

WHY CPA FIRMS CHOOSE THE SIPA™ INSTRUMENT

Feature	Which Means	You Benefit Because
Proprietary instrument developed specifically for CPAs by CPAs who consult with CPA firms throughout North America	It's not off-the-shelf and generic in nature	It's relevant specifically to what partners actually do at work in public accounting
360° assessment	Feedback can be obtained from the participant himself or herself, as well as bosses, peers and direct reports	A participant receives a thorough, multi-faceted view of his or her strengths and opportunities for improvement
Feedback providers' responses are confidential	Not even we at the Succession Institute know who provided which responses	Participants can obtain candid input on how others see their competencies because of this anonymity factor
Assessment covers 15 competency groupings	Thorough coverage of competencies for a practitioner in public accounting	You obtain a comprehensive understanding of competencies needed by most partners
Competency groupings are ranked in order of importance by all respondents	Participants understand which competencies are most important at the time of assessment	Participants can focus attention on the top two to four areas that will make the most difference for the participant and the firm
Tools and processes are provided for making the feedback actionable	Planning for change is made simpler and easier	Participants, through implementation of planned changes, will achieve measurable and noticeable results because of the feedback received