



Building great teams in a digital world

Will Farnell, FCCA



We live in a digital world...

A photograph of two young women with blonde hair, seen from the chest up, engaged in conversation outdoors at night. The woman on the left is in profile, looking towards the right, wearing a dark jacket with a light-colored fur collar. The woman on the right is seen from the back, looking towards the left. The background is dark and out of focus, showing some green foliage. The text 'Take a few moments to CONNECT with your neighbour' is overlaid on the right side of the image in white, bold, sans-serif font.

**Take a few moments
to **CONNECT** with
your neighbour**

#QBConnect | WiFi: QBConnect Password not required

About today's speaker



Will Farnell, FCCA

Founder Farnell Clarke Limited

Author of 'The Digital Firm'

Supporting accounting firms with digital transformation

Panelists



Emma Chesson
Kreston Reeves



Stuart Hurst
UHY

Agenda

The changing digital landscape

The Digital Firm

Workplace culture

- What is it?
- Why is it important?
- What does a good one deliver?

Challenges in creating great culture

Panel discussion

Questions

The Changing (Digital) Landscape



The landscape is changing

Chicken and egg...which came first?

Tech or society...which came first?

Is it shifting client/societal drivers leading to tech being developed?

Or is tech capability the driver for societal/client expectations shifting?

The philosophical question...

What is driving change?



The Digital Firm





A practice that utilises a mix of digital technology and digitally aware staff to deliver first class services effectively and efficiently through maximum levels of automation.

Will
FARNELL

The Digital Firm



The Digital Firm

– Today's focus...



Workplace Culture



What is culture?



Charles Handy: The way we do things around here

Culture =

Values +

Traditions +

Beliefs +

Interactions +

Behaviours +

Attitudes

Why is culture so important?

Millennials



- We are in the midst of the biggest generational shift....ever!
- 75% of the workforce by 2025 will be Millennial
- Today it is one third of the workforce
- 2/3rds of Millennials will leave their current job in next three years

Why is culture so important?

- Culture stems from values
- Values and beliefs create personality
- Firms need a personality and a unique and clear brand
- Millennials buy into brands

**Great culture = great workplaces, great workplaces = great teams
and great team creates amazing client experiences**

What makes a great culture?

1. Clarity around your vision, mission, purpose and values
2. Ensure your team feels pride and ownership in your values, what do they want "their" firm to be famous for
3. Alignment - does every aspect of your firm reflect point 1
4. An environment where your team are happy to spend almost half of their waking hours!

THE TAX AND POUNDS



What does a good culture deliver?

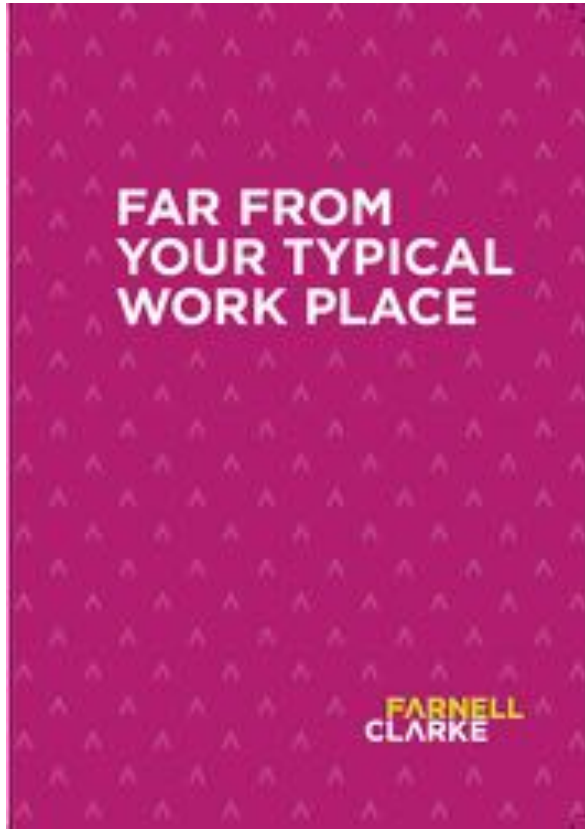
1. Great teams of engaged, motivated loyal people focused on delivering your firms vision
2. True client experience
3. A clear firm personality leading to brand identify and competitive advantage
4. A steady flow of people wanting to work for your firm
5. Reduction in recruitment costs and greater retention

