



# Lead the Firm Course

Creating firm leaders who make an impact



## Introduction

Welcome to the Lead the Firm course.

You'll learn to drive greater change, realise your firm's vision, mission and milestones by maximising your leadership potential. Leading the Firm is all about growing your people to be the best they can be. Learn to activate their confidence while growing your own with better understanding of who you are as a leader and what they need from you to achieve all you ever imagined.

## Course outline

In this course, you'll unpack how to:



Lead and inspire individuals and team members.



Increase potential through having a growth mindset.



Effectively drive firm performance through values and behaviours.



Set up rhythms with your people for maximum people performance

**NOTE:** Courses within this leadership offering will contribute towards achieving your annual CPD requirement.

# Who should enrol?

This skill set course is ideal for:

- ✓ Individuals looking to maximise firm performance based on culture and values.
- ✓ If you want to understand yourself as a leader, your impact and how this influences those around you.
- ✓ Those with aspiration to realise their true leadership potential.



# Let's get into the modules

## Module 1: Leading in a Firm

- The role of a leader/partner in an accounting firm and how it differs to other roles
- Client service and relationship management, delivering beyond compliance
- Where you should be spending your time to be effective

## Module 2: Your Culture and Firm Values

- Creating the optimal workplace culture
- Create, revamp and cement your organisation values
- Leading with values

## Module 3: Maximising Relationships with Others

- Understanding your preferred communication and thinking preferences or HBDI (processing)
- Communicating with others through recognition of preferred communication style
- Planning the pathway forward to achieve desired firm goals and client relationships
- Negotiation and influence

## Module 4: Growing Great People

- Creating a high-performing team
- Inspiration and motivation
- Coaching and developing skills
- Delivering effective feedback
- Situational leadership
- Setting the scene for innovation

## Module 5: Leading Change

- Understanding change
- Knowing and using the Change Curve
- Analysing how decisions could affect your work and firm performance

## Module 6: Leading an Ethical Practice

- Making ethical decisions based on honesty, integrity, objectivity and confidentiality
- Adjusting your personal behaviour where appropriate

## Module 7: Business Development

- Business development and marketing
- Building a personalised business development plan
- Presentation skills
- Applying presenting skills



Choose how you learn

Digital:

Price

**\$1375**

or

**\$61/week**  
over 26 weeks

**Delivery:** Online

**Enrol Now**

Digital online modules are scheduled over a seven-week period, including a one-hour-a-week mentoring session with one of our leadership experts. The digital module must be completed before attending the weekly mentoring session. We recommend two and a half hours for each module, so that you can get through all the content.

On-site:

Price

**\$1,975**

or

**\$87/week  
over 26 weeks**

**Delivery:** On-site

**Enrol Now**

The on-site learning option takes place at our Gold Coast office and will allow you to network and grow with industry leaders like yourself. Connect with other participants, collaborate and learn from our leadership facilitator as you fast-track your development over two days.

*Visit our website course page for the next digital and on-site group start dates.*

*Please note: An additional 15% is added to the retail cost for payment plans.  
These are approximate prices only.*



## Let's get started

To enrol or find out more about the [Lead the Firm qualification and short course](#), please visit our course page on our website.

[Enrol Now](#)

If you have any questions, please reach out by sending us an email or giving us a call.



+1300 128 943



[learning@ab2institute.edu.au](mailto:learning@ab2institute.edu.au)



## But before you start

There are no formal prerequisites for entry. However, once we receive your enrolment, an Ab<sup>2</sup> Institute of Accounting Student Experience Advisor will reach out to answer any questions you might have.

To ensure you have what you need to start, we recommend you have access to:



**A computer with Microsoft Office**



**Stable internet connection**



**Smartphone**



**Video camera or web camera**

## How you'll be learning



You'll have our full support throughout the course.



24/7 support.



Online learning enables you to study anywhere, anytime.



Facebook groups to connect with your fellow learners.



One-on-one and group coaching sessions with industry experts.

## How long will it take me?

This facilitated course runs for 7 weeks. It requires 3 hours of commitment per week, 1 with a facilitator and 2 hours of working through the content on your own.

## How long will I have access for?

You'll get a whole six months from enrolment to get things done.

## We're ready when you are

Our Lead the Firm short course has been custom-built by industry leaders with decades of real-world experience and knowledge, designed to give you top-notch and on-trend insights and teaching.



+1300 128 943



[learning@ab2institute.edu.au](mailto:learning@ab2institute.edu.au)

Opening Hours: Mon – Fri | 8:30 AM – 6:00 PM

Level 12, 36 Marine Parade, Southport, QLD, 4215



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