A healthy accounting firm culture doesn't have an off-season

Start these 4 habits any time of year

SIGNS OF AN UNHEALTHY CULTURE

A firm's culture doesn't deteriorate overnight, but unhappiness spreads quickly. Here's what to look for:

- I don't care; that's not my concern.
- Stress and anxiety are the norm.
- Staff display passive-aggressive behavior.
- Gossip and whispering increase.
- I'm just trying to make it through each day.

While busy season isn't the time to overhaul your entire culture, there are healthy habits you can start implementing **any time of year.**

START HERE

CLARIFY YOUR BUSINESS MODEL

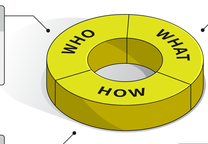
The foundation of an irresistible culture begins with a clear business model. This means knowing:

WHO YOU WANT TO SERVE

HINT These are your ideal clients—the ones you *love* to serve and are great at serving.

WHAT YOU WANT TO SELL

HINT These are the services you *want* to offer that are repeatable across clients.



HOW YOU WANT TO DELIVER YOUR PRODUCTS

HINT Be in the cloud and choose a tech stack that seamlessly integrates.

BUSY SEASON TIP

Have staff keep track of ideal vs. non-ideal clients, products that are or aren't a good fit, and what technology and apps are beneficial vs. clunky. Revisit your business model *after* tax season.

BUILD HEALTHY HABITS

When you prioritize a healthy culture, you can develop habits that carry you through busy season and beyond.

DIRECTION

Set clear expectations and attainable goals so every staff member knows their responsibilities and how their contributions matter.

- Clarify why their work matters.
- Establish clear and open communication.
- Create career development plans for each position.



BUSY SEASON TIP

Set clear, weekly goals for each team member.

ASSESSMENT

Measure what matters by consistently meeting with team members.

- Encourage and ask for candid feedback.
- Conduct regular surveys to gauge where employees stand.
- Track relevant key performance indicators (KPIs) for the firm and individual team members.



BUSY SEASON TIP

Gauge workload and confirm priorities in a daily 15-minute staff meeting.

APPRECIATION

Recognize your employees and the incredible work they contribute to your firm.

- Create a structured staff recognition program and reward achievements.
- Organize events to celebrate milestones, both personal and professional.
- Acknowledge employees regularly via thank-you notes or tailored rewards.



BUSY SEASON TIP

Publicly announce staff members' achievements at the end of each week in a meeting or through your messaging channel.

IMPROVEMENT

Keep your team involved in all successes.

- Offer continuous learning opportunities: workshops, seminars or access to online classes.
- Keep staff updated through reporting or client success stories.
- Appoint a Team Culture Leader to take responsibility for making culture improvements.



BUSY SEASON TIP

Have team members identify areas that need improvement (processes, service offerings) and share their strategies with the team.



People matter most

Building an irresistible firm culture won't happen overnight. And you may think it can't happen during busy season, either. But it can.

Take small, intentional steps each day to ensure your team is happy—no matter the season.

Let Rightworks Academy help you build an irresistible place to work.

Click here to get started or contact us at 888.297.6025!

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