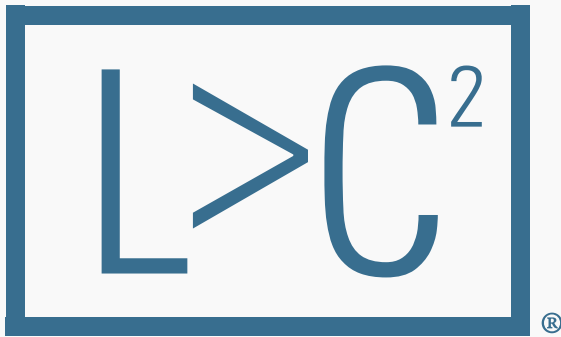


Guide to  
**theBOUNCE**  
Maximizing Career Trajectories

Prepared by **Tom Hood**, CPA, CITP, CGMA  
CEO, Business Learning Institute

[www.blionline.org](http://www.blionline.org)



“ In a period of rapid change and increasing complexity, the winners are going to be the people who can **LEARN** faster than the rate of **CHANGE** and faster than their **COMPETITION**. ”

**Tom Hood**, CPA, CITP, CGMA  
CEO, Business Learning Institute

The two critical questions your top talent wants to know now:

1 What is my career path with your organization?

2 How are you going to help me develop and advance?

**Let the Business Learning Institute help you answer these questions.**

We develop **CUSTOMIZED** competency-based learning plans for firms and organizations worldwide. Let us map our catalog of technical skills training and leadership skills training to your learning strategy and help you get a bigger **BOUNCE**.

## **Return On People**

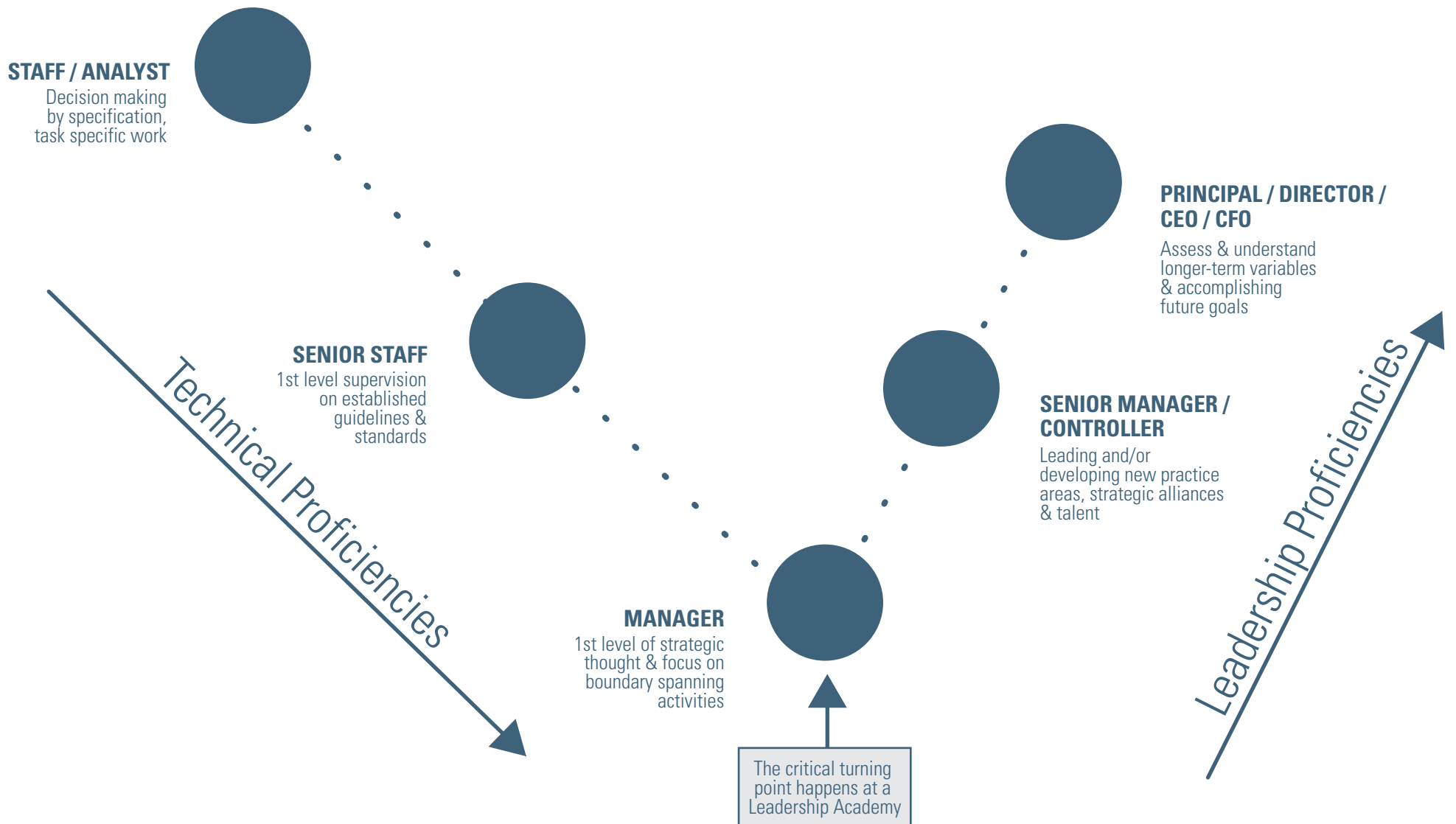
- Superior learning strategy generates superior talent
- Superior talent generates results
- **FOR A RETURN ON INVESTMENT, INVEST IN PEOPLE**

