



ABOUT THE INSTRUCTOR

Jody Padar

An original Radical CPA

A next-generation accounting professional, Jody started down the path of radicalization nearly a decade ago as the CEO of New Vision CPA Group. She's a change agent who embraces the cloud, social media and other highly advanced technologies and practices. Since 2006, she evolved her father's traditional tax firm into a fast-growing firm that puts customers first, embraces new thinking and communicates openly.

In addition to leading her firm, she also works to educate and drive the profession into the digital age. A frequent writer and speaker throughout the industry, Jody is the author of both *The Radical CPA: New Rules for the Future-Ready Firm* and *From Success to Significance: The Radical CPA Guide* and frequently blogs for *Accounting Today*. She has been one of *Accounting Today's* Top 100 Most Influential People since 2011 and a Managing Partner Elite since 2015.

WHICH PATH WILL YOU TAKE?



GO RADICAL & REGISTER TODAY

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newvision
CPA Group

RADICAL RESIDENCY

Bring Radical
CPA Principles
to Life in Your Firm



ARE YOU READY TO HAVE YOUR WORLD, YOUR FIRM AND YOUR LIFE ROCKED?
ARE YOU READY TO KEEP UP WITH THIS FAST-PACED BUSINESS WORLD?

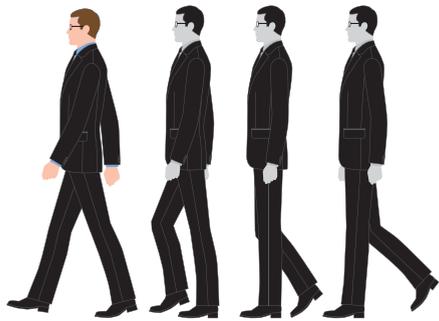
ARE YOU READY TO BE A RADICAL CPA?

Radical practitioners call upon themselves to redefine their firms and their lives by moving away from the traditional CPA firm business model. They look to change their firms because their customers and the world is changing around them.

There is a practical way to innovate, evolve, change and restructure your firm. Change is scary, but with the Radical Residency, you will get the support you need. You will learn how to lead a change by movement, all while being trained and coached by people who have walked in your shoes. You will be part of a small group going through the process together allowing for peer-to-peer sharing and problem solving. You will be held accountable to drive the change you desire. Leading doesn't have to be lonely.

THE TRADITIONAL WAY

Change by Mandate



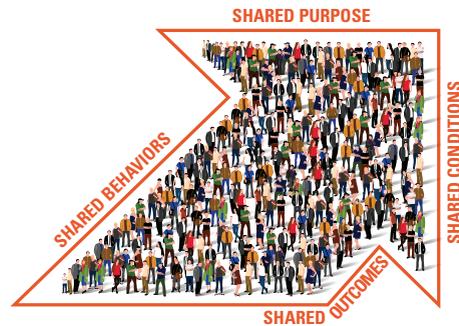
“Follow The Leader.” One person, or a small group, has power and uses it to drive change.



Decisions come faster, at the sacrifice of empowerment and sustainability, with higher risk.

THE RADICAL WAY

Change by Movement



“All Together, Now.” More people are engaged and use the power of togetherness to move change forward.



Decisions take longer to make, but empowerment and sustainability are greater while risk is diminished.

HOLDING TOGETHER

When a group of people share a mission, there are four components holding them together.

SHARED PURPOSE
The reason they are together.

SHARED CONDITIONS
Things that help define how the group organizes and operates.

SHARED BEHAVIORS
How people in the group commonly interact with one another.

SHARED OUTCOMES
Things members want to create or accomplish.

ABOUT THE PROGRAM

This 18-month residency requires commitment and time. You will:

- Participate in monthly educational sessions taught by subject matter experts.
- Put what you learn into place, meeting monthly with your coach, Jody Padar, to talk through goals and actions taken and receive advice from the authority on being a Radical CPA.
- Join monthly peer-to-peer discussions to share the challenges you're facing and get advice from others who share your goals.
- Implement what you're learning within your firm.

Those who register and are unable to meet these commitments will be asked to leave the program.

QUALIFICATIONS NEEDED

Qualifications for this program are threefold. You must:

- Have a desire to evolve—to radicalize—your business model to better prepare for the future.
- Be able to commit 16 hours a month. This includes instructional and coaching time as well as time for you to actually work on your firm.
- Budget dollars for technology upgrades.

Any firm owner or manager who is empowered to lead change in their firm is encouraged to participate.

RESIDENCY DETAILS

Participants will be limited to 10 individuals. The cost to participate is \$2,000 a month.

Exact dates for classes will be decided by participants upon enrollment. Most classes will be held virtually so you can attend from the comfort of your own office.

THE CURRICULUM

The following topics will be covered over the course of your residency:

- Being a change agent
- Envisioning a new business model
- Putting the customer first
- Embracing new technology
- Getting social
- Productizing your services
- Focusing on value when setting price
- Eliminating billable hours
- Managing your team in a new way
- Delivering consistent service
- Developing new processes
- Creating your customer experience
- Implementing everyday innovation
- Understanding user experience
- Utilizing product management
- Crafting buyer personas
- Embracing difference and diversity
- Transforming with technology and transparency
- Selling packaged services
- Measuring profitability in the new firm model



Don't be complacent. You can lead this movement and don't have to take the journey alone.

It's time to be Radical!