



60 Ideas in 60 Minutes Closing Session at the 2011 AAM Summit Facilitated by Russ Molinar and Leisa Gill

The strength of AAM lies in the brainpower of its members. This high-energy session is 100% interactive, with Summit attendees sharing their insight, experiences, and leading practice ideas.

Participants left with more than 60 ideas to take back to their firms in the areas of Rapid Technology Innovations, Globalization/Emerging Markets, Government Challenges, Energy and Sustainability/Natural Resource Scarcity, and Best Summit Take-aways. Below are the results.

Rapid Technology Innovations

1.	Series of roundtables with IT Director/CIOs
2.	Expanding CRM – client updates the database versus the firm doing it all
3.	Six Sigma Services – how you are using technology in your businesses to help productivity
4.	Niche to get people off the grid
5.	Foursquare and go hollow – use these tools and be keyword and content heavy in descriptions
6.	Access to an online dashboard that shows the financial health of the company in real time with benchmarking of industry figures
7.	Add value and/or become a revenue generator for the firm by offering social media policy creation and consulting services to clients
8.	Track new business revenue goals using a cloud based CRM system with dashboards that look like gas gauges
9.	Experiment with QR codes and mobile sites
10.	iShade app to track referrals
11.	Flash / online / electronic proposals
12.	Client portals – using tablets
13.	Creating a custom app for client mileage logs
14.	Have partners use an electronic revenue action plan integrated
15.	Move your some services to the cloud – bookkeeping, secure portals
16.	Manufacturing and construction niche – online dashboards to help them manage their business with data they can't access
17.	Support the technology promoters in your communities – align yourself with those excelling in marketplace
18.	Data analytics – data mining – use someone at the Firm to do this
19.	Tap into the knowledge of your young professionals
20.	Helping our clients use technology to reach the right clients

21.	Utilize mobile websites
22.	Having a multilingual website
23.	Use of Skype to reach clients internationally

Globalization / emerging markets

1.	Trade offices within your market place – partner with them
2.	Take advantage of hiring process – look for professionals who have gone to school and/or worked in other countries
3.	Database of all of the languages spoken at firm and put it online
4.	Leverage your memberships in your international associations/trading personnel, sharing work, etc.
5.	Bring in members of international association members from other countries to come talk to clients
6.	Understand what your clients are doing and whether or not they plan to do work internationally
7.	Webcast and video conference with firms in other countries to exchange ideas
8.	Team with a local college to underwrite a series of lectures around international business
9.	Team for educational purposes
10.	Work with development people in your state government
11.	Data mining
12.	Utilize the resources of financial advisors to educate clients and staff
13.	Offer international based solutions – ERP solution Microsoft Nav
14.	Visit the clients abroad – or visit the countries clients are expanding into
15.	Develop books or manuals on how to do business in other countries

Government challenges

1.	Every physician has to have an EHR installed no later than 2016. Help implement them. Get government money to help support them do that.
2.	Facilitated healthcare professionals sharing with other healthcare professionals – connecting people with opportunities
3.	Look and books of school districts and determine if they do or do not need the money they are asking in referendums – as an offering to school district clients

Energy and sustainability / natural resource scarcity

1.	Providing services for construction clients – LEED certifications – geothermal tax credits
2.	Develop a series of CPE services for architects and engineers / partners with engineers tax
3.	LEED certification seminars – tax credits
4.	Margin management and understanding commodities / cost production
5.	Offer sustainability audit
6.	Take advantage of technology to cut back on office work – save energy in commuting to work for both your firm and for your clients
7.	Package cost reduction

What are the best ideas you picked up at this year's conference?

1.	Fill out surveys on iPad in the reception area
2.	What is your one word vision?
3.	Implementing PayPal to pay CPA firm bill and/or bring it to clients for them to use for their vendors
4.	Develop career paths for the partners
5.	Focusing on what never has been done before

6.	Don't be a nag. Out of 5 interactions with partners, make sure at least 4 of those interactions do not have anything to do with what you need from them
7.	Deliver unexpected value for your clients. Develop a book club, etc.
8.	Think like a rookie
9.	Take top 3 ideas and implement those 3 then move on to your next 3.
10.	Using the speed dating to cross sell within firm – prospects and services
11.	Assigning point values at networking events
12.	The event – a creative alternative to meet and greet – develop service boards and tour around office with 5-minute timers for each presenter
13.	Measuring loyalty not just satisfaction
14.	Prospecting – lead with your passion not your profession – in your elevator speech – why you do what you do – not what you do
15.	Using option pricing vs. a range of pricing so the client has a choice
16.	Treat your clients like prospects and your prospects like clients
17.	Ask clients their challenges and issues – marketers need to know the answers – help us differentiate ourselves