Challenges in Creating Great Culture



Challenges in creating great culture

1. We have always done it that way!
2. Change is difficult
3. Too many multiple personalities
4. Lack of vision



- 1 Focus on the client and the rest will follow
- 2 Trust and transparency
- 3 Simple is better than complex
- 4 Work hard and be nice to people
- 5 Aim to make a positive difference
- 6 Witty and fun over boring and formal
- 7 You can be serious without a suit
- 8 Show me, don't tell me
- 9 The things we work hardest for are the things that reward us the most
- 10 Good just isn't good enough



<http://bit.ly/QBC2019>

Panel Discussion – Managing Change



Panelists



Emma Chesson
Kreston Reeves



Stuart Hurst
UHY

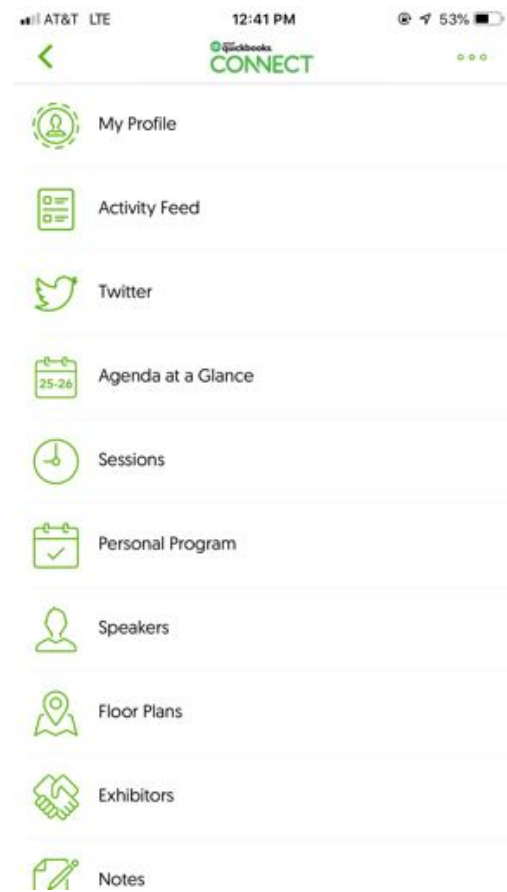
Your 3 Key Takeaways!

1. Identify your values, build them with your team, share with clients
2. Think about 3 things that are unique to you, do you communicate them to your clients?
3. Consider your 'environment' does it reflect who you want to be as a firm?

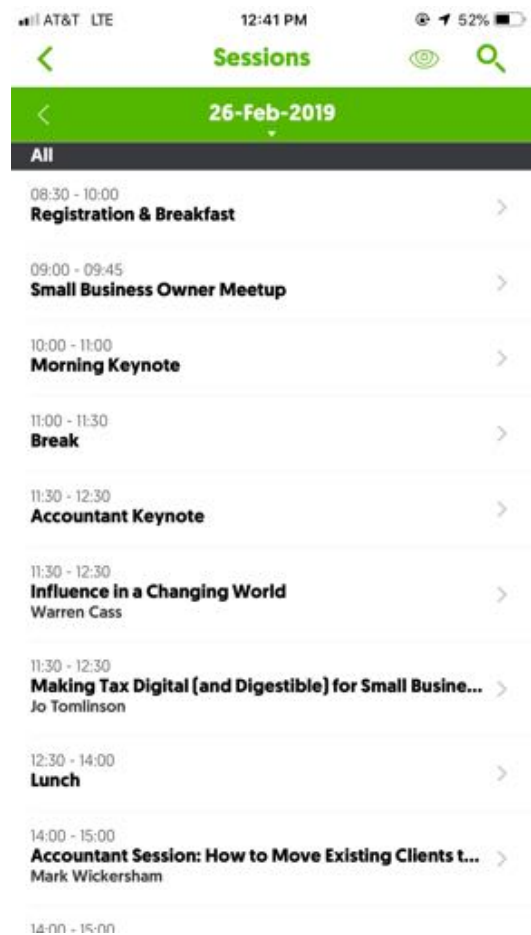
Questions?

