



THE GROWTH PARTNERSHIP
— PLAN ON SUCCESS —

TGP SPEAKERS BUREAU

Compelling Content • Engaging Facilitators • Exclusively Accounting





Let our renowned facilitators make your next meeting or conference a resounding success!



Jeff Pawlow

As the Chief Executive Officer of **The Growth Partnership** and **The Partner Institute**, Jeff leads a dynamic team of professionals who are dedicated to helping their accounting firm clients achieve sustainable, profitable growth, and develop their next-generation leaders.

Jeff has repeatedly been named as one of the profession's "Top 100 Most Influential People" by *Accounting Today* (2007, 2009, 2011), and his efforts have been recognized with a total of seven Marketing Achievement Awards by the *Association of Accounting Marketing*, including two "Best of Show" awards for overall marketing excellence. A 1991 graduate of Creighton University, Jeff is a frequent speaker at accounting conferences and contributes regularly to the accounting media.

Recently, Jeff has been busy as the driving force behind **iShade.com** – a new online "professional ecosystem" built specifically for the accounting vertical. The site, which launched to rave reviews in 2011, recently received a second round of venture funding.



Charles Hylan, CPA

Charles has more than 22 years of experience consulting with, and working in, accounting firms ranging from sole-practitioners to National and International firms. During this time, Charles spent more than eight years working at Price Waterhouse and Arthur Andersen where he began his career as an auditor before transitioning into a strategic planning and marketing role. As a shareholder at The Growth Partnership, Charles brings value to TGP clients by understanding the comprehensive nature of their practice development and management goals.

Charles has spoken at dozens of accounting conferences and organizations on many different topics, including: sales, marketing, strategic planning, partner compensation, benchmarking and succession, just to name a few. Additionally, Charles leads TGP's efforts with **The Rosenberg Survey**, the accounting professions leading financial benchmarking survey.



Amanda Garner

Amanda's passion is creating effective marketing and communications programs for the clients she serves. She leads the Outsourced Marketing Division of The Growth Partnership and has worked with TGP since 2002. In addition to professional services marketing, Amanda's background includes years working with various media outlets as a producer and on-air talent. Most notably, her job history includes a one-year production role at NBC's "Meet the Press."

With over a decade of experience in marketing and communications training and implementation, Amanda is devoted to helping accounting firms establish best practice marketing activities. Providing internal training for the clients she serves and as a frequent speaker for industry association conferences, Amanda receives consistent high-marks as a presenter. She offers useful tools in an entertaining and motivating fashion, helping her audiences to tune in and turn on.



The Growth Partnership is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

Featured Keynotes & Presentations

I **Building an Extraordinary Firm: The 5 Hard Choices That Lead to Success**

Every accounting firm that has made the jump from “good” to “great” has come to grips with making the 5 hard choices that lead to that success. In this session, participants will be challenged to achieve outcomes that have previously been outside their reach, and be provided the tools and understanding needed to reach those lofty goals. Get ready to roll up your sleeves and get engaged in this powerful, impactful workshop that can transform the way you view (and operate) your firm. **WARNING: Not for those who wish to perpetuate the status quo!**

II **Benchmarking and Analytics: Behind the Scenes With Today’s Most Profitable Firms**

Understanding how your firm performs across key financial metrics is vital for leaders in today’s highly competitive accounting profession. However, to truly understand how a firm is performing, they must be compared to like-size firms in similar marketplaces. **The Rosenberg Survey** is the leading financial benchmarking survey across US accounting firms and serves as the foundation for this highly interactive session. Participants will walk away with a better understanding of what the key metrics are, how they are calculated, how they tie to firm profitability and how their firms stack-up to a set of comparable peers.

III **Overcoming Firm SAG™: A Disciplined Approach to Achieving Sustained Superior Performance**

As the owner / partner in a public accounting firm did you know that the deck has been stacked against you from day one? Unlike other businesses where owners and leaders focus a majority of their time working “on” their businesses, accountants spend most of their time and energy working “in” their firm. In this dynamic session, participants will be shown how to overcome their **Skill and Availability Gap™**, eliminate their efficiency vs. experience conundrum, unleash the talent of their people, and ignite an evolutionary process that will help realign their firm for ultimate success!

IV **5 Under \$5,000™: 5 Low Cost/High Impact Strategies To Drive Your Firm’s Bottom Line**

In today’s challenging economic environment, accounting firms must do more with less – especially when it comes to business development and growth. Gone are the days of bloated marketing budgets with nebulous results. Today’s successful firms demand (and receive) a tangible return from the investments made in their practice development function. In this workshop, participants will be introduced to five proven best-practices - each of which can be accomplished for less than \$5,000 – that will yield a high return on that investment, and be given all of the tools needed to begin implementing these programs once they return to their firm.

