

**"The measure of success is not whether you have a tough problem to deal with, but whether it's the same problem you had last year." - - John Foster Dulles**

# **Rita Keller**

# **Presentation**

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## **2010**



**Rita Keller**  
*Keller Advisors, LLC*

*Rita Keller, an award-winning and widely respected voice to CPA firm management, is uniquely positioned to help CPAs face rapid and significant change.*



## **Leading Change**

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*Rita offers a special fee discount for speaking to CPA firm associations and state societies. Call or email for more information.*

*"Rita has achieved admiration and respect, not only from CPA leaders, but from CPA firm management consultants, as well." - - Allan Koltin, CEO, PDI Global*

*"Rita pushes everyone around her to strive for excellence, and her work has and will continue to raise the bar for individual firms and the profession as a whole." - - Deb Helwig, IGAF*

***It is a time of opportunity and growth for successful CPA firms. While opportunities abound, the management challenges inside the firm are also expanding at a feverish pace. Rapid and significant change is needed NOW.***

**Make one of Rita Keller's presentations or workshops a part of your next event!**

- **The Importance of the Three Ms – Managing, Mentoring and Marketing**
- **The New Era of Women in Charge**
- **The Career Lattice and Career Customization – The Newest Trend**
- **Mentoring – Making Your Program a Magnet for Talent**
- **Winning the CPA Firm Communication Game**
- **Hiring, Developing and Retaining an All-Star Team**
- **Merger Mystique - - Happenings After the Deal is Done**
- **Simplified Succession Planning – It's a Process!**
- **CPA Firm Managers – Helping Them Really Manage**
- **The Role of the Firm Administrator**
- **How a Professional Firm Administrator Can Make a Firm More Successful**
- **Renew Your Enthusiasm for Marketing**
- **Developing a Client Service Culture**
- **How We Do It Here - - the Importance of Processes**
- **The Power of Generational Differences**

**Customized or multi-topic presentations available upon request.**