**R.O.P. = R.O.I.**

“ The future belongs to those organizations, as well as those individuals, that have made an active, lifelong commitment to continue to learn. ”

**Howard Gardner**

# theBOUNCE



# CURRICULUM DESIGN

We make it easy for you to create your learning plan based on

EACH PERSON'S  
ROLE IN YOUR  
COMPANY

THE  
COMPETENCIES  
OF YOUR  
ORGANIZATION

THE SKILL SETS  
YOUR TALENT  
NEEDS TO  
DEVELOP

When you optimize your training plan, you don't waste money  
and your staff's careers move forward, faster.

# BOUNCE COMPETENCIES

## **LEADERSHIP:**

The ability to develop and share insights and the aptitude to mobilize and inspire others to action. Leadership is about finding possibilities and developing people, utilizing their strengths, and shaping the future.

## **TECHNOLOGICALLY SAVVY:**

Anticipating tech changes and how they can benefit others. Adept at standardizing data for transparency, efficient exchange, and visualization with tools like XBRL.

## **COMMUNICATIONS:**

Able to give and exchange information with meaningful context and with appropriate delivery and interpersonal skills. The ability to make thinking visible to others in a way they can easily grasp.

## **CORPORATE/ PRACTICE SPECIALTY**

Corporate specialties include areas like Financial Reporting, FP&A, Shared Services, etc. Practice specialties include areas like Audit, Tax, Consulting and Industry Groups.