V **Building a Dominant Niche Practice: Best Practices From Around the Profession**

Let’s face facts. It is increasingly difficult for firms to differentiate themselves from their competitors through the delivery of traditional “compliance” services. In today’s hyper-competitive environment, thought-leadership is the new competitive currency, and savvy firms are competing along specialized lines of expertise. To truly “own” a niche in your market, your firm must build and maintain a robust and relevant knowledge-ecosystem for your clients, prospects and referral sources. In this candid and detailed presentation, participants will learn what it takes not only to build, but to become dominant in their desired niche area.

VI **Mastering Social Media: A Primer for Thriving in the Online Frontier**

LinkedIn and Facebook and Twitter – Oh My!!! In this fast-paced presentation, participants will explore the rapidly evolving social media frontier and how it is affecting the accounting profession. (Did you even know there was a social network just for accountants?) This presentation will explore how each of the three major social media platforms are being harnessed by accountants to help grow their practices, and showcase some compelling best-practices that can be easily adopted by other practitioners. Leave your skepticism at the door and come explore how you can put social media to work for you!

VII **The Reluctant Salesperson™: A Realistic Approach to Practice Development for Today’s Public Accountant**

In today’s hyper-competitive market, sales acumen is the lifeblood of any successful firm. Unfortunately, many practitioners that have grown up in the profession can be accurately described as “Reluctant Salespeople”. In this engaging presentation, participants will learn about behavioral-based selling and how to leverage many of their existing strengths toward an increasing level of business development success. Whether delivered as an engaging keynote or a multi-day workshop, **The Reluctant Salesperson™** is sure to be a hit with your audience given its disciplined “work paper” approach to mastering the art of practice development.

Other Available Topics Include:

- Execution: The Discipline of Getting Things Done
- The 7 Habits of Highly Effective People™
- Great Leaders, Great Teams, Great Results™
- Disciplined Marketing: Achieving a Return on Your Investment In Practice Development
- The Loyalty Effect™: The Art of Maintaining Exponential Client Relationships
- Leading Across Generations™
- Strategic Planning: Best Practices to Maximize Your Next Partner Retreat
- Driving Results Through an Effective Partner Compensation System
- Unleashing Talent, Achieving Results: Strategies for Success in Today’s Knowledge-Worker Age
- Foolproof Succession Planning: It’s a “Process,” Not an “Event”
- Time Management for Today’s Public Accountant
- Nurture Marketing: A Client-Centric Approach to Profitable Growth
- Get Your NET-Working: Building and Leveraging an Effective Referral Network
- Writing Advantage™: Developing Effective Written Communication Skills
- Presentation Advantage™: Developing Effective Verbal Communication Skills

	Jeff 	Charles 	Amanda 
Building an Extraordinary Firm	K ●	K ●	
Benchmarking and Analytics		K ●	
Overcoming Firm SAG™	K ●		
5 Under \$5,000™	K ●	K ●	K ●
Building a Dominant Niche Practice	K ●	K ●	K ●
Mastering Social Media	K ●		K ●
The Reluctant Salesperson™		K ● 2	K ● 2
Execution	K	K	
The 7 Habits of Highly Effective People™	2		
Great Leaders, Great Teams, Great Results™	2		
Disciplined Marketing	K ●	K ●	K ●
The Loyalty Effect™	K ●	K ●	K ●
Leading Across Generations™	K ●		K ●
Strategic Planning		K	
Driving Results Through an Effective Partner Compensation System		K	
Unleashing Talent, Achieving Results	K		
Foolproof Succession Planning	K	K	
Time Management for Today's Public Accountant	K ●		K ●
Nurture Marketing	K	K	K
Get Your NET-Working			K ●
Writing Advantage™			● ●
Presentation Advantage™	● 2		● 2

K Keynote/Breakout Presentation

● Half-day workshop

● Full-day workshop

2 Multi-day workshop

About Us

As members of the senior leadership teams at The Growth Partnership, The Partner Institute and The Rosenberg Survey, Jeff, Charles and Amanda lead a dynamic team of professionals who are dedicated to helping their accounting firm clients achieve sustainable, profitable growth and develop their future leaders.

Founded in 1999, the current client "footprint" of The Growth Partnership and related entities includes 418 accounting firms in the United States - including 48 of the Accounting Today "Top 100 Firms"; 35 associations / state societies; and 11 international firms. On average, we deliver between 15-20 speeches or keynotes each year, and are regularly featured in the accounting media. Our three speakers bring a combined 50+ years of practical, hands-on experience within the accounting profession to your event or meeting, and regularly draw on that experience and perspective to make their presentations highly relevant and applicable to the audience.

Please contact us at 314.209.0922, or via e-mail at info@thegrowthpartnership.com to discuss your upcoming conference or event. References are available upon request. For more information, please visit us on the web at www.thegrowthpartnership.com.



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