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wanted to share what I have learned from working with CPA firms for over 20 years.

Jun. 07, 2016



I'm probably the millionth person to form a list of important leadership qualities, but I wanted to share what I have learned from working with CPA firms for over 20 years.

## Leaders are visionary

Always thinking about what the firm *should* be. Regularly meeting with other firms

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leaders understand that the #1 reason why staff leave firms is their relationship with the boss, so they work hard to be great bosses.

### **Inspire others**

Introduces excitement and enthusiasm into the firm. This goes a long way to engaging staff in the firm, a key to retention. Staff look forward to coming to work each day.

### **Handle conflict**

Good at conflict management; deals with it promptly. Cats need to be herded. Constantly.

### **Change**

Facilitate change and overcomes resistance to it. Stubbornly clinging to the old ways guarantees defeat. Understands what Roberto Goizueta, former President of Coca-Cola said: "To succeed, we have to disturb the present."

### **Listens**

It's the first act of respect and mutual support.

### **Accountability**

Unless there is a consequence to a people failing to do what is expected of them, they will be less likely to achieve their goals. Good leaders hold others accountable in positive, helpful ways instead of waving a stick over their heads.

### **Leadership development**

Leaders' grow the people to lead the organization when the current leaders are gone.

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## Charisma

Vastly overrated; inspired *standards* are more important.

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*Marc Rosenberg is a nationally known consultant, author and speaker on CPA firm management, strategy and partner issues. President of his own Chicago-based consulting firm, [The Rosenberg Associates](#), he is founder of the most authoritative annual survey of mid-sized CPA firm performance statistics in the country, The Rosenberg Survey. He has consulted with hundreds of firms throughout his 20+ year consulting career. He shares his expertise regularly on The Marc Rosenberg Blog.*

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