

Darwin said, “It is not the strongest of the species that survives, nor the most intelligent; but the one most responsive to change.”

CPAs are usually thought of as resistant to change. That being said, the symbol of the National Network of Accountants (NNA) is a turtle standing with its shell on its back.

Many accountants interpret the message the NNA is trying to convey is that CPAs are like turtles...slow and steady. This is true. However, this symbol also signifies change, constant adaption and revision.

This can only occur when the turtle is outside its shell.

Over the years the accounting profession has changed. On the other hand, those CPAs that came out of their shells, observed the possibilities and adapted to change were able to grow their practices, not like turtles, but more like hares. Without controlled change, progress is very limiting.

You cannot grow unless you begin with a willingness to change. If your current growth is not meeting your expectations, then it's time to change your planning while remaining focused on your goal.

Change is a necessary and required reality in business growth.

It is not optional.

It must be a deliberate decision if you want to properly service your client. Other firms are moving forward, making changes, becoming “Firms of the Future”.

In today's world, CPAs need to focus on controlled change, maintain core values and remain relevant.

They need to elevate and embrace change as a necessary component of service.

They need to create a new mindset evolving into “change thinkers” providing leadership within their CPA firms.

The decision to change is often thought to be scary but it can be less challenging if an accounting firm has the proper resources to help them and a support mechanism that shortens the cycle based on years of practical experience. The National Network of Accountants (NNA) has been assisting CPAs to adapt and change for 3 decades.

The NNA is about growing CPA practices.

The NNA deals with real issues that affect growth of the firm. The NNA understands that each firm needs to protect their current clients and at the same time expand their client base in order to remain relevant.

Change does not mean letting go of your values!

The NNA has been dealing with changing aspects of business development differently than most CPA firms. We believe that as students of firm change, we can lead, coach, guide and ensure consistent results.

We know this is plausible if pre-planned actions are taken.

We do believe change should not be scary or that change is not chance.

We believe results are predictable as we change because we utilize well thought out and specific steps.

We believe coming out of a turtle's shell is a necessary action.

Nature demands that turtles change in order to move forward.

If you believe that you would like to move forward, create positive change for your clients and enhance your firm's development and growth and also maintain your values, you should affiliate with the National Network of Accountants. Listening to your peers, is a great starting point.....[www. NNAPLAN. com](http://www.NNAPLAN.com) or call Ron Roth at 516-458-6545.

