



# POWERFUL ONLINE PRACTICE MANAGEMENT TRAINING FOR YOUR MEMBERS

## FOR YOUR 2025 PROGRAMME

WITH Mark Lloydbottom (UK)



LOOKING FOR AN INFORMED UP-TO-DATE PRACTICE MANAGEMENT TRAINING WORKSHOP FOR YOUR MEMBERS, OR MAYBE AN UPCOMING CONFERENCE?

Here is a selection of courses for you to consider:



### MARGIN MASTERY

Is it possible for firms to improve their Job Profitability? 100% YES.

MARGIN MASTERY is a comprehensive course that provides training and instruction on how to improve job profitability. You might wonder how this workshop can succeed where, perhaps, initiatives thus far have not seen the results you expect and deserve.

I have worked with many firms of all sizes in the past six years and have discovered how to fix this problem. How, you might ask? This might sound simple – it is, and it isn't. We eliminate the word 'write down;' from firm vocabulary and replace it with the word 'variance'. There are two variances we address. The pricing variance – the responsibility of the partner. The productivity variance – the responsibility of the manager.

Warning – one firm understood the principles of Margin Mastery and decided to set out about making changes. The result? Confusion and demotivated staff. Lesson. There are sequential steps to achieve the goal of improving job margins - Margin Mastery isn't just an online workshop - it comes complete with all you need to make this work. I do all I can to ensure results and implementation.



COURSE OVERVIEW /  
FOR FURTHER INFORMATION:

<https://courses.ignitepracticemanagement.com/p/ignite-margin-mastery>



### DELIVERING OUTSTANDING CLIENT SERVICE

The core purpose of an accountancy business is surely to deliver outstanding client service so that clients keep returning year on year. Firms value clients who come back year after year, are happy to buy your non-compliance advisory services and also ready and willing to recommend your firm to others.

In so doing one of the really important outcomes of delivering outstanding client service is that profitability increases. The great benefit is that delivering outstanding client service does not cost - in fact it pays really big dividends.



COURSE OVERVIEW /  
FOR FURTHER INFORMATION:

<https://courses.ignitepracticemanagement.com/p/outstanding-client-service>

*"I REFUSE TO LEAVE THIS PROFESSION THE WAY I FOUND IT"*

*Mark Lloydbottom*



## BILL WHAT YOU ARE WORTH AND COLLECT WHAT YOU BILL

If there is one area where many firm's need to make progress it is in better managing their billing and collection practices. Managing [lead] partners report this as one of their top problems – just as it was a year earlier and, unless something changes, just like it will be in a year's time.

But it does not have to be like that. Lock up (debtors/ receivables and WIP at charge rate) should not be greater than 22% of annual revenues – preferably much, much less. The result of having excess lock up is that either debt is greater than it should be, or partners are unable to access their [tax paid] capital account.

Consider this – the balances in your 60 day + columns indicate those clients who are using you as a source of finance. How do you feel about that? It is time to take steps to reduce lock up. This Module provides further compelling strategies to reinvigorate you to succeed in this task. It is time for your lock up to come in line with best practice and be reduced.



COURSE OVERVIEW /  
FOR FURTHER INFORMATION:

<https://courses.ignitepracticemanagement.com/p/bill-what-you-are-worth-and-collect-what-you-bill>



## DEVELOPING YOUR BUSINESS ADVISORY SERVICES

For many firm owners this is an area which some regard as the holy grail, "I would love to see us doing more value-added work or business advisory." The reality is that many accountants do give business advice, but it is given in an ad hoc way in response to a client question or an enquiry you make. No separate charge is made, and service potential may not be maximised.

Firms have systems and processes and policies for undertaking compliance work but that is not necessarily the case for business advisory services. So, in this course we look at some straightforward approaches to these services, and create easy to implement steps to delivering value and getting paid appropriately.

You will also hear important training on the four roles of management and the lifecycle of a business. These models have helped thousands of owners to build highly successful businesses following the principles embedded in these models. They are timeless and rich with application – not only in your accountancy business but also to apply when you give clients business advice.



COURSE OVERVIEW /  
FOR FURTHER INFORMATION:

<https://courses.ignitepracticemanagement.com/p/developing-your-business-advisory-services>



## IMPROVING STAFF PRODUCTIVITY AND JOB PROFITABILITY

All your assets go home at night. Many managers and partners know that there are staff members who are demotivated and even unfulfilled. Yet, this is a truly great profession we are members of, and our clients see us as their trusted business advisor, don't they?

Firm owners need to be great exponents of good staff management – I have learnt to do this the hard way having employed over 250 people in my varying businesses.

