



WHO IS CONVERGENCECOACHING, LLC?

ConvergenceCoaching, LLC is a leadership and marketing coaching and consulting firm whose mission is to help CPA and information technology (IT) firms and the organizations that serve those professions achieve success. We do this by helping our clients identify organizational constraints and market opportunities and then develop and implement success plans to address them. We provide a blend of strategic planning, coaching and implementation services to enhance your firm's leadership, organizational, marketing and sales competencies.

HOW DO WE HELP CPA AND IT FIRMS ACHIEVE SUCCESS?

At ConvergenceCoaching, LLC, our **Success Methodology** includes the following:

Mapping Your Success™

We employ a proven methodology that is tailored to your firm based upon your firm's individual goals and current realities. We're different because we provide a blend of strategic planning, coaching and implementation services across your firm's leadership, organizational, marketing and sales areas to help you achieve your goals. We possess an in-depth understanding of the accounting and IT professions and are committed to making a difference in the market positioning, competitive differentiation, lead generation and sales success of each client.

Growth Services™

Because our goal is to make a difference for your firm, we're not content to simply help you devise your success plans. Instead, we're committed to apply our experience to assist you, when needed, in implementing your plans with a broad array of tactical services including:

- Developing your leadership and providing cultural coaching;
- Optimizing your human resources and organizational structure;
- Enhancing your market positioning, branding and lead generation opportunities;
- Defining and enhancing your sales process and methodologies; and
- Developing specific programs to impact your revenue growth.

Driving Your Success™

To ensure that the growth plans identified in your Practice RoadMap™ are achieved, we provide ongoing leadership coaching through an annual coaching program where we give you the opportunity to discuss specific issues arising in your practice and form a framework for regular accountability against your overall plans via monthly coaching calls and a written recap of decisions and actions that we use as the basis for the next month's coaching call.

HOW CAN YOU BENEFIT FROM WORKING WITH CONVERGENCECOACHING, LLC?

When you work with ConvergenceCoaching, you'll benefit from:

- Our holistic approach designed to take your firm to the next level;
- Gaining an increased sense of clarity about your vision, team and focus that ultimately results in realizing your objectives;
- Our ability to quickly identify and/or restore your competitive advantage and differentiators;
- Our experience and knowledge without the cost of additional employees;
- The confidence that you've selected a team with many highly referenceable clients;
- Working with a group of trusted professionals who maintain the highest levels of integrity; and
- Our help in identifying and eliminating unnecessary risk factors, ultimately enhancing your peace of mind.



"The overall process that we went through with Convergence enabled us to grow as leaders and managers and then to focus on the growth and development of our people, too. We consider the team at Convergence to be an extension of our leadership team."

– David Cieslak, Partner
Information Technology Group, Inc.