

INTERNAL FIRM UNIVERSITY

A comprehensive,
non-technical
training solution for
progressive CPA firms.

The BIG IDEA

A holistic approach to non-technical training that allows firms to create consistency and resonance across the entire organization and build a winning culture of success.

Many CPAs employ capable people to direct the learning and development function at their firm only to have these professionals reduced to being training event planners. There is a better way! At The Growth Partnership (TGP), we work with your in-house L&D professionals to create a custom “University” program that strategically positions your firm for long term success. This approach also allows your L&D professionals to focus on helping your employees put the competencies they learn in the classroom into practice within the firm – a much higher use of their time that just planning for the next CPE session.

Tailored for accounting firms with over 100 employees, our in-house University program offers the following benefits:

- A systemic approach to providing non-technical training that supports your firm’s mission, vision and values;
- A mechanism for developing superior skill sets in the areas of 1) people development, 2) business development and growth, and 3) practice management;
- The flexibility to incorporate any existing training providers into the new University format;
- A predictable approach to non-technical CPE that frees up a firm’s human resources and L&D professional’s time to focus on elevating culture as opposed to endless event planning;
- A common vocabulary and toolset that is shared across the entire firm, from entry-level interns to the managing partner;
- A lower cost of delivery and higher return on learning investment than traditional approaches to CPE;
- The ability to avoid the competency gaps that are created as a result of a haphazard or disjointed approach to non-technical training;
- All courses approved for CPE credit by NASBA.

Each firm’s University format is customized to support the specific goals of the organization. Please reach out to Jeff Pawlow at TGP to discuss your unique situation and better understand the economics and benefits of this unique approach.

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“We have been using the University approach at BerganKDV for the past several years and are seeing superior results. Our participants rate the courses highly and we are starting to develop a strong common culture across our large firm. As a L&D professional, my time can now be spent on activities that support and reinforce that culture as opposed to the “adminivia” of simply planning the next class”































Cori Power
Learning & Development Manager
BerganKDV



THE GROWTH PARTNERSHIP
— PLAN ON SUCCESS —



SAMPLE UNIVERSITY PROGRAM

	Year A “Leadership”	Year B “Management”	Year C “Development”
Staff / Seniors	5 Choices of Extraordinary Productivity  	Unleash your Personal Brand  	Writing & Presentation Skills 
Supervisors / Managers	Discovering the Leader in You   	Project Management Skills  	Getting your NET-Working  
Senior Managers	7 Habits of Highly Effective People   	Coaching & Mentoring + Practice Management Skills   	The Reluctant Salesperson  
Partners / Equity Partners	Leading at the Speed of Trust   	4 Disciplines of Execution    	The Loyalty Effect   

Firm Priorities Addressed: **Coaching**, **Leadership**, **Development**, **Trusted Advisor**.