## **STRATEGIC THINKING:**

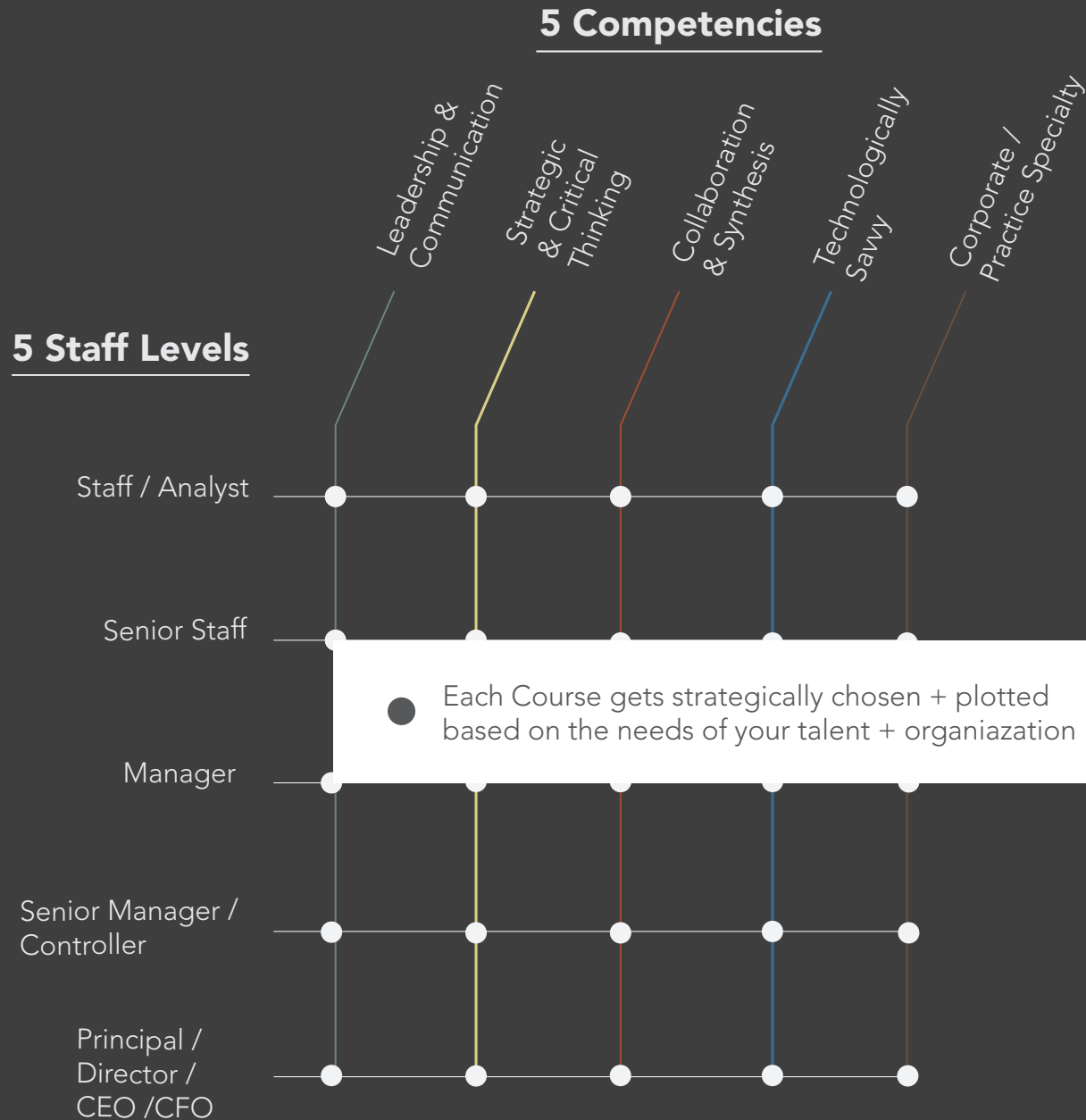
A future-minded and flexible mindset that thinks critically and creatively. The ability to link data, knowledge and insights together to provide quality advice for strategic decision-making.

## **COLLABORATION & SYNTHESIS:**

Effective at engaging others and working across boundaries to turn challenges into opportunities. The ability to consider the whole picture (past, present, and future) and create alternatives and options for the future.

**Note:** The 5x5 Matrix combines leadership and communications

# 5x5 Curriculum Design Matrix





# THE CPA CAREER PATH

The Business Learning Institute helps your organization by aligning a learning plan to your strategic priorities.

The Bounce is a model that first focuses on building **TECHNICAL PROFICIENCIES** among young CPAs. The greater this force, the greater the bounce after the critical turning point when a CPA steps into strategic roles in his or her organization.

After the turn, The Bounce focuses on **LEADERSHIP PROFICIENCIES** by teaching experienced CPAs in the following topics:

communication and  
collaboration



future trends



leadership



strategy



ethics



For **EXECUTIVES AND PARTNERS** our competency-based approach helps you fill talent gaps by promoting, training, and growing the best talent.

For **YOUNG CPAS** The Bounce helps you establish a career path and teaches you how to get ahead.

the **BOUNCE** adds

ACCELERATION & MOMENTUM TO YOUR CAREER

## ACCELERATION

Increase the speed of  
**TECHNICAL SKILLS TRAINING**

Increase the speed of  
**LEADERSHIP DEVELOPMENT**

ACCELERATE YOUR CAREER

## MOMENTUM

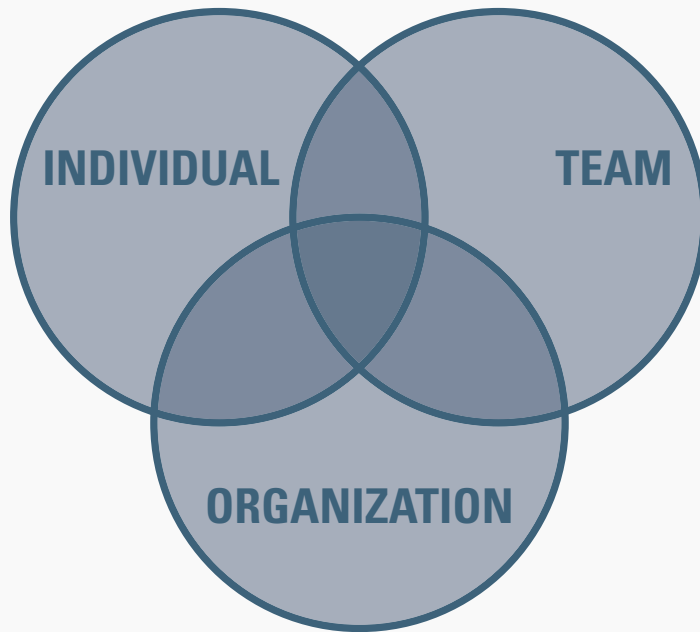
Training and development  
is the most highly-valued  
employee benefit, three times  
as desirable as cash bonuses.

**Source:** PWC Report "Managing tomorrow's  
people: Millennials at work: Perspectives from  
a new generation"

IMPROVE YOUR CAREER

the **BOUNCE** means

# EMPLOYEE ENGAGEMENT



Training aligned to your business strategy creates **EMPLOYEE ENGAGEMENT**.

Higher engagement generates:

- **27%** higher profits
- **50%** higher sales
- **50%** higher customer loyalty
- **38%** above-average productivity

**Source:** Gallup

“ Employee engagement is an **OUTCOME-BASED** concept. It is the term which is used to describe the degree to which employees can be ascribed as **ALIGNED** and **COMMITTED** to their organization such that they are at their most productive. ”

**The International School of Human  
Capital Management**

the **BOUNCE** means  
**ALIGNMENT**

“ Alignment is a mode of belonging that is not confined to mutual engagement. The process of alignment bridges time and space to form broader enterprises so that participants become connected through the coordination of their energies, actions, and practices. **THROUGH ALIGNMENT, WE BECOME PART OF SOMETHING BIG** because we do what it takes to play our part. ”

**Etienne Wenger**, Communities of Practice

# HOW DO YOU BRING the**BOUNCE** TO YOUR ORGANIZATION?

The Business Learning Institute offers services and content to help your organization maximize career trajectories. Our Customized Learning Solutions team guides you through these services:

## STRATEGIC PLANNING

Using the proprietary i2a: Insights to Action process, we engage your team, create your strategy, and align your organization.

## LEARNING ELEMENTS

Custom courses and content delivered in the best way for you. We offer:

Seminars

On-site training

Digital training: On-Demand  
& Webcasts

Keynotes

Each learning element is tailored for each segment of the **BOUNCE**. This is where our thought leaders shine and where learning comes to life for your people and your organization.

## LEARNING ARCHITECTURE

We can assist you with identifying, charting, and designing the professional directions your staff members take.

## LEADERSHIP TRAINING

CPA careers take off when CPAs learn to lead.

**The Leadership Academy** develops the full potential in the profession's best and brightest CPAs. The Academy is only available to accepted applicants. Help your staff make the "critical turn" of The Bounce by having them apply for the Leadership Academy.

## CURRICULUM DESIGN

It is essential that your staff's career trajectories match with your organization's strategic priorities. We know the CPA profession inside and out so that we can tailor a learning plan just for you. The Business Learning Institute's team of instructors is comprised of subject matter thought leaders.

## LEARNING MANAGEMENT SYSTEMS

The Customized Learning Solutions team can utilize learning management systems (LMS) to improve the effectiveness of the **BOUNCE**. An LMS provides compliance tracking and allows your staff, leadership, HR, and training team to see exactly where everyone is in their learning process. It is a technology that reflects your learning architecture and curriculum design, and provides accountability to the people in your organization.

If your organization does not currently utilize an LMS, the Business Learning Institute can help you implement one. We typically suggest the Navigator LMS as a cutting edge product that we helped develop specifically for the methodology of the **BOUNCE**.

the**BOUNCE** turns

mentees ► **mentors**

technicians ► **leaders**

staff ► **strategists**

# FOR MORE INFO

The Business Learning Institute develops customized, competency-based learning plans for firms and organizations of every size worldwide. We have an extensive network of recognized faculty and thought leaders.

**READY FOR THE BOUNCE?**

**Contact us:** [team@bizlearning.net](mailto:team@bizlearning.net)