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## CPAs Become Magnetized

### ***Author David Russell offers keynote at popular Boomer Circle Summit***

**Novato, California (August 17, 2009)** – CPAs know the numbers, but struggle with employee issues just like everyone else. For this reason engaging speaker David Russell will be the keynote speaker at the [Boomer Circle Summit](#) this week in Kansas City, Missouri.

David will share how to *Magnetize Your Firm So Top Talent Sticks*. In this session he will share how accounting firms are losing revenue due to not fully engaging employees and what they can do about it. David will share simple steps that can be taken to fully engage people, especially billable resources, in ways that increase productivity and retention so firms maintain their growth and momentum with clients. It is a combination of relationship, accountability and rewards. David will explain a systematic approach that can be implemented manually or in MANAGEtoWIN software to motivate top people to become even better. It is about making the behaviors of your best people contagious within accounting firms so everyone is more productive, profitable and personally fulfilled in their careers.

David will also be giving three breakout sessions of his very popular talk on *How to Hire The Best And Avoid The Rest*. He will help these accounting firm leaders more fully understand that when people are hired and then do not work out, it slows company growth, hurts cash flow and disrupts progress towards achieving key objectives. The question is how can you avoid great actors and hire superstars? David will teach his proven, complete 10-step system for hiring the best by properly defining jobs, qualifying out non-performers and onboarding great candidates so accounting firms maintain their momentum towards achieving their key objectives.

**About David Russell, CEO, [www.SuccessWithPeople.com](http://www.SuccessWithPeople.com)**

David Russell is the CEO of [Success With People](http://SuccessWithPeople.com), where he has authored 2 books on how leaders can overcome their addiction to poor management habits. He specializes in helping leaders achieve their objectives systematically through better utilizing talent. David has worked with over 200 organizations during the last 3 years. His clients include Microsoft, Cisco, Intel, Ingram Micro, Tech Data, ConnectWise, Catalyst Telecom, Vistage and the Entrepreneur's Organization members.

**About Success with People**

[Success With People](http://SuccessWithPeople.com), Inc. offers peer groups, coaching, consulting, assessments and services focused on helping entrepreneurs, managers and business owners manage people and priorities more effectively. We help leaders systematically engage people to be more productive, profitable and personally fulfilled in their careers.

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