

The Rainmaker Companies Reach New Heights with Customized Solution Development Initiative

The Rainmaker Companies has had a front row seat as the accounting industry changed from pencil-in-hand, green eyeshade CPAs to a profession with forward-thinking firms that embrace technology and acknowledge that diversity and generational changes are happening.

As Angie Grissom, President of The Rainmaker Companies, said “The firms we work with recognize the value of a collaborative environment that understands how much a silo mentality inhibits growth. That is why we’ve revamped our services to interlace our training, consulting and alliance opportunities. Growth happens at the intersection of those three components.”

Rainmaker’s new approach focuses on developing customized solutions that align each firm’s culture with its development goals. With proven results at some of the accounting industry’s top firms, Rainmaker continues to develop courses that target the challenges Top 100 firms deal with on a regular basis, including:

- **Women’s Initiative Program-** Top firms recognize the need to be proactive about helping women overcome the unique barriers they face as they move forward in their careers. The Rainmaker Companies’ dynamic Women’s Initiative Program provides female employees with the tools and skills they need to become successful leaders. Customized learning modules, consisting of participant guides and videos emphasizing areas of particular concern to the firm, are reinforced by instructor guides taught by firm leaders who have been specifically trained by Rainmaker consultants.
- **Partner Track Development Program-** Through a combination of trainings, ongoing individual or group coaching and accountability tools, Rainmaker helps firms develop next generation leaders by providing seniors and managers with the building blocks they need to cultivate the high level of business acumen required to contribute to the firm’s continued success.
- **Business Advisory Skills Program-** Rainmaker’s Business Advisory Skills Program was created to address the rise of these services as a core CPA firm offering. Through individual and group training and coaching, as well as accountability tools, this customizable program helps managers understand how to identify what is required to advise clients about a particular niche or service offering. Specific sales presentation skills are taught as part of the program.
- **Customized Foundations for Success Programs-** This program provides a foundation for firm wide involvement in a culture of success. The curriculum features 14 course topics that provide the skills needed to get everyone to perform at a higher level and pursue growth goals.

“Top firms recognize the immediate need to develop strong leaders, Grissom noted. “Customized training solutions, such as the ones listed above, help take firms to the next level. The Rainmaker Companies is passionate about providing solutions for firms focused on continuing to position themselves as leaders in the marketplace.”