

Building the Highly Effective Tax Practice



Austin Tenette
Certified Leadership Coach

Speaker Profile

- HCC Entrepreneur in Residence - Northeast Campus
- Executive Leadership and Growth Strategy Coach-
- Former Corporate Strategist and Business Unit Leader



Austin Tenette

AGENDA

- ▶ Leadership
- ▶ Three Eyes of the Owner
- ▶ Power of Systems
 - ▶ Growth Strategy
 - ▶ People Strategy
- ▶ The Way We Were

The Leadership Challenge

- ▶ **#1 MODEL THE WAY**
- ▶ **#2 INSPIRE A SHARED VISION**
- ▶ **#3 CHALLENGE THE PROCESS**
- ▶ **#4 ENABLE OTHERS TO ACT**
- ▶ **#5 ENCOURAGE THE HEART**

Organization Pillars

- ▶ **Sales**
- ▶ **Marketing**
- ▶ **Operations**
- ▶ **Customer care**
- ▶ **Accounting / Finance**
- ▶ **Human capital**

Power of Systems



System Elements

- ▶ Outcomes?
- ▶ How do we achieve?
 - ▶ The process
- ▶ Actions to take?
 - ▶ Step by step
- ▶ Measuring the Process?
 - ▶ KPIs



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The Sales Pillar - How Will We Grow?

- ▶ Where do your new clients come from?
- ▶ Do you have a formal referral system in place?
- ▶ What else could you help your clients with?
- ▶ How do we fix the leaky bucket?



Human Capital Pillar

- ▶ Attract
- ▶ Develop
- ▶ Retain

Opportunity to do what I do best every day and it has meaning



Become the Employer of Choice



What Workers Want?

- ▶ Flexible working arrangements
- ▶ Recognition - their role in the success
- ▶ Communication
- ▶ Learning opportunities

There is no going back...



A compass rose is shown with a red arrow pointing to the word "PRINCIPLES". The compass face has degree markings from 260 to 350. The letter "E" is visible on the left side of the compass. The word "PRINCIPLES" is written in large, red, 3D-style capital letters, appearing to be floating above the compass. The background is a light gray with a blue geometric pattern on the right side.

PRINCIPLES

Core Values and Guiding Principles

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