

Ensuring Success 2024

Session 1 Resources – Firm Culture: What Is It and Why Do You Need It?

Panelists: Randy Crabtree, Al-Nesha Jones, Andy Root

Webinars:

- CPA Academy: [Building Camaraderie, Culture and Inclusivity in a Remote Environment](#)
- Minnesota Society of CPAs: [Making Culture a Competitive Advantage](#) (Available now through May 2, 2025)
- Wolters Kluwer: [Diversity, Equity, and Inclusion: Building a Strong Culture](#)

Articles:

- CPA Practice Advisor: [CPA Challenge: How Do You Build a Firm Culture?](#)
- Today's CPA: [How Accountants Can Leverage Corporate Culture for Success](#)
- CPA Practice Advisor: [6 Essential Elements of Firm Culture](#)
- Karbon Magazine: [Building a Strong Accounting Firm Culture](#)

Whitepapers:

- CPA.com: [Creating the Accounting Workplace of the Future: Address the Top Challenges of Managing Your Firm Today](#)
- Thomson Reuters: [4 Ways Accounting Firms can Appeal to New Professionals](#)
- Foundation for Auditing Research: [Perspectives on Audit Firm Culture](#)

Blogs:

- Pennsylvania Institute of CPAs: [CPA Now Blog: Building Corporate Culture in Accounting is Here to Stay](#)
- Rightworks: [How to Create a Stellar Firm Culture](#)
- Pennsylvania Institute of CPAs: [Building Corporate Culture in Accounting is Here to Stay](#)

Books:

- David Maister: [Practice What You Preach – What Managers Must Do to Create a High-Achievement Culture](#)
- Gale Crosley, Debbie Stover: [At the Crossroads: The Remarkable CPA Firm that Nearly Crashed, then Soared](#)
- Joey Havens: [Leading with Significance: How to Create a Magnetic, People-First Culture](#)

Podcasts:

- CPA Transformation Podcast (Tax1099): [Beyond the Billable Hour: Redefining Work Culture of CPA Firms](#) (featuring Randy Crabtree)
- IssuesWatch Podcast (New Jersey Society of CPAs): [Culture is Key to Accounting Firm Success](#)
- Journal of Accountancy: [What type of culture does your firm have?](#)