



# Michael Platt, INSIDE Public Accounting

Mike Platt, managing principal of The Platt Group and INSIDE Public Accounting, has helped local and regional firms across North America grow and thrive since 1985.

A sought-after speaker both domestically and internationally, Mike specializes in accounting firm trends, innovation, leadership, benchmarking and analysis. Thirty-plus years of hands-on experience and interaction with firms of all sizes gives him a unique perspective on what works and what doesn't inside public accounting firms. Mike weaves practical, real-life examples with hard data and focuses on the story behind the numbers to engage audiences who have a stake in the future of their firm.

His interest in working with the accounting profession has been fueled by his desire to help professionals reach their potential. "My goal is to act as a catalyst to empower change, challenge individuals to think differently and show how others like them have successfully overcome obstacles that are common in professionals' lives," Mike says.

## Recent Topics

**State of the Profession:** Information on shifts, trends and strategic issues affecting the profession which include financial and operational data metrics from more than 500 firms

**Building Blocks of the Best of the Best:** Garnered from firms that have been selected exclusively on their performance in management, growth and strategic vision, these unique ideas address many issues affecting firms today

**Profit Vampires:** How to overcome the real and imagined obstacles that result in lower profit margins

**Internal and External Focused Metrics:** How to move beyond traditional metrics to measure impact and well-being of staff, partners, clients, community and environment to increase retention and be future-focused





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**Profitability Improvement:** A review of the critical metrics that drive profitability, and ideas on how to improve these metrics in a way that fits with firm culture

**Next Generation Leadership:** Behaviors and characteristics of the best leaders, as well as how to help the next generation leaders understand the fundamentals of key firm metrics that drive CPA firms today and in the future

**Road to Retention:** Data on trends affecting professional staff turnover, questions young professionals are asking and factors influencing their decisions to stay, based on a survey of more than 700 young professionals

## Shout-outs

*“In addition to the objective analysis of the numbers, Mike also challenged our thinking by addressing different philosophical approaches being used by firms on issues we are all struggling with, and really got us thinking about the role each of us should play in elevating the firm, the partnership, the staff, our clients and the communities we serve.” – Jeffrey Weiner, Marcum*

*“Mike’s presentation at the PrimeGlobal Partner Leadership Annual Conference added significant insight into the profession as a whole. Not only was he expert at helping our membership compare and contrast our own survey results but Mike also added instruction of how best to analyze the results using like firms throughout the country. The IPA survey has become a powerful tool that our entire North American membership anticipates and values.” – Michelle Arnold, PrimeGlobal North America*



Download the IPA Welcome Brochure and learn how IPA can help you.

## Recent Audiences

- Adams Brown Beran & Ball
- AICPA
- Alliott Group North America
- Armanino
- BKR International
- Blue & Co.
- Briggs & Veselka
- CPAmerica
- DFK International
- Fuller Landau Montreal
- Henry & Horne
- HLB International
- HORNE
- INPACT Americas
- Katz Sapper & Miller
- LEA Global
- Marcum
- MBAF
- Moore Stephens North America
- PrimeGlobal North America
- Richey May & Co.
- Winning Is Everything