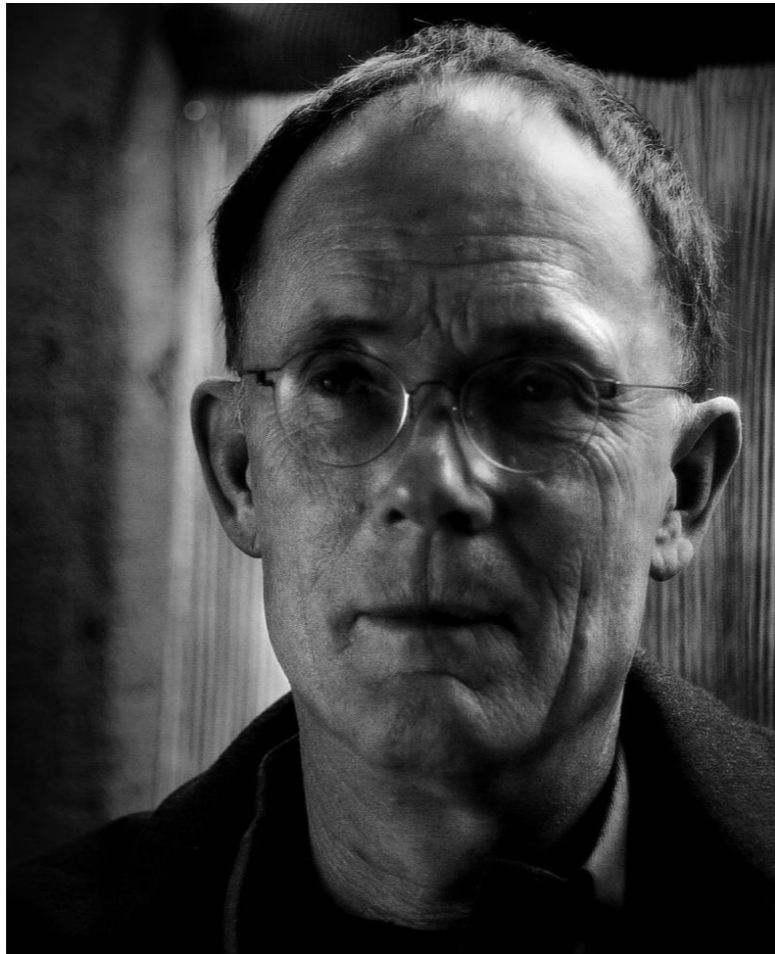


Season 1, Episode 3

TURBULENCE IN PROFESSIONAL SERVICES WILL INTENSIFY: HOW TO WIN IN A RAPIDLY CHANGING WORLD

Presented by **beaton**

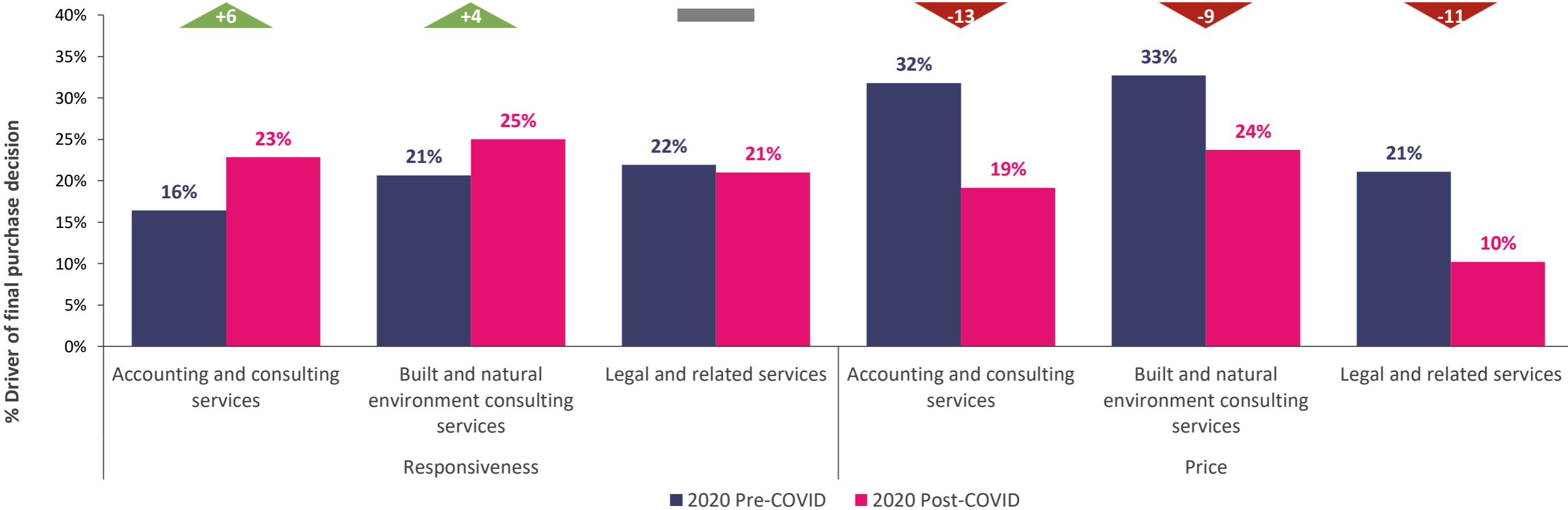
*“The future is already here.
It’s just not very evenly distributed”*



