



ConvergenceCoaching[®], LLC Announces Anytime, Anywhere Work[™] Survey Launch

Flexible Work Advocates Seek Input on Latest Flex Trends

For Immediate Release

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Bellevue, NE, April 12, 2018 – ConvergenceCoaching, a completely flexible, completely virtual national leadership and management consulting firm that works exclusively with CPA firms, has announced the launch of the 2018 ConvergenceCoaching Anytime, Anywhere Work[™] Survey (the ATAWW Survey) today. In its fourth edition, the ATAWW Survey examines the adoption of flexible work practices in CPA firms across the country.

“Flexible work programs are super strategic for CPA firms,” stated Renee Moelders, consultant at ConvergenceCoaching. “Today’s talent are demanding flexibility around when and where their work gets done, and our Anytime, Anywhere Work Survey helps firm leaders understand what’s happening in the marketplace so they can keep progressing their own flex practices and stay competitive. Clients also demand more flexibility from their CPA firms, so it’s crucial that firms are able to deliver exceptional service from anywhere, at virtually any time.”

Participation in the ATAWW Survey allows firm leaders to benchmark their current program offering against other CPA firms around the country. Results of the survey are shared with participating firms, along with best practices and strategies to drive successful adoption of flexible work policies.

“Prior to launching our Anytime, Anywhere Work[™] Survey in 2014, there wasn’t tangible data on the kind of flexible work programs CPA firms are offering,” shared Jennifer Wilson,



partner and co-founder at ConvergenceCoaching. “Since that first survey, which shows firms in the early-adopter phase of flex” continued Wilson, “we’ve seen the profession evolve their mindset related to the work-ability of flex and innovate flexibility programs in new and exciting ways.”

Originally launched in 2014, the 2018 ConvergenceCoaching Anytime, Anywhere Work™ Survey will launch **April 24, 2018**. The survey is designed for one person per public accounting firm – usually the Managing Partner or an HR professional -- to complete information about their firm’s practices. The survey will be open through **June 1, 2018**. The survey collects data on the adoption of Anytime, Anywhere Work™ programs (flexible work programs) by public accounting firms, as well as both positive experiences and challenges firms face with these initiatives. The data is used to identify trends and best practices and is published in various publications and educational presentations. Participants will receive a copy of the Survey Results Summary by **October 15, 2018**.

About ConvergenceCoaching, LLC

ConvergenceCoaching, LLC is a leadership and management consulting firm whose mission is to help leaders achieve success. Since its inception, Convergence has operated as a 100% flexible and virtual organization with unlimited PTO and its assets in the cloud. With its Anytime, Anywhere Work™ Services, ConvergenceCoaching helps firm leaders develop strategies and approaches to successfully implement flexible work programs and move away from traditional work values of “face time” and mandated office hours, including abolishing mandatory Saturdays in busy season.

For more information about ConvergenceCoaching, visit www.convergencecoaching.com.

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