

## Overheard At Winning Is Everything 2019 Conference



Last month, IPA attended the 2019 *Winning is Everything* conference in Las Vegas, hosted by The Advisory Board. Here are quotes and highlights from a few of the speakers.

On winning in the digital age: “Create your own dream team and advisory board to help you build your own brand.” – Kevin Harrington, originator of the “As Seen on TV” line of products.

“We’ve gone from a few channels broadcasting to millions, to millions of channels broadcasting to a few.” – Kevin Harrington on the opportunity to embrace the digital age and micro-target your message to the audience that needs your services.

“The accounting profession as we know it has died...the profession of tomorrow will be invigorating.” – Allan Koltin, CEO of Koltin Consulting, on where he sees the profession today and tomorrow.

“Everyone needs to have a solutions-provider mindset.” – Bill Hagaman, CEO of WithumSmith+Brown on shifting the firm’s thinking about what they do for clients.

“There has to be a ‘cool factor’ about us as a career choice.” Matt Armanino, CEO of Armanino LLP, on attracting talent in a tight market.

“If you don’t have one, do something about it or accept your fate.” – Allan Koltin on having a ‘Great Leader.’

“Keep experimenting.” – Gary Boomer, chief visionary of Boomer Consulting, on the key to winning the innovation game.

“Innovation is best when it is bottom-up, not top-down.” – Jeffrey Weiner, CEO of Marcum, on the need to unshackle your team to be creative and innovate.

“Never price alone.” – Pricing consultant Michelle River of Fore LLC on the need to involve others to create pricing options for clients.

“Focus on what the customer is accomplishing by hiring you, not what you are doing in the process of helping them accomplish it.” – Michell River.

“We’re swimming toward many big waves right now.” – Matt Armanino, on innovation at their firm based on major technological and societal trends.

“We are 100% focused on the customer experience.” – Darren Root, CEO of Root Networks, on

the 180-degree switch from previously focusing on internal efficiencies.

“If you really knew me, you would know. . .” – Leadership consultant Brian Kush of Intend2Lead on one of the best exercises leaders can go through to show vulnerability.

“We have to make a major investment in our people to get them ready for the future. Empower them. Challenge them. They are capable of much more than we think.” – Andy Armanino, recently retired CEO of Armanino LLP and inductee into the Advisory Board Hall of Fame.

“By 2022, everyone will need an extra 101 days of learning.” – AICPA Vice President Mark Koziel, quoting the World Economic Forum report on the need to improve skills of the current workforce.

“Classical economics is focused on what rational consumers ‘should’ do. Behavioral economics is focused on what real, irrational consumers ‘would’ do.” – Jordan Birnbaum, chief behavioral economist, ADP. ■IPA