**Surviving and thriving: How the ICAEW ‘Tomorrow’s Practice’ initiative can help your business**

As a newly launched consultancy, we have first-hand experience and an in-depth knowledge of how to handle the competition and challenges faced by practitioners in today’s accountancy industry.

The ICAEW ‘*Tomorrow’s Practice’* initiative has played an integral role in equipping Clapton Consultants with this invaluable knowledge and understanding and has since proved to be invaluable to our business. We also believe it will be highly effective in helping other similar businesses to meet market challenges in a similar way.

*‘Tomorrow’s Practice’* is a specialised project that focuses on handling the competition and challenges within the accountancy profession and supports businesses in retaining clients and maintaining profitability.

One of the key outcomes of the ‘*Tomorrow’s Practice’* project was the ‘Traffic Light Guide’, which shows practitioners what investment services they are able to offer with Designated Professional Body status. This is helpful not only to firms like Clapton Consultants but also to clients and regulated advisors.

This guide helps businesses like ours understand when and why you might share referrals in your network effectively; and enables you to better control that client referral whilst remaining integral to the process; so strengthening the client relationship.

 For example, we might refer a client’s pension strategy to a specialist financial adviser, but will remain closely involved in the development and execution of the solution. This collaborative approach is proving to be a highly successful way to attract and retain business within today’s competitive market.

For more information please contact us on 0208 880 0162

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