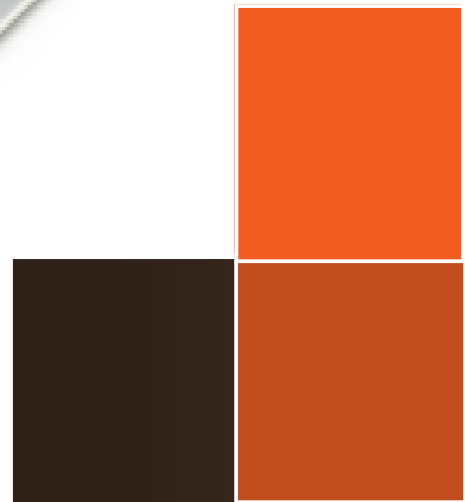




GPL Network's Practice Manager Survey



Taking your accounting firm from Good2Great



Executive Summary

1 March 2011 - GPL Network surveyed 517 accounting firms throughout Australia on the value of a Practice Manager in their organisation. Whether you have a Practice Manager, or are you considering introducing the position to your firm, I'm sure you will appreciate the following data.....

ABOUT GPL NETWORK

Accounting firms throughout Australia and New Zealand are recognising the need to work with GPL to take their accounting firm from Good2Great. Firms choose to work with us because we exclusively serve the accounting industry and our team has a combined 45 years of experience building the right business model. We focus on core workflow and efficiency management, get the right team on the bus to move forward in the right direction, and implement strategies to drive profit; enabling your firm to strive for peak performance and ultimately build value for succession.

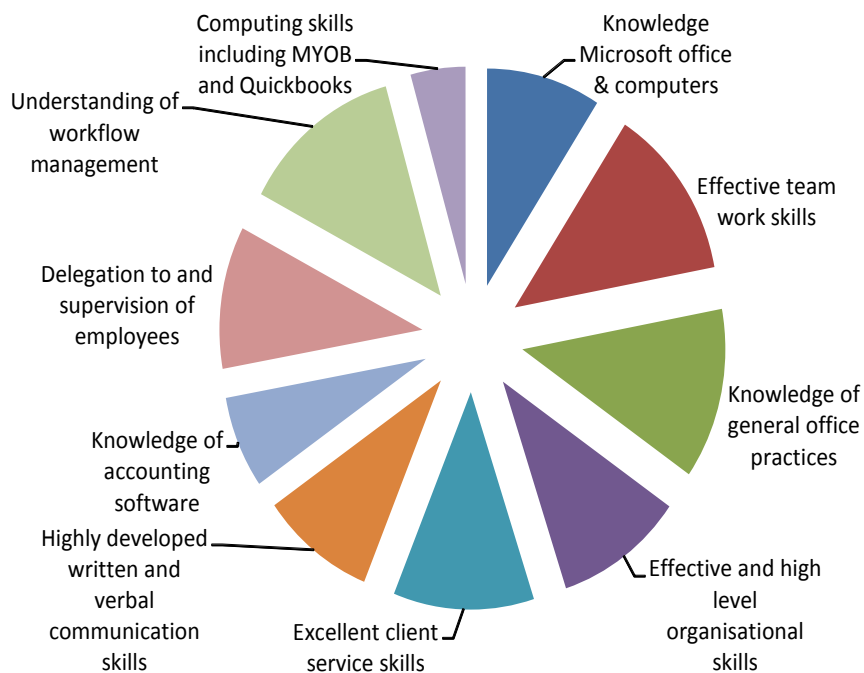
We do this through a six stage process; assisting you to get you clear on your vision and purpose, identifying your financial and non financial indicators for accountability, creating workflow and efficiency processes to drive profit, developing your team's mindset to become leaders, setting your marketing process to expand your brand, and developing a sales process that will give you results.

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Required Attributes of a Practice Manager

Effective team work skills	13%
Understanding of workflow management	13%
Knowledge of general office practices	13%
Delegation to and supervision of employees	11%
Excellent client service skills	11%
Effective and high level organisational skills	10%
Highly developed written and verbal communication skills	9%
Knowledge Microsoft office & computers	9%
Knowledge of accounting software	7%
Computing skills including MYOB and Quickbooks	4%



While very evenly spread for the most part, it is worth noting the relatively low importance placed upon general computing skills and software knowledge for Practice Managers. These relatively easily taught elements clearly not as important as more general management skills, like delegation and team work, which can be harder to teach.