

MICHAEL PLATT



Mike Platt is a sought-after speaker both domestically and internationally. He specializes in accounting firm trends, leadership, benchmarking and analysis. Invite Mike to your next partner or firmwide retreat to engage your team in the many rapid changes that are impacting the profession and your firm.

In his presentations, Mike weaves together operational metrics, trends, success stories and best practices to illuminate the business of accounting today, and where it is going in the future.



Mike has worked with top international associations, the IPA 400 firms, IPA Best of the Best firms and state societies across the country. Mike's insider perspective helps firms make the changes needed to flourish in the future.

RECENT KEYNOTE PRESENTATIONS

Mike can create a presentation tailored specifically for your firm. Below are some of his recent keynote presentations/workshops.



- ❖ Crushing The Future! Adapting Today to Tackle The Challenges of Tomorrow
- ❖ Are Your Shared Belief Systems Serving You Well? Move Beyond Sacred Cows!
- ❖ Killing Off The Profit Vampires: Busting Myths Can Help Boost the Bottom Line
- ❖ Metrics That Matter: Insights From the Annual IPA Benchmarking Survey
- ❖ Building Your Firm's Blueprint...The Profession Is Changing – Be Ready!
- ❖ Harnessing Data and Best Practices to Ensure a Thriving Firm

SHOUTOUTS!

- ❖ "Mike Platt was a tremendous addition to our partner rally. We're living in an unprecedented time of change and IPA has its fingers on the pulse of the latest trends. Mike was able to convey a wealth of information, first-hand perspectives and empirical insight in a concise and engaging way. I'm thankful to have Mike as a value-added thought partner and highly recommend him for your next partner or firm gathering." – Matt Armanino, MP, Armanino LLP
- ❖ "I would encourage firms who are looking for practical insight and ideas to consider bringing Mike to your retreat. If your firm is like ours, I suspect you too will appreciate his perspective on our profession in a way that will result in educating, engaging and energizing your entire partner group." – Jeffrey Weiner, MP, Marcum LLP
- ❖ "I've known Mike for many years and he continues to impress me both with his insight on the profession and with his sincere desire to help firms succeed. As an attendee (one of our conference participants) stated, "Michael Platt has an excellent perspective of our business." I believe firms that apply the principles he teaches won't only improve profitability but also gain a template for *maintaining firm health and profitability long-term.*" – Sam Allred, Upstream Academy



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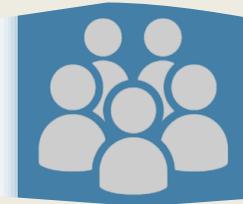
Keynote presentations and / or workshops can include any of the following elements to suit the time allotment and to address specific needs of the client.



IPA'S MOST RECENT SURVEY RESULTS – Bring hard data and perspective to the many issues affecting firm operations. Hear results of the most recent IPA surveys – the Survey & Analysis of Firms, Firm Administration, Human Resources and Information Technology. An understanding of 3-, 5- and 10-year trends on key metrics offer a longer view of how the operations of public accounting firms are evolving and provides your firm with the data to support the many changes you are looking to make.



GETTING BEYOND SACRED COWS – Challenge the set of beliefs that have been the foundation of the public accounting profession for decades. Many of these belief systems have evolved into untouchable pillars of firm structure – such as “partners are the right ones to own relationships,” or “team members need to be on your payroll to ensure success.” We'll explore these “sacred cows” and offer alternative ideas that are being implemented by other firms to pave the way for a different future.



METRICS THAT MATTER – Ideally suited for seniors, managers and new partners, this session focuses on the key metrics firms measure to ensure they are on track. Understanding these metrics – both traditional and non-traditional – helps employees better understand how an accounting firm makes money, and gives them the perspective needed to ensure they are focusing on the right things. This session will not only highlight which metrics are critical, but also connect the dots to the behaviors needed to improve metrics in any firm.

PROFIT VAMPIRES – All firms have activities, policies or belief systems that are consciously – or subconsciously – eating away at profit margins. This session identifies the many profit vampires that exist across the profession, providing partners and staff with an awareness of their existence and how they manifest themselves within your firm. A bright spotlight – as with movie vampires – empowers firms to kill these vampires and recapture some lost profitability.

BEST PRACTICES OF THE BEST OF THE BEST – IPA's long history of naming the Best of the Best firms in the nation leads to many ideas that other firms can borrow to be more successful. Through surveys, interviews and an awareness of what these firms are doing differently, IPA shares ideas and best practices of the Best of the Best, empowering all firms to strive to be better.



HOT TOPICS – Whether it's talking about new business models, new staffing models, recruiting trends, governance trends, mergers and acquisitions, succession planning, technology, new practice areas, or any other trend that will impact the profession, IPA informs partner groups on the issues they need to know, acting as a catalyst to support change management initiatives needed to ensure future success.

PAST AUDIENCES

Adams Brown Beran & Ball – Alliot Group – BKR Intl. – Blue & Co. – Briggs & Veselka – CPAmerica – DFK Intl. – Fuller Landau Montreal – Henry & Horne – HLB Intl. – HORNE LLP – INPACT Americas – Katz Sapper & Miller – LEA Global – Marcum – Michigan Association of CPAs – Moore Stephens N.A. – PrimeGlobal N.A. – Richey May & Co. – Washington CPA Society – Winning Is Everything