William Gibson

1. COVID
2. Commoditisation
3. Digital transformation
4. Globalisation
5. Industry restructuring
6. New business models

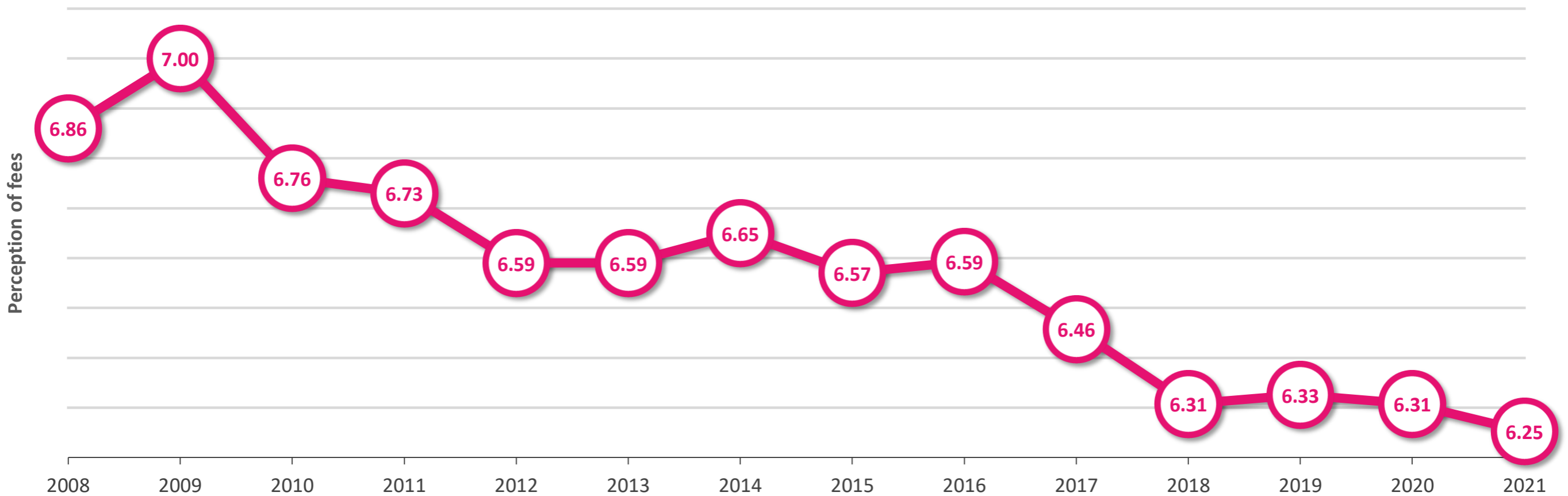
COVID is changing things – maybe forever



Source: **beaton**compass COVID Impact on Clients of Professional Services Report

Q: When you last selected a firm to provide [profession] services, which of the following had the biggest impact on you choosing that particular firm over the next best option?

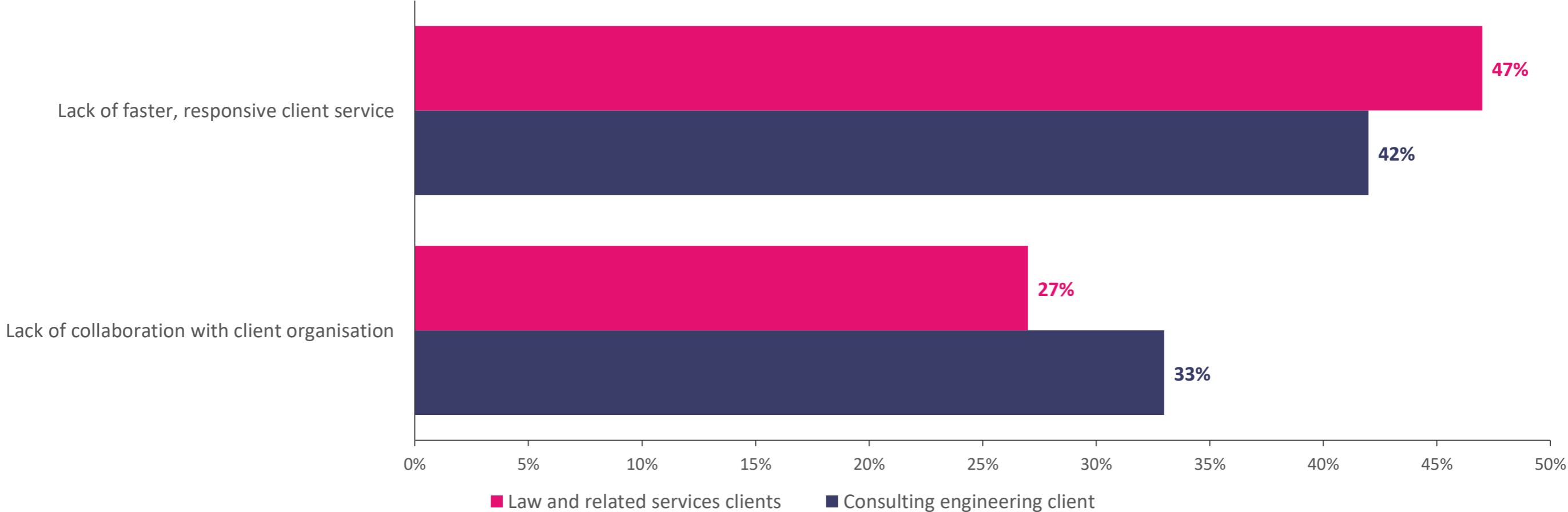
Progressive commoditisation and competition is driving price down in all professions



Source: **beaton** benchmarks 2008-2021, Accounting profession

Q: How would you rate the fees charged by [Firm] over the last 12 months, where 0 = 'extremely low fees' and 10 = 'extremely high fees'?

