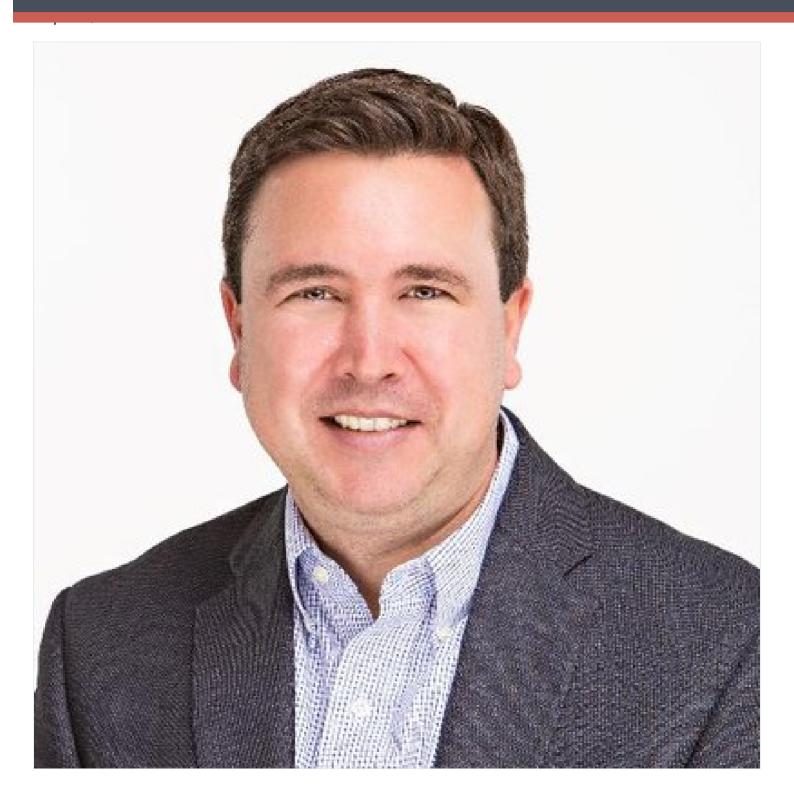
## **CPA** Practice **Advisor**

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us



**Dustin Hostetler** 

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

After graduating from Ohio State with a degree in Finance, I began my professional career at Cardinal Health. I had the great fortune to be part of their financial leadership development program and rotated through several different accounting and finance roles my first two years before settling into a Senior Analyst role at corporate. From there, I joined a regional CPA firm in Ohio and lead the development of a value added services niche which is where I first experimented with the ideas of Lean Six Sigma inside a CPA firm. It went so well internally that by 2008 I was being asked by other CPA firms to come and do it for them. In 2011, I left to settle my entrepreneurial itch and created a company called Flowtivity. I was very much committed to the accounting profession and continued training and consulting in the areas of lean and strategic initiatives for CPA firms. And in January 2015 I merged Flowtivity into Boomer Consulting – taking on the role of Chief Innovation Officer along with continuing to drive our Lean Six Sigma service line. During this time span serving the accounting profession, I have worked with close to 200 CPA firms on process transformation, including 41 of the top 100 firms.

## What are you doing to make a difference in the profession, your community, the world?

My passion and what drives me day-in and day-out is to make the experiences more rewarding in public accounting – for the staff, for the firms and for the clients of the firms. This is my purpose and big picture "why". I believe accountants make a tremendous difference in the organizations they are connected to – my role is to reduce and remove their constraints so they can maximize that difference-making potential and create greater opportunities in their organizations and communities.

## Favorite speakers:

- Patrick Lencioni (www.tablegroup.com/pat/)
- Jason Fried (@jasonfried)

• Joey Havens (http://blog.hornellp.com/bebetter)

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved

iccounting