Rate this session

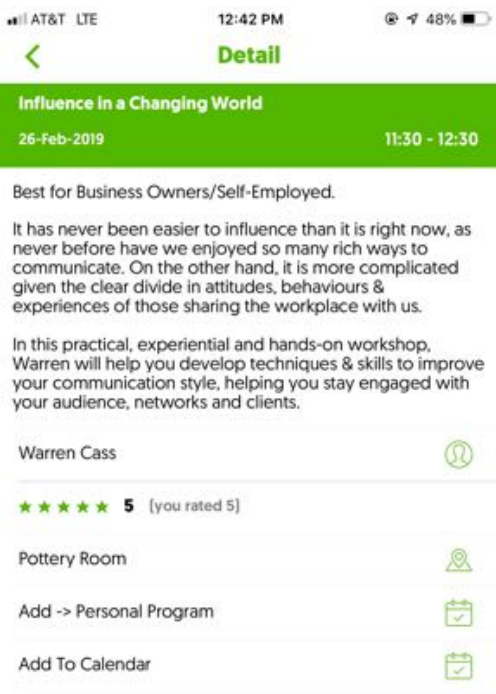
1. Select Sessions



2. Select Title



3. Add Rating

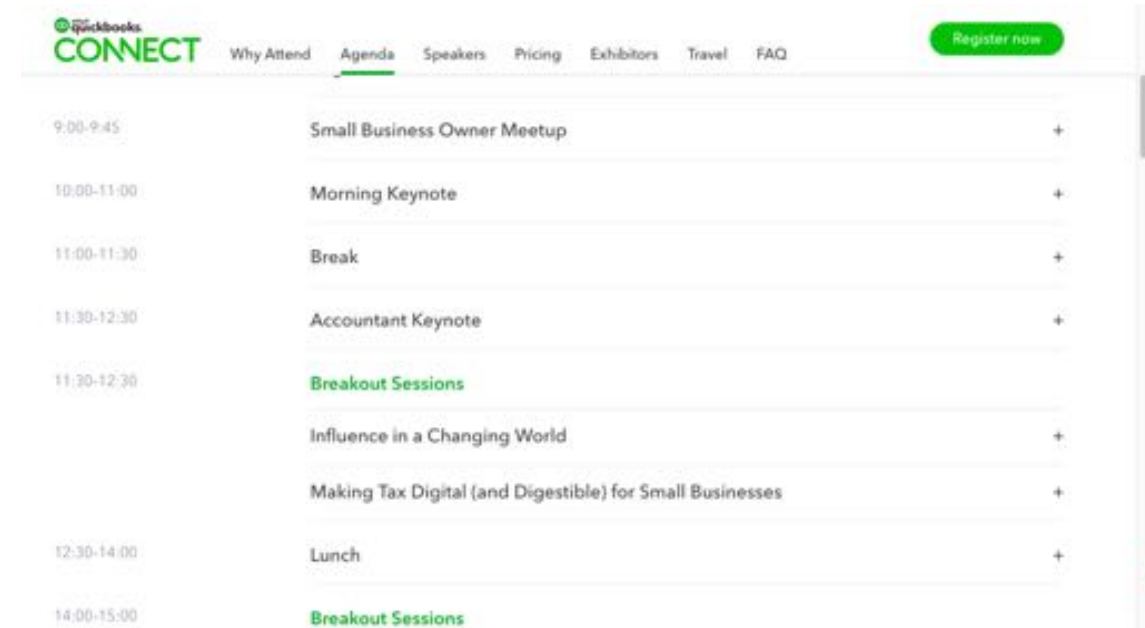


Material Download

Session slides can be found on the QuickBooks Connect agenda page

- 1) Find the session on the agenda
- 2) Select + for more information
- 3) Download PDF of slides

<https://uk.quickbooksconnect.com/agenda/>

A screenshot of the QuickBooks Connect agenda page. The page has a green header with the 'qb intuit quickbooks. CONNECT' logo on the left and a 'Register now' button on the right. Navigation links include 'Why Attend', 'Agenda' (which is underlined), 'Speakers', 'Pricing', 'Exhibitors', 'Travel', and 'FAQ'. The agenda is presented as a table with time slots on the left and session titles on the right. Each session title has a '+' icon to its right, indicating that more information can be viewed. The sessions include 'Small Business Owner Meetup', 'Morning Keynote', 'Break', 'Accountant Keynote', a section of 'Breakout Sessions' with two sub-items ('Influence in a Changing World' and 'Making Tax Digital (and Digestible) for Small Businesses'), 'Lunch', and another 'Breakout Sessions' section.

9:00-9:45	Small Business Owner Meetup	+
10:00-11:00	Morning Keynote	+
11:00-11:30	Break	+
11:30-12:30	Accountant Keynote	+
11:30-12:30	Breakout Sessions	
	Influence in a Changing World	+
	Making Tax Digital (and Digestible) for Small Businesses	+
12:30-14:00	Lunch	+
14:00-15:00	Breakout Sessions	



#QBConnect | WiFi: QBConnect Password not required