



The CPA Firm Management Association's SoCal Chapter
Cordially invite you to our next
Chapter Meeting & Roundtable

**Change Your Conversation – Change Your Firm:
A New Level of Effectiveness and Camaraderie for Everyone
(A Revolutionary Conversation® Presentation)**

**Thursday, September 20, 2018
7:30-9:30am**

**Location:
Windes - 2603 Main Street, Suite 600, Irvine, CA 92614**

Firms of all sizes are facing some significant challenges:

- Multi-generational workforce
- Shrinking talent pools
- Higher turnover among Millennial generation
- Succession planning
- Retiring partners

While solutions to each of these are multi-faceted, there is one constant – they all revolve around the quality and substance of our conversations and the environments that we create.

The true culture of our firms is reflected in the quality and tone of our conversations. We'll explore the key conversations that shape firm culture at every level of the organization. And external conversations are critical, too – conversations with clients and prospects can build or diminish the financial health of the firm.

So how do we go about changing our conversations? This presentation will give you a new look at how conversations work and the beginning of a roadmap to build effective soft skills and communication protocols. This practical approach will help tackling day-to-day challenges and create a foundation for finding exceptional solutions for the future.

You'll find new ways to:

- Share collaborative conversations across generations
- Provide feedback and coaching to increase employee engagement and retention
- Initiate open and innovative conversations that lead to better understanding and innovative solutions
- Talk with staff, each other and clients when difficulties arise
- Build teams – large and small – to accomplish firm-wide goals

Please RSVP at www.cpaafma.org/socal/events by September 17, 2018

All meetings are complimentary for members and include parking. Continental breakfast provided.

About the Presenters:

Noal McDonald, MAOM, SPHR, SHRM-SCP, is a seasoned professional in human resources and CPA firm management, has worked with a broad range of companies and industries, both internally and in her own consulting practice. Her CPA firm experience includes the roles of COO, Firm Administrator, HR Director and Marketing Director.

She is a co-author of *Revolutionary Conversations – The Tools You Need for the Success You Want*. As a Co-CEO of Revolutionary Conversations, LLC, she develops and delivers courses and workshops for corporations and strategic alliances that want to enhance engagement, create collaborative cultures and improve employee performance. She is passionate about creating working environments that encourage everyone to thrive and helps organizations maximize the knowledge and abilities of people at all levels of the organization and focus on the strengths of individuals and teams.

In her own consulting practice, Ms. McDonald provides a full spectrum of HR services including compliance, handbooks, performance management, training and employee development for multiple industries, including professional services, manufacturing, not-for-profit and retail. She works directly with senior management to develop operational procedures, business development strategies, staffing plans and productivity analysis. As a certified StrengthsFinder coach, she helps individuals, teams and organizations maximize their potential.

Ms. McDonald holds a master's degree in organizational management: She is certified as a Senior Professional in Human Resources (SPHR) and as a Strengths –Finders coach.

She is a member of the following professional organizations:

- Society for Human Resource Management (SHRM)
- Professionals in Human Resources (PIHRA)
- American Society for Talent Development (ATD)

Mark H. Fowler, CPA (inactive) president of Stowe Management Corporation, a consulting firm, and CO-CEO of Revolutionary Conversations, LLC, a training & development company both in Santa Monica, specializes in corporate design and reengineering for growing and challenged businesses. Working with CPAs and their clients for more than 25 years, he has been involved in turnaround and corporate enhancement of more than 200 companies and has assisted more than 150 CPA firms with needs from marketing and growth to succession planning and merger/acquisition. Mr. Fowler has taught for the Foundation since 1982 and is a former Foundation trustee. He has spoken at more than 45 conferences and has had 15 courses for the Foundation. He is currently on the State MAP/MCS Committee and is the LA Chapter MAP Co-Chair. Mr. Fowler has authored articles on topics including succession planning for CPA firms and other businesses; his recent articles for California CPA magazine: "Culturally Speaking – FINE-TUNE Your Organization's Heart & Soul to Attract, Retain Employees" and "Time Is King – Cash Shortage a Sign of Deeper Problems".

CPAFMA chapter meetings are a great way to share information with your peers and enjoy an opportunity to network with other firm administrators from a variety of backgrounds. Please bring your questions and answers on the challenges you face and other issues of firm administration. For more information, visit www.cpaafma.org/socal.

We look forward to seeing you there!