What is highlighted in this course is born out of the experience of seeking to find better ways to communicate, manage and motivate staff. Some things come naturally– but managing people staff is not everyone's forte.

This course highlights some really impactful strategies that will enable you and your team to more cost effectively manage your work. With staff costs ever-increasing it is mission critical to use the time they are working in the best possible way. It is also important to do all you can to appreciate and motivate your team so that they are happy and fulfilled.



COURSE OVERVIEW /  
FOR FURTHER INFORMATION:

<https://courses.ignitepracticemanagement.com/p/improving-staff-productivity-job-profitability>



## POWER UP YOUR PROFITABILITY

In a world impacted by Covid and an economic future that looks challenging, many firms have had to make changes to their operations and the way work is performed. No firm was prepared for their office being closed and everyone working from home or being laid off so suddenly. One thing that is evident is that those firms that invested in technology and quality and effective management processes were better prepared than those that had not.

The lesson? In an uncertain world some see predicting the future as a guessing game – but is it? Covid has demonstrated that firms can massively benefit from high quality management practices as well as the right technology and training in the use of that equipment.



COURSE OVERVIEW /  
FOR FURTHER INFORMATION:

<https://courses.ignitepracticemanagement.com/p/growing-a-profitable-accountancy-business>

Mark Lloydbottom is unquestionably a globally recognised practice management expert for accountants. Over the last 25 years based on his unique insights as partner in practice and his subsequent roles as an advisor and consultant to the profession, he has provided meaningful and transformative support to hundreds of accountants and their practices.

**Des O'Neill Founder, OmniPro, Ireland**

Mark's curiosity, entrepreneurial insight and common sense approach to business has made him a powerful force in the management of public accounting firms all across the globe. He brings over 30 years of practical experience and keen observation to the profession, and hundreds – if not thousands – of firms have benefitted from his ideas. I've known Mark for most of his consulting career, have learned a tremendous amount from him and am proud to call him a friend.

**Mike Platt Inside Public Accounting, USA**

Mark is one of the truly great guys! His knowledge and experience in the accounting sector have made him a true thought-leader for the industry. Sharing best practice from a lifetime of experience as a founder, manager and consultant to the sector, his work has become a must read for every ambitious business owner and practitioner.

**Tom Dunkerley Managing Director, Sift Media**



## FOR ADMINISTRATION PURPOSES

Length of Courses: From one hour. Course length tailored to organiser's requirements.

## ABOUT MARK

Mark was a practitioner for 16 years having started his own practice in Bristol, UK in 1978. He is the founder of Practice Track and PracticeWEB – two companies providing marketing solutions to over 1,000 UK accounting firms. He has served on various committees for the Institute of Chartered Accountants in England and Wales. He was a non-executive director and Chairman of SWAT [one of the UK's leading independent training companies for accountancy businesses] for 10 years, serving as chairman for three. He lectures for many accountancy Institutes and Associations including the UK Chartered Accountants and Chartered Certified Accountants, He also lectures for Associations and Institutes in Africa and North America.

Mark lectures throughout Europe, the United States and in Africa for, the South African Institute of Chartered Accountants; Institutes of Chartered Accountants in Liberia, Ghana (lead speaker at their inaugural practice management conference), Uganda, Rwanda, and Namibia. Mark has been a regular presenter for AccountingWEB at their annual management conference both in the US and UK, and presented for the South African Accounting Academy at their inaugural practice management conferences. He works extensively with the global accounting firms and many of the global accounting associations with his IGNITE Practice Management and in-house Margin Mastery workshops. The results from this last programme have been outstanding with firm recovery rates increasing by as much as 10 per cent.

### CONSULTING CLIENTS

He has worked closely with leading firms in the US including Practice Development Institute based in Chicago, BizActions in Maryland, AccountingWEB in the UK and USA and Faust Management Corporation in San Diego. He consults with accounting firms worldwide including small firms extending to the global accountancy brands where he consults with some offices that have in excess of 1800 staff members. His work with accountancy businesses includes strategic planning, practice management advice, reducing lock up, improving staff management, partner coaching and many other areas of management. He sees his role as problem solving and bringing original solutions.

### IGNITE PRACTICE MANAGEMENT

Mark is the founder of IGNITE providing a range of online courses covering all aspects of practice management. Presenters include Mark, Jean Caragher (US) and Sr Gerry Faust (US)

### PERSONAL

Apart from business interests, Mark enjoys cycling, is an active church member and founding trustee of Your Money Counts, a not for profit whose mission is to teach Christians what the Bible says about the handling of money and possessions.