

The Business Learning Institute's Guide to

the**BOUNCE**

Maximizing Career Trajectories

Prepared by **Tom Hood**, CPA, CITP, CGMA
CEO, Business Learning Institute

$$L \geq C^2$$

“ In a period of rapid change and increasing complexity, the winners are going to be the people who can **LEARN** faster than the rate of **CHANGE** and faster than your **COMPETITION**. ”

Tom Hood, CPA, CITP, CGMA
CEO, Business Learning Institute

The two critical questions your top talent wants to know now:

1 What is my career path with your organization?

2 How are you going to help me develop and advance?

Let the Business Learning Institute help you answer these questions.

We develop **CUSTOMIZED** competency-based learning plans for firms and organizations worldwide. Let us map our catalog of technical skills and “success skills” to your competencies and help you get a bigger **BOUNCE**.

R.O.P. = R.O.I.

Return On People

- Superior learning strategy generates superior talent
- Superior talent generates results
- **FOR A RETURN ON INVESTMENT, INVEST IN PEOPLE**

“ The future belongs to those organizations, as well as those individuals, that have made an active, lifelong commitment to continue to learn. **Howard Gardner** ”

theBOUNCE

STAFF / ANALYST

Decision making by specification, task specific work



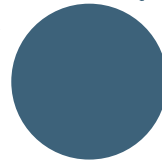
SENIOR STAFF

1st level supervision on established guidelines & standards



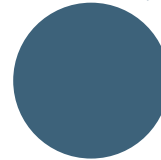
MANAGER

1st level of strategic thought & focus on boundary spanning activities



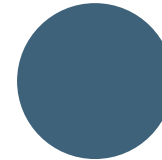
SENIOR MANAGER / CONTROLLER

Leading and/or developing new practice areas, strategic alliances & talent



PRINCIPAL / DIRECTOR / CEO / CFO

Assess & understand longer-term variables & accomplishing future goals



Technical Proficiency

Leadership & Strategy

THE CPA CAREER PATH

The Business Learning Institute helps your organization by aligning a learning plan to your strategic priorities.

The Bounce is a model that first focuses on building **TECHNICAL PROFICIENCIES** among young CPAs. The greater this force, the greater the bounce after the critical turning point when a CPA steps into strategic roles in his or her organization.

After the turn, The Bounce focuses on **LEADERSHIP AND STRATEGY** development by teaching business success skills to experienced CPAs.

For **EXECUTIVES AND PARTNERS** our competency-based approach helps you fill talent gaps by promoting, training, and growing the best talent.

For **YOUNG CPAS** this helps you establish a career path and teaches you how to get ahead.

BOUNCE MEANS **ACCELERATION** / **MOMENTUM** TO YOUR CAREER

ACCELERATION



Increase the speed of
TECHNICAL SKILLS TRAINING

Increase the speed of
BUSINESS SUCCESS SKILLS



ACCELERATE YOUR CAREER

MOMENTUM



Training and development is the most highly-valued employee benefit, three times as desirable as cash bonuses.

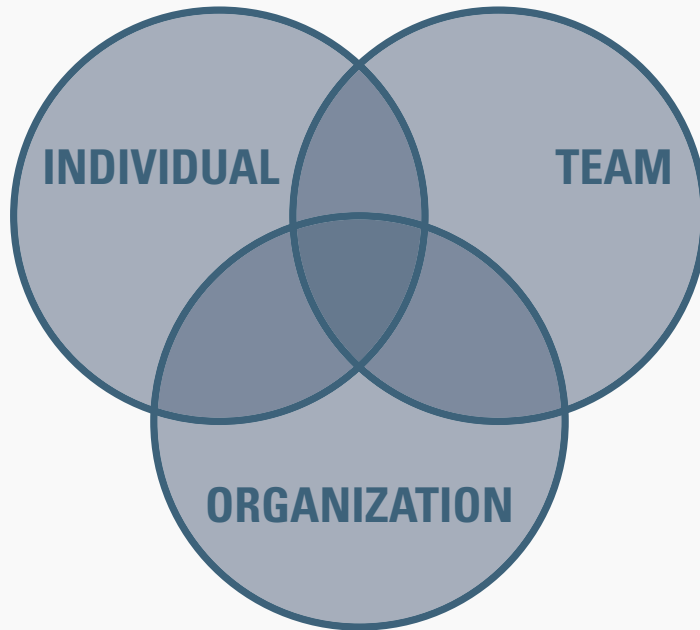
Source: PWC Report "Managing tomorrow's people: Millennials at work: Perspectives from a new generation"



IMPROVE YOUR CAREER

the **BOUNCE** means

EMPLOYEE ENGAGEMENT



Training aligned to your business strategy creates **EMPLOYEE ENGAGEMENT**

Higher engagement generates:

- 27% higher profits
- 50% higher sales
- 50% higher customer loyalty
- 38% above average productivity

Source: Gallup

“ Employee Engagement is an **OUTCOME-BASED** concept. It is the term which is used to describe the degree to which employees can be ascribed as **ALIGNED** and **COMMITTED** to their organization such that they are at the most productive. ”

The International School of Human
Capital Management

the **BOUNCE** means ALIGNMENT

Alignment focuses on the future and builds trust.

Alignment is about getting their discretionary effort

“ Alignment is a mode of belonging that is not confined to mutual engagement. The process of alignment bridges time & space to form broader enterprises so that participants become connected through the coordination of their energies, actions, and practices. **THROUGH ALIGNMENT,**

WE BECOME PART OF SOMETHING BIG

because we do what it takes to play our part. ”

Etienne Wenger Communities of Practice

the**BOUNCE** turns

mentees → **mentors**

technicians → **leaders**

staff → **strategists**

FOR MORE INFO

The Business Learning Institute develops customized competency-based learning plans for firms and organizations of every size worldwide. We have an extensive network of recognized faculty and thought leaders.

READY FOR THE BOUNCE?

Contact us: team@bizlearning.net