



Sharpening up your skills and improving profitability

2020 and 2021 have been really tough years for us all and 2022 is proving equally challenging as we all seek to manage our accountancy businesses and meet client needs. As we all seek to understand what the new normal looks like there is no question that making better and more nimble decisions is essential if we are to keep on track and realise our full potential.

With that in mind ZICA is launching a five-part Practice Management Presentation Series with Mark Lloydbottom where practices will be sharing best practices. Each session will be structured around the IGNITE Practice Management programme developed by Mark Lloydbottom which ZICA members can obtain at a discounted rate. Mark is one of the world's leading authorities on Practice Management. For further information regarding Mark, please visit his website here: <https://www.ignitepracticemanagement.com/about/>

The **IGNITE Practice Management programme** comprises of a series of 7 Modules which are comprehensively constructed as a catalyst to enable you to inform and improve your management practices in a wide range of areas. The five part discussion series are structured as follows:

Date: 17 June 2022

Link: <https://bit.ly/3wVzoFX>

Module 1: Kaleidoscope

An overview of the ever changing professional marketplace: A look at future firm service models: Improving firm profitability: Improving partner performance: Benchmarking: Real time accounting: Strategic planning.

Date: 29 July 2022

Link: <https://bit.ly/3PRi7Xe>

Module 2: Dynamics and rewards of outstanding client service

Become more adept in serving clients: Client-centric service: Improving client meetings: Achieving outstanding service: Enhancing your value: High impact client care KPIs: Developing your service portfolio.

Date: 26 August 2022

Link: <https://bit.ly/3z8zUTO>

Module 3: Bill what you are worth and collect what you bill

Gaining client approval to higher prices: Downsizing your lock up: Improving cash flo.

Date: 30 September 2022

Link: <https://bit.ly/3NJzLdn>

Module 4: Improving staff and productivity and job profitability

Improving job profitability: Better staff management: Gaining better results from internal meetings: Golden nuggets to improve staff performance.

Date: 28 October 2022

Module 5: Developing your business advisory services

Better client advisory meetings: How to avoid giving away advice: Widening your service reach: Helping clients increase profitability: The four essential roles of management.

For more information and registration email: mtembo@zica.co.zm | regulation@zica.co.zm

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