

Material Licensing Program

Many CPA firms choose to license 20-20 learning content and use formally trained in-firm instructors as discussion leaders. In addition to allowing you to deliver the training when you choose, licencing 20-20 training materials allows a firm to address three critical practice management issues:



Developing a well-rounded skill set for the next generation of leaders



Producing a unique professional development path for highly valued staff



Reducing training costs paid to external service providers

The Licensing Advantage



Features



Benefits



Results

20-20 provides a complete set of materials including detailed leader's guides, PowerPoint slides, case studies, exercise and solutions guides

You identify firm personnel most qualified to teach the materials

20-20 conducts a train the trainer session to improve their instructing skills and prepare these instructors for classroom success

Your instructors deliver firm-specific training to your staff

Deliver firm-specific, customized training experiences that reflect firm methodologies, policies and values

Reduce external training spend and redirect savings to provide the additional training desired but never in the budget

Provide firm-wide exposure and a unique professional opportunity for a select group of future leaders

Deliver training when and where you want

Build unique firm culture and enable consistent application of firm-specific methodologies and policies

Create a cadre of future leaders with the poise, communication skills and experience necessary for business development

Improve retention of high-value staff

Highly tailored training for your professional



Representative Clients:







