

# INSIDE Public Accounting

The competitive advantage for accounting firm leaders since 1987

## INSIDE PUBLIC ACCOUNTING'S EXCELLENCE IN FIRM CULTURE SURVEY AND AWARD

### APPLY FOR THE 2019 IPA EXCELLENCE IN FIRM CULTURE AWARD.

IPA is excited to announce the addition of the *Excellence in Firm Culture* survey and corresponding award to the portfolio of our services.

For decades, IPA has been a trusted resource to firms with innovative concepts to improve their firms. Our mission continues to be to assisting firm leaders in making their firms more efficient, growth-minded, profitable and forward-looking.

Whether we are researching the latest trends, benchmarking the leading firms, surveying key staff, or working with leaders to share and garner knowledge, we are always looking for ways to help firms achieve their potential.

### **APPLY TODAY**

**There is no cost, or commitment to submit an application.**

**APPLICATION DEADLINE  
IS MARCH 22, 2019.**



## **What is the *Excellence in Firm Culture Survey*?** IPA

has partnered with CultureIQ, a leading corporate culture company to benchmark the intangible characteristics of firm culture.

**Why Measure Culture?** We recognize that no two cultures are the same, nor should they be. High performing firms can describe the ideal culture and the experience they want their people to have. Then they measure, with help from IPA, whether the reality reflects that ideal culture and experience.



**What is Organizational Culture?** Workplace culture is made up of the behaviors, beliefs, interactions and attitudes that determine how things get done within your organization. We define a strong workplace culture as having two components: **Operational Culture:** The objectively good qualities to possess, like effective communication. **Strategic Culture:** The unique qualities that help your organization deliver to your customers.

**Why IPA?** Our unique partnership approach is why we're the provider of choice for firms looking to build and expand the right workplace culture for their firms. IPA will provide the ability to gain critical insight into areas of improvement and changes that need to be made to achieve the working culture you want, along with the ability to benchmark (aggregated) your score against other successful firms. CultureIQ and INSIDE Public Accounting make culture analytics crystal clear by giving you the data to make better, more informed decisions to continue to transform your firm.

**Quick FAQ's...Who qualifies for participation?** Any firm with at least 20 North American staff. **How long will it take me to apply?** The *Excellence in Firm Culture* application and setup is straightforward and should take no longer than 10 minutes. The setup involves filling out the application form using the link below. **Is the survey anonymous?** It sure is! We take anonymity very seriously, and we never share identifying information about individual employees or firms. **If my firm doesn't qualify for the award, do I still get insight about my company's culture?** Yes, even if your firm does not qualify for the Excellence in Firm Culture award you will still receive an overview of your scores. **How is the ranking determined?** The Excellence in Firm Culture awards will be determined by employee responses to the Excellence in Firm Culture survey. The survey measures qualities common to a high-performance company. All participating firms will receive an overview of your scores, which includes your employee Net Promoter Score, overall IPA Score and strength scores for the culture qualities. **How much does it cost?** There is a base fee of \$2,500 plus \$5 per person employed in your firm.

**APPLY TODAY**

**The IPA Excellence in Firm Culture Survey Launches May 1, 2019. Application deadline is March 22,,2019.**



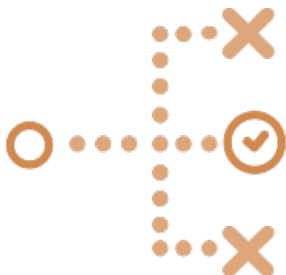
*Capture feedback that moves your firm forward*

*Determine your firm's strategic culture*



*Gather feedback about your firm's culture and firmwide engagement*

*Make informed decisions to improve your firm's culture*



*Align your firm culture with your business goals*

# The Excellence in Firm Culture Survey FAQs...

**Who qualifies for participation?** Any firm with at least 20 North American staff.

**How long will it take me to apply?** The *Excellence in Firm Culture* application and setup is straightforward and should take no longer than 10 minutes. The setup involves filling out an online application form: [Click here to apply now.](#)

**Can I customize the survey for my firm?** All participating firms will be taking the same survey during the same timeframe in May. To compare scores fairly and accurately across all participating firms, the questions of the survey cannot be edited or removed.

**How long will it take my staff to complete the survey?** The survey is multiple choice questions and it should take less than 15 minutes for your staff to complete online.

**Is the survey anonymous?** It sure is! We take anonymity very seriously, and we will never share identifying information about individual employees or firms.

**Who will be the contact at our firm?** IPA will need one point of contact to apply and act as an administrator for the Excellence in Firm Culture survey. IPA will provide unique links to each participating firm, therefore, will have the ability to monitor and provide each firm with their unique data when finalized.

**May I see the survey before it gets sent to my staff?** Yes, of course.

**How do staff take the survey?** Staff will receive the survey through email coming from either a staff member in your firm, or IPA can launch the survey for you. They're able to complete the survey on a desktop, tablet or mobile device. The survey works on Internet Explorer 9 and above, and the latest versions of Chrome, Firefox and Safari.

**How is the survey data used?** The survey will be used to determine the *Excellence in Firm Culture* awards list, which will be published along with corresponding accolades, in July 2019. You will be notified if your firm makes the list prior to publication. Aggregated data will also be used for related content and benchmarking. Your individual employee information will remain confidential.

**How is the ranking determined?** The Excellence in Firm Culture list will be determined by employee responses to the Excellence in Firm Culture survey. The Survey measures qualities common to a high-performance company. All participating firms will receive an overview of your scores, which includes your employee Net Promoter Score, overall IPA Score and strength scores for the culture qualities.

**How do we measure culture?** The CultureIQ / INSIDE Public Accounting platform measures qualities that are common to high-performance organizations. We define a high-performance organization as one that achieves better financial and non-financial results than those of its peers over a long period of time. Non-financial results include employee engagement, retention, and talent acquisition.

**If my firm doesn't qualify for the list, do I still get insight about my company's culture?** Yes, even if your firm does not qualify for the *Excellence in Firm Culture* award you will still receive your custom firm report along with an overview of your scores.

**What's Employee Net Promoter Score?** The employee Net Promoter Score (eNPS) is a concept that builds off the Net Promoter Score (NPS) system, allowing firms to measure and get a snapshot of staff loyalty and engagement within their firm.

**What is the Excellence in Firm Culture Award?** Promote your culture award with a third-party seal of approval in client marketing, staff recruiting and retention. You would not take part in this kind of survey without being serious about shaping the future health and culture of your firm. Culture is an ongoing evolution and should be checked annually or at least every other year.

**How much does it cost?** Participation in the *Excellence in Firm Culture* survey is based on the number of staff at your firm.

### 2019 Fees / Costs

Application Fee	\$0
Firm Participation Fee	\$2,500 + \$5 per employee

### 2019 Deadlines

Application Process Closes	March 22
Excellence in Firm Culture Survey Launch	May 1
Excellence in Firm Culture Survey Closes	May 15
Individual Firm Results Delivered	July 15
Excellence in Firm Culture Awards Announced	July 22

Once you complete the online application form, IPA will prepare a proposal / agreement for your review. The proposal / agreement will include costs and logistics for the May 2019 launch.

# INSIDE PUBLIC ACCOUNTING *Excellence* IN FIRM CULTURE 2019

## SAMPLE REPORT PAGE

SURVEY REPORT | Feb 11, 2016 - Feb 25, 2016

Culture Feb-11

Groups All

87%

RESPONSE RATE

246/284

RESPONSES

1406

COMMENTS

Questions (29)

Word Cloud

Presentation

Reports (1)

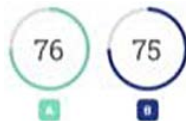
FILTER

Department: Sales X

COMPARE

SHOWING ALL RESULTS

CULTUREIQ SCORE



EMPLOYEE NET PROMOTER SCORE



OVERALL SENTIMENT



Collaboration



Communication



Support



## Who's Behind IPA



**Kelly Platt**, managing principal of INSIDE Public Accounting and an owner in The Platt Group, has worked within the profession since 1994. Kelly has developed a deep understanding of the inner workings of CPA firms and is a co-founder of AccountingWEB.com. Kelly directs all aspects of IPA's monthly IPA newsletter and the annual IPA survey and analysis of firms.

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**Mike Platt**, managing principal of The Platt Group, has been working with firms since 1985. Mike has assisted large local and regional firms across North America grow and thrive. Mike brings successful ideas, approaches and information to firms across the globe. A sought-after presenter, Mike specializes in benchmarking trends and analysis, and partner retreat facilitation.

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