



**Pannell Kerr Forster of Texas, P.C.**

## **Discovering the Possibilities of Greatness, Together**

*By Jena Rodriguez – Consultant, Pannell Kerr Forster of Texas, EAS Team*

***Alignment, motivation, healthier employee morale and an improved bottom line*** – these were just a few of the exciting results of executing a strategic plan, with **Dan Prosser, CEO of Faster Growth Strategies / INC. 5000 Growth in Houston, TX.**

The Entrepreneurial Advisory Services (EAS) Group at PKF-Texas accepted this challenge and opened their minds to the possibilities ... the possibilities of success, growth, greatness, and profound achievement!

The process began with a declaration of what our group wanted the end of the next 12 months to look like, and the accomplishments we wanted to make as a team. Each team member, including the managing director – Byron Hebert, CPA – chose a “role” that he or she would play and for which each person was individually accountable during the upcoming months.

This gave each member a sense of belonging, a sense of connectedness and appreciation and a defined place for each of us to contribute, as well as a voice in the decision-making process – all in an effort to create a highly effective team where amazing results could flourish.

This alignment, which was created by making sure all team members were engaged in the process and on the same page, has **catapulted this EAS Group into a**

**60 percent increase in revenues in just the first five months** of the program!

Imagine what seven more months can do!

Here is what some of the EAS Group team members have to say about their experience with Dan Prosser's Promise-Based Management system and the Accountability Scorecard®:

*“Team alignment is one of the most powerful mechanisms a company can use to reach its strategic goals. Our program has given us the tools to reach alignment with one another, which includes support from all team members, as well as focusing our energy and resources on the desired outcome. As such, we see the connection between what we do and the success of our group, which the financial numbers have proven.”*

**~ Karen Reed, senior consultant.**

*“I have learned what it means to draw on the individual strengths of group members, identify improvement opportunities, establish individual and group goals, and how to come into alignment to excel and achieve those goals. It has been a fun and fascinating experience to witness such a diverse group as ours working together as a team, appreciating what each of us brings to the team as we strive to become an example to the overall firm and marketplace of what is possible.”*

**~ Jeff Brown, manager.**

*“What I've enjoyed most about Dan Prosser's System is the process itself. Team members at all levels are participating in decision-making. When we started, many of us were apprehensive, and although it was brought to the forefront early that everyone*

*wanted better communication, everyone was slow to open up to express their thoughts. It took time to open up, but through the non-threatening environment in which our meetings are held, better communication started happening.”*

*“From the very first day, everyone had a voice in determining our ‘guidelines’ and establishing our ‘goals.’ Each person selected the goal that he or she wanted to ‘champion’ and then also had a voice in determining the ‘action steps’ to achieve a particular goal.”*

*“I’ve enjoyed seeing our team members step up and voice their opinions, determine the action steps to reach goals, follow through, and be held accountable to either achieving the action step or answering the question, ‘What is missing?’ I feel the process is helping each member of the team grow, become more confident and develop professionally. As each team member grows and strengthens, so does our entire team.”*

*~ Maggie Fleming, senior manager..*

*Dan Prosser replaced our limiting thinking from being a group of ‘bean counters’ to ‘value-added professionals that are the catalyst for change’ in our clients’ businesses. Once the group declared this stand and the way we viewed ourselves, and how we wanted to be viewed by the marketplace and our partners, amazing things started to happen. A new energy and focus entered the group and the tide started to change. From that point forward, anything that did not look like truly professional high-quality work or thinking stood out as not being in alignment with our core values. The biggest beneficiaries of this change have been our clients. We are making more and better recommendations to our clients, in turn, helping them achieve more in their business..*

*~ Byron Hebert, managing director.*

To produce outstanding results much like the EAS Group at PKF Texas, consider that business is simply a network of conversations; it is a choice between positive or negative dialogues. The power comes from choosing to invent new ones that inspire a group of people to be extraordinary and do extraordinary things.

According to Dan Prosser, “For a company to truly ‘work,’ people have to change the conversations that are stopping or slowing them down, to conversations that make a difference for everyone involved – owner, employee, customer, supplier, and community.”

This seems like a simple formula but is what the EAS Group has taken on; we have invented a new way of thinking, a new way of being. In addition to Maggie, Jeff, Karen, Byron, and myself, our other team members who deserve recognition for making this year our *best year yet* include Cyndi Dinh, Nicole Eggers, Carol Guillory, Clayton Kolodziejczyk, Aaron Lomax, Deanna McCorvey and Jennifer Ryan – Thanks, team!

True greatness comes when minds think alike, and energies are focused on the same objective. If your organization wishes to experience Dan Prosser’s System, then it is time to consider the possibilities for what can be, determine powerful guidelines to follow, align your team players, declare the results desired, and then achieve them with unwavering determination. It is never too late to have your *best year in business* and discover your full potential as individuals and as a team at the same time. As I always say, “Work the plan and the plan will work!” We did!

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