



### AUDIENCE COMMENTS

“Your presentation was great. It really spoke to the issues the firms are facing. You clearly get it and also know the battles they face on a day to day basis. Great how to’s”.

*Teresa Mason, Managing Partner, Collins Mason & Company*

“The presentation was very well organized, very informative and complete. Shannon was very helpful and oh so timely handling a request from me. Thanks!”

*Susan McLaurine CPA, Vantage Consulting*

“Shannon’s presentation style is dynamic and engaging. He speaks our language in a clear and memorable style.”

13 Partner Firm, Canada

### SPEAKING ENGAGEMENTS

Shannon consistently scores 90%-plus in audience ratings and presents for the following organizations:

California Society of CPAs

Missouri Society of CPAs

Ohio Society of CPA’s

Association for Accounting Marketing

Association of Accounting Administrators

Moss Adams Network

American Women’s Society of Certified Public Accountants

BizActions Annual Conference

**Why aren’t we more profitable for the amount of effort, time and risk we put in?  
How can we positively engage our employees across differing generations and experiences?  
How do we maintain performance yet achieve work/life balance and less dependency on me?**

CPA firms regularly encounter a variety of challenges that inhibit profitability; maintaining current price levels; staying productive; retaining existing, happy clients; allocating limited resources for optimum results; differentiating; leveraging technology, and working on what to let go of or take on to optimize profitability.

**“SHANNON HELPED ME WORK FEWER HOURS, WHICH I CHOOSE TO SPEND WITH MY FAMILY, AND MAKE MORE MONEY. HIS GUIDANCE HAS ALLOWED ME TO FOCUS ON MANAGING MY PRACTICE AND PLANNING MORE STRATEGICALLY.”** – Bobby Medlin CPA

### Your Firm’s Growth & Profitability

#### POTENT, PRAGMATIC STRATEGIES AND COACHING WITH IMPACT!

Shannon Vincent CPA (inactive) is co-founder of ReNew Group. Through speaking, workshopping, consulting and coaching, Shannon has worked with several hundred CPA firms on growth and profitability related issues. With a career spanning 20 years, he brings a blend of executive, strategic and operational insight having had successful roles with Big 4, regional and local firms as well as leading consultancy firms to the accounting profession. CPA firms have a choice about the future – can your firm afford to overlook its strategic edge and follow through impact on your lifestyle by not working with ReNew?

#### SHANNON’S MOST REQUESTED PROGRAMS

- ❖ **The Accounting Firm is Flat!** Achieve freedom and flexibility to ‘embrace flat’ and use it to your advantage to lead and excel in today’s environment.
- ❖ **50 or Bust – A Seminal Moment.** Four majors shifts in thinking and how to benefit from them.
- ❖ **Tax Season Madness!** Manage tax season ‘madness’ in potent, practical ways to make next season a better one.
- ❖ **Relevance Meets Value!** Potent strategies to add value to clients, differentiate your firm and create a sustainable business model.
- ❖ **Hour versus Profit:** How High Performing CPA Firms Maximize Growth and Profitability WITHOUT Increasing Hours.
- ❖ **Remote, ROWE, Fewer Hours, Higher Costs, Life/Work Balance.** Form a positive, contemporary culture and profit in the new operating landscape.
- ❖ **The Hidden Profit Driver – Your Firm as #1 Client.**

**“SHANNON PROVIDES EXPOSURE TO A WIDE, YET UNIQUE, VARIETY OF TOPICS IMPORTANT TO RUNNING A PRACTICE TO WHICH MOST PRACTITIONERS TYPICALLY WOULDN’T BE EXPOSED.”** – Ryan Cook CPA

**ENGAGE SHANNON TO  
SPEAK AT YOUR LIVE OR  
VIRTUAL EVENT**

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