketing investment, getting partner buy-in for marketing initiatives, the effective use of personal marketing plans to help get everyone involved in business development.

### **“Driving Your Firm’s Vision”**

What drives employees to work at your firm 45, 50, 55 hours a week, and then offer their free time for volunteer work on weekends? What could your organization accomplish if you could engage employees with the same level of passion they bring to their non-profit efforts? Learn the key elements necessary to create, communicate, and sustain a compelling vision for your firm so that turnover is reduced and staff consistently deliver their best efforts.

**Call us for a customized presentation to meet your needs!**

**Mike Platt is a frequent presenter at accounting conferences, including:**

- Alliance of Merger & Acquisition Advisors
- American Institute of CPAs
- Arkansas Society of CPAs
- Association for Accounting Administration
- Association for Accounting Marketing
- Beta Alpha Psi
- CPAsNet
- 1st Global
- Indiana CPA Society
- Indiana Society of Association Executives
- Institute for Management Accountants
- Michigan Association of CPAs
- Missouri Society of CPAs
- Moore Stephens North America, Inc.
- National Association of CPA Firms
- New Mexico Society of CPAs
- Polaris IA International

**Call 317-733-1920 today to see how Mike can enhance your next conference!**