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Darren Root • Oct. 01, 2009

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Technology Keeps Moving, and So Should You

The only constant in our profession is change, and there's no denying it. Improvements in technology, new mandates and acquisitions seem to happen every day. And if you don't keep up, you can quickly be left behind. The strongest leaders in the profession know this and work diligently to stay apprised of change, especially in the realm of technology.

With change taking place at such a rapid pace, what are practitioners to do? There are only so many hours in the day for researching the latest and greatest technology innovations, such as Software-as-a-Service (SaaS), portals and hosted accounting solutions. Add keeping up with new tax laws and implementing proper branding and marketing to attract new clients and qualified staff, and it can seem overwhelming. But you have to do all of these things to remain current.

Keep in mind that the new generation of tax and accounting professionals is looking for a different kind of workplace. iPods, Blackberries, iPhones, Mac computers, and true work/life balance are at the heart of what the new generation of professionals requires in a work environment. It really isn't your "father's accounting firm" anymore. The days of "if it ain't broke, don't fix it" are gone. Leading firms stay on top of technology changes and are always looking for ways to improve processes, making them better, faster and completely automated.

With all the change going on around us, you as a practitioner must ask yourself the

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implemented, easily learned and easily operated.

In this time of great change, I look to this year's [40 Under 40](#) for inspiration and leadership — and thank them for taking the reins on implementing new technology and sharing their successes with their peers. With this October issue, we celebrate the winners of our 2009 40 Under 40 accolade. Some recipients are from the vendor community, some from public accounting. Each one is making a real impact on our profession, and for that we thank them!

Technology

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