

# Developing a CAS Training Plan

Presented by  
Betty Collins, CPA  
Brady Ware

# Outcomes of this meeting

- ▶ Brainstorming
- ▶ Sharing your ideas
- ▶ Questions
- ▶ Strategies LEA can implement

# Its's a Process

- ▶ Determine where you are **Today**
- ▶ Define the **Levels of Services** you are providing and want to provide
- ▶ Know the **Core Competencies** and **Skills Sets** you need
- ▶ Involve your CAS team members in developing the **Training Plan**
- ▶ Find the right venue, partners and CAS Team experts for **SUCCESS**

# Let's get started with a few questions

## Where are you TODAY?

- ▶ What is your approach for training in this practice area in your firm?
- ▶ How is it different from your approach to traditional services like Audit and Tax?

# Define your level of services

How do you define your level of services

Level of Service

Entry Level

Basic Accounting

Advanced Services

Complex & Specialized Knowledge

See Handout for examples

# Examples, pt 1

## Entry and Basic

### **Entry Level**

#### Bookkeeping

Bank Reconciliations, Pay Bills, Credit Card, etc

Tax returns not associated with Business or Personal

Sales and Use, PPT, 1099's Payroll, W-2

Quick Books Desktop and QBOL – Training and Set up and oversight

### **Basic**

Financial Statement assistant to internal financial statements

No White Paper, Compilation/Review/Audit

General Accounting Assistance

Non-complex tax returns and compliance

# Examples, pt 2

## Advanced and Complex

### **Advanced**

CFO and Controller  
COO services  
Internal Accounting Policy and Procedures  
Budgeting and Forecasting  
Cashflow and reporting  
Compilations without disclosure  
Setting up a new start up correctly– Entrepreneurship 101  
Annual Meeting with all advisors

### **Complex - Specialized Knowledge**

ESOP  
Financing Assistance & SBA Support  
Industry Expert  
Specialized Niche  
Analysts of Data  
Custom KPI and Benchmarking  
Merger & Acquisitions  
Quality of Earnings and Due Diligence  
Business Assessment of Value – not certified.  
Succession

# Core Competencies vs. Skill Sets

- ▶ What are examples of Core Competency in your firm?
- ▶ What Skill Sets do you require in your CAS Practice?
- ▶ Your training program can only be determined once you know the Core Competencies and Skill Sets
- ▶ Do you consider personal attributes and people skills?

# Core Competencies

**The combination of observable and measurable knowledge, skills, abilities, and personal attributes contribute to enhanced employee performance and ultimately result in organizational success.**

# Examples of Core Competencies

## Core Competencies

Ethical Conduct

Professional Behavior

Decision Making

Collaboration

Leadership

Communication

Project Management

Time Management

What are others for your firm?

# Example of Skill Sets

Proficiency with technology and tools

Accounting and tax knowledge

Research

Certifications

Analytical and critical thinking

Communication ALL Forms

# Role of your employees in training

- ▶ What Role do your employees play in training?
- ▶ Where, What, How and Who does your training for CAS?

# My Success.....

See hand Out

Lots of questions and compiling of data to determine the best training for your CAS Team

[bcollins@bradyware.com](mailto:bcollins@bradyware.com) or 1-614-207-902