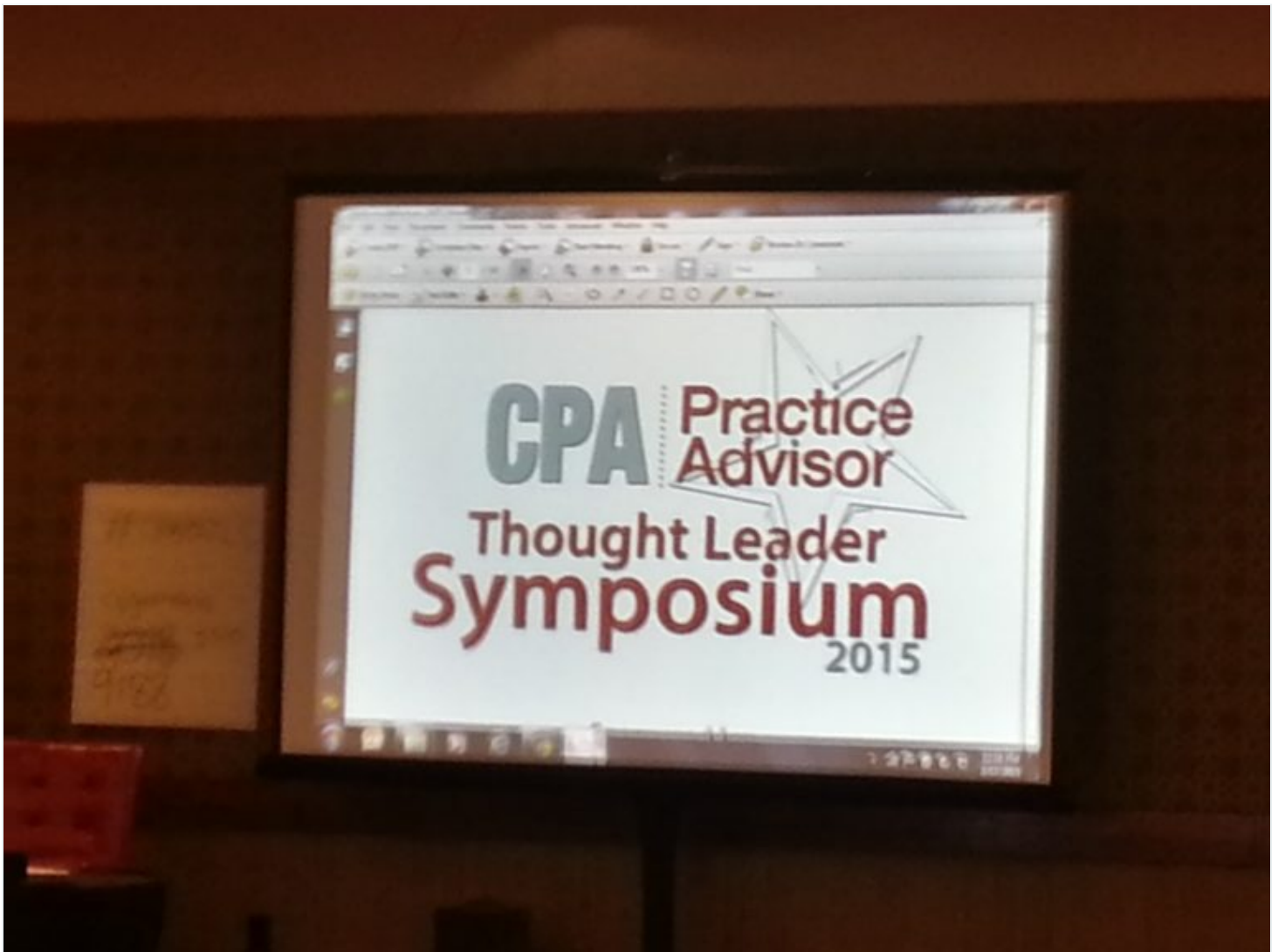


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accounting space serve as host to the profession's think tank, the Thought Leader Symposium (TLS). Approximately 30 participants from across the accounting profession gather ...

**Gail Perry** • Mar. 13, 2015



Once a year, *CPA Practice Advisor* and a group of key software vendors in the accounting space serve as host to the profession's think tank, the Thought Leader Symposium (TLS). Approximately 30 participants from across the accounting

profession gather in a two-day closed-door meeting to discuss and digest events that

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Members of the thought leaders group are extraordinarily visible in the profession, having the collective ear of millions of accountants through writing, speaking, social media, and participation in associations and committees.

We will be digesting much of the information discussed at this year's meeting over the months ahead and sharing results of survey questions and concepts based on the conversations and events that occurred last month.

The vendors who participated in this year's event include Avalara, Intuit, Sage and Xero, four companies dedicated to innovation and improvement of the accounting profession. As sponsors of the event, they were able to collaborate with the thought leaders and gain insights from the experiences of the leaders to apply to their own plans for innovation in the years ahead.

### **March Madness – CPA Style**

Meanwhile, in addition to engaging in college basketball frenzy, March is known profession-wide as the time when CPAs, particularly tax accountants, start running out of steam as they head into the home stretch of busy season. Things just got going in February, early March moved methodically enough, but late March hits and there are still several weeks of late nights and last minute changes.

That was before we had extension season which turned busy season into an all-year event. March is still extra busy, with a bit of seasonal madness thrown in for good measure. Here are a few quick tips for smooth sailing from now until the April 15 deadline.

- **Use a “Me First” approach and schedule business around your personal schedule.** That means you need to stick to your scheduled times for meals and sleeping and required family events. The busier you get with work, the more

important this is. Skipping meals and sleep and missing events that are important

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Reply immediately, use the cc and feature to flag a certain cc and (take the message from Jaws) when messages arrive from those people who demand quick attention, and then leave the rest of the messages for designated times you've set aside for replying to email messages. This will help you concentrate on the job(s) at hand.

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