



## EXECUTIVE SUMMARY

ACCOUNTability  Plus, LLC

It is no surprise we are at the cusp of a virtual audit revolution, and your firm is facing changes daily. The decisions you make today about technology, data analytics, talent, and general business practices will determine your future success. Many firms are getting it right and preparing and investing differently for their future.

We invite you to join these early adopters to realize success in your firm.

A+A Leaders Leagues is designed to propel you to the forefront of these changes – working together and with experts who support auditing in the future. Facilitated by the profession’s most experienced thought leaders, members engage in rewarding collaboration, while discovering the most pressing accounting and auditing issues.

With a constant focus on the five essential attributes of successful firms, A+A Leaders Leagues members collectively evaluate and address the challenges facing the profession, and individually, set firm goals, develop and execute change strategy, and become successful audit change agents.

Become a member of A+A Leaders Leagues and be your firm’s auditor of the future, today.

## FIVE ESSENTIAL ATTRIBUTES

Relevance

Business Mindedness

Quality

Innovation

Empowerment

## Why be a member of A+A Leaders Leagues?

- ✓ You have a passion to lead profession into the future.
- ✓ You want to transparently collaborate with firms prepared to lead.
- ✓ You desire to overcome fears associated with the future
  - Technology
  - Skills we don't know we need
  - How to train staff to go beyond the checklists
  - How to recruit, retain, and develop staff
  - How to deal with old standards for peer review while creating new, relevant standards
  - This is an organically-evolving list defined by the members

### ✓ You want to understand how to meet the challenges of the future

AI and Denise guide Leagues members to approach each challenge within the context of three foundational components of an auditing firm.

- People

Who makes up the audit team? What are their backgrounds? How do we help them grow? A+A Leaders Leagues focuses on bringing back thinking auditors and empowering them to succeed.

- Processes

Create innovative processes that eliminate forms and help auditors make smarter decisions and have better results. Think about the current processes that support the audit team. Are they working?

- Systems

Control the systems and technology and make sure they are relevant.

### ✓ You want your firm to be successful

From his decades of experience working in firms, the AICPA, and as a consultant to the profession, AI has identified five crucial attributes of a successful auditing firm. As we address each challenge in the context of people, processes, and systems, we look further to ensure every decision contains the five crucial attributes.

They are: Relevance, Business Mindedness, Quality, Innovation, and Empowerment.

✓ Regardless of people, processes, or systems, leaders filter every decision through the five crucial attributes

- The Attribute of Relevance

Regenerate relevance with every engagement. Help clients make decisions by reflecting on the effect of financial decisions on their organization. Understand standards in relation to the impact on your clients. Deliver what you claim to deliver. The more relevant your advice, the more likely you'll retain clients and feel relevant in a profession that is creating its own irrelevance.

- The Attribute of Business Mindedness

Rigorously accept clients who match your competencies. Don't compromise professional standards. Yet, don't lose sight of the forest for the trees. Use business expertise to advise clients to help them become more productive and profitable. Do your work to make a difference, not to complete a checklist. Think!

- The Attribute of Quality

Embrace a culture of "First Time Right." Teach staff to know the standards by understanding what they are intended to do and not by "form." "First Time Right" is an attitude, a culture; it's pride in your work. Being open to new ideas and having a questioning and objective state of mind all lead to quality.

- The Attribute of Innovation

Being an innovative auditor isn't using the latest technology; rather, it's a mindset. Eliminating FIFO and SALY and starting with a blank piece of paper to plan the audit for this company this year is innovative. Developing a clear goal, greenlighting all ideas, and broadening participation all lead to innovation.

- The Attribute of Empowerment

This extends from the staff to the client. Provide education and experience-based learning for your team. Empower clients by interpreting their business practices and advising them how to improve. Build trust, compassion, stability, and hope.

✓ As a group and individually, you want to create a strategic pathway and plan of action for the future.

As a member of A+A Leaders Leagues, you are accountable to yourself, to your firm, to your fellow Leagues members, and to the profession.

# Who are A+A Leaders Leagues

## The Founders

**Alan W. Anderson, Founder** – aanderson@accountabilityplusllc.com

For over 25 years, ACCOUNT*ability* Plus, LLC's AI Anderson, has served as a global leader in accounting and assurance advancement. President AI Anderson, founded ACCOUNT*ability* Plus, LLC to work directly with auditors and firms to transform their operations, achieve efficiency and effectiveness, and surpass client expectations.

**Denise Clayton Delahanty, Partner** – ddelahanty@accountabilityplusllc.com

Clayton Delahanty is an accomplished business consultant with over 30 years' experience focusing on people from an employee/leader lens and a customer/marketing lens. Currently, she is a key member of the design team for the Audit of the Future.

## Evolving Leagues

The criteria used to select new Leagues and their members

You are prepared to and have the confidence to change.

You are motivated to succeed in assurance services.

You want personal and firm wellbeing.

## Vision for the Leagues

5 leagues/12 members each

No geographic boundaries

Firms are compatible

## What A+A Leaders Leagues delivers

Open communication

Access to experts

Demystified future

Learning and sharing - the difference between teamwork, transparency, and collaboration

Opportunity to collaborate - we learn from each other while creating our own customized future

Permission to take risks

Reduced fear and anxiety

Play a role in profession transformation

Accountability to progress

Enhanced firm success and client success

Reduced stress, staff engagement and retention

## How A+A Leaders Leagues delivers

Two in-person member meetings - one National and Regional (May and October)

Two virtual member meetings

One-on-one virtual calls with Al Anderson & Denise Delahanty

Thought leadership from Al and Denise & other profession and topic experts

Website – Members Only Section

### Other services offered by ACCOUNTability Plus, LLC

#### Operational Assessments

ACCOUNTability Plus, LLC assists firms in implementing changes to processes through Audit Operational Assessments. An Audit Operational Assessment analyzes your entire audit process and audit procedures. Once the analysis is complete, ACCOUNTability Plus, LLC prepares and delivers a detailed report containing specific recommendations for each engagement reviewed.

To ensure profitability improvement and/or reduction in time, a customized training session addresses each office-wide area needing improvement. Firms receive one seat in an ongoing monthly audit forum to continue a discussion of areas for improvement and to answer questions related to implementation challenges.

#### Reality-Based Learning

One of the best ways to learn is through application, and there is no better way than through active, experiential learning. ACCOUNTability Plus, LLC guides firms in their own real-world applications through all stages of the audit process – planning, implementation, and review.

With a firm's unique needs identified, ACCOUNTability Plus, LLC's reality-based learning takes place during an actual audit with "live" data and information directly from the client. Each session reflects a firm's goals and objectives, giving the audit staff the exact learning, development and experience needed to implement changes that improve audit methodology.

#### Culture Assessments

There is nothing more important to the overall success of talent management in a firm than its culture. From attracting the right people to inspiring them to align performance to the organization's mission, a firm's unique, evolving culture must be understood by everyone.

ACCOUNT*ability*Plus, LLC's culture assessment is designed to create a level of trust throughout the organization through qualitative one-on-one and focus group interviews through all segments of the organization combined with quantitative analysis followed by a report and discussion with firm management.

ACCOUNT*ability*Plus, LLC provides periodic, continued follow-up to ensure culture continues to align with the organization's mission and maximize performance.

## FINAL NOTE

Audit firms with environments that promote curiosity and appreciate staff desire to research and understand a client and their industry prior to developing the plan are firms that will succeed in auditing in the future.

Changing the mindset is not easy, especially when the culture of the firm is SALY and checklist based. It takes work, and Leadership Leagues is a supportive environment to help leaders negotiate the importance of change with their individual firm leadership .

# CONTACT

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