



# **NATIONAL PRACTITIONERS & PROFESSIONAL FIRMS GROWTH FORUM**

**Subject : Sustainable Business Growth Strategies for  
Professional Practice**

**FCPA Erastus Kwaka Omolo**

**Crowe Erastus & Co.  
Certified Public Accountants.**

**Date : 2<sup>nd</sup> August, 2019  
Venue : Hilton Hotel - Nairobi  
[croweerastus@crowe.co.ke](mailto:croweerastus@crowe.co.ke)**

## **Sustainable Business Growth Strategies for Professional Practice**

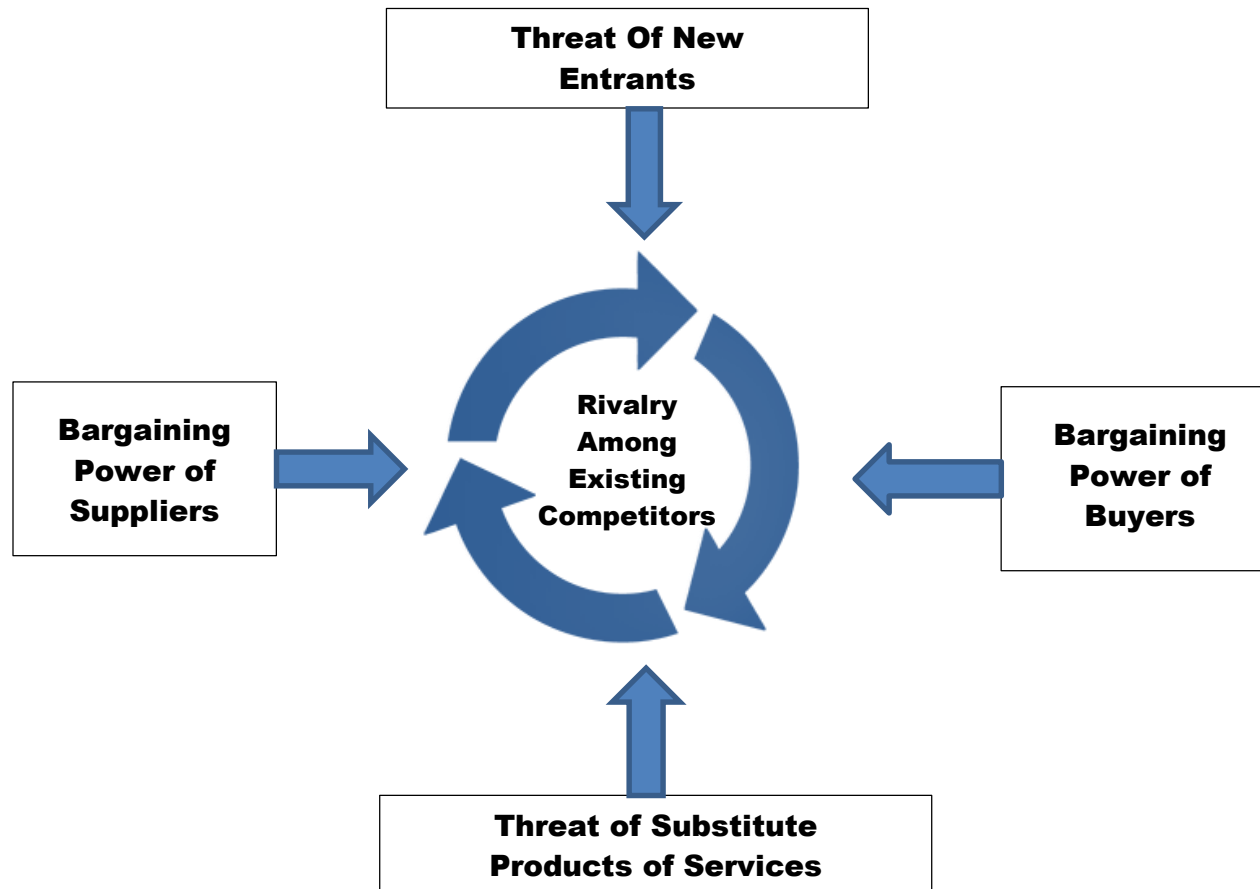
# Handling Competition

## Competitive Strategy Circle

Michael E. Porter "ON COMPETITION" (HBR)



### Competition & Strategy : Core Concepts



## Knowing Your Village!

- **What are others doing and how?**
- **The Seven (7) Habits of Highly Effective People – HABIT No. 2** *(Stephen R. Covey)*
- **Begin with the End in Mind All Things are Created Twice**
  - i. **Mental (First Creation)**
  - ii. **Physical (Second Creation)**
- **Decide that you must succeed**
- **“Kiosk” mentality will not work**

## **Remember Staff Come and Go**

- **Ensure all key positions have a person in training**
- **Reduce training costs by using interns**
- **To reduce cash outflows, utilize more and more of in-house training capabilities**

## **Up-Skilling of Staff**

- **Use formal training programs to focus on the more senior staff with signs of stability (you may be wrong or right in your judgement)**
- **Free tax training opportunities (KRA)**
- **Know that there is nobody known as “all round expert”. Need for a basket of talents.**



## **In Search of Excellence** *(T. J. Peters and R. H. Waterman Jr.)*

### **8 Basic Principles to stay on top of the heap**

**Rule 2 : Staying close to the customer – learning his preferences and catering to them.**

**Rule 4 : Productivity through people – creating in ALL employees the awareness that their best efforts are essential and that they will share in the rewards of the success of the company.**

## **Maintaining High Standards of Service (Strategy)**

- **This will sell your work much more than a newspaper advert.**
- **Remember that you are selling a “service” – it is invisible / intangible therefore have a “THUNDER STRATEGY” – be known by your impact!**
- **DO NOT FORGET – A client treated badly will inform 13 others!**



# Questions / Comments

## THANK YOU FOR SUPPORTING OUR INSTITUTE

**Crowe Erastus & Co.,**

Certified Public Accountants

[www.crowe.com/ke](http://www.crowe.com/ke)

E-mail : [croweerastus@crowe.co.ke](mailto:croweerastus@crowe.co.ke)