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Evolve Partners Launches New Offering to Drive Professional Service Firm Differentiation

Strategic Differentiation Analysis Integrates Six Key Measures for Marketplace Success

ATLANTA, February 15, 2024 – Evolve Partners, LLP, the professional services differentiation firm, today announced a new competitive evaluation offering: the Strategic Differentiation Analysis. The offering is a first within the accounting profession. It has been custom designed to efficiently identify powerful and actionable insights to help professional services firms focus on six ownable areas of competitive differentiation.

Danielle Berg, co-founder of Evolve Partners and a respected industry leader, said, “Lack of differentiation is a significant business risk facing firms in the crowded professional services category. It leads to stagnation and lost opportunity. True differentiation attracts and retains both talent and clients and drives preference, loyalty, and margins.” The Strategic Differentiation Analysis was developed specifically to serve accounting firms focused on achieving significant growth or preparing to capture their maximum value through private equity investments or during a merger or acquisition.

Evolve Partners helps clients take a holistic approach to their strategic differentiation and growth plans, integrating six essential drivers for success in today’s marketplace. The Strategic Differentiation Analysis objectively evaluates these drivers, quantifying the strengths or weaknesses in each area through a rigorous set of measures and scoring. “The result is not simply a ranking of where any client firm may stand, but a clear set of intersecting priorities to be actioned together for increased competitive strength,” Berg said. “This offering is for firms committed to being on the forefront and that need a reliable roadmap for getting there.”

A collective of deeply experienced experts from across industries and services, Evolve Partners’ advisors have led in senior, strategic roles to drive positive evolution and propel outsized growth in some of the top-performing professional services firms across the nation. For more about Evolve Partners, please visit www.evolvepartnersllp.com.

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