

# STOWE MANAGEMENT CORPORATION

BUSINESS DESIGN, GROWTH MANAGEMENT &  
CORPORATE RE-ENGINEERING

## CASE Study – Accounting Firm

- Industry:** ACCOUNTING FIRM  
Partner Disputes/Client Dependent/Growth Limited
- Situation:**
- 2-Office, 3-Partner Firm
  - Partnership in transition, going in different directions
  - Client dependent--on one client in particular
  - Staff under-motivated, looking for direction
  - Clients seeking more assistance, collaboration
- Need:**
- Stabilize revenue flow--retain clients
  - Resolve partner issues--get on same page
  - Increase services and revenue--expand niches
  - Broaden client base--diversify markets
  - Create team environment--delegate more to managers
- Provided:**
- Increased profitability, efficiency by creating common goals with employee-managed incentive
  - Restructured partnership by focusing on strengths, goals
  - Designed/Managed new sales & marketing program
  - Orchestrated merger while in crisis by creating teams
- Value:**
- Preserved major client & retained other client relationships
  - Expanded services & revenue base
  - Increased revenue by 250% in 3 years
  - Saved client base while Firm in transition to merger
  - Retained/Developed personnel by expanding responsibility
  - Completed merger with National CPA Firm
- Success:**
- Saved/Retained in excess of \$350,000 annual revenue
  - Maintained/Enhanced client base while Firm in crisis
  - Increased productivity 40% due to establishing incentive program, common goals
  - Grew client base while in transition
  - Saved/Enhanced Brand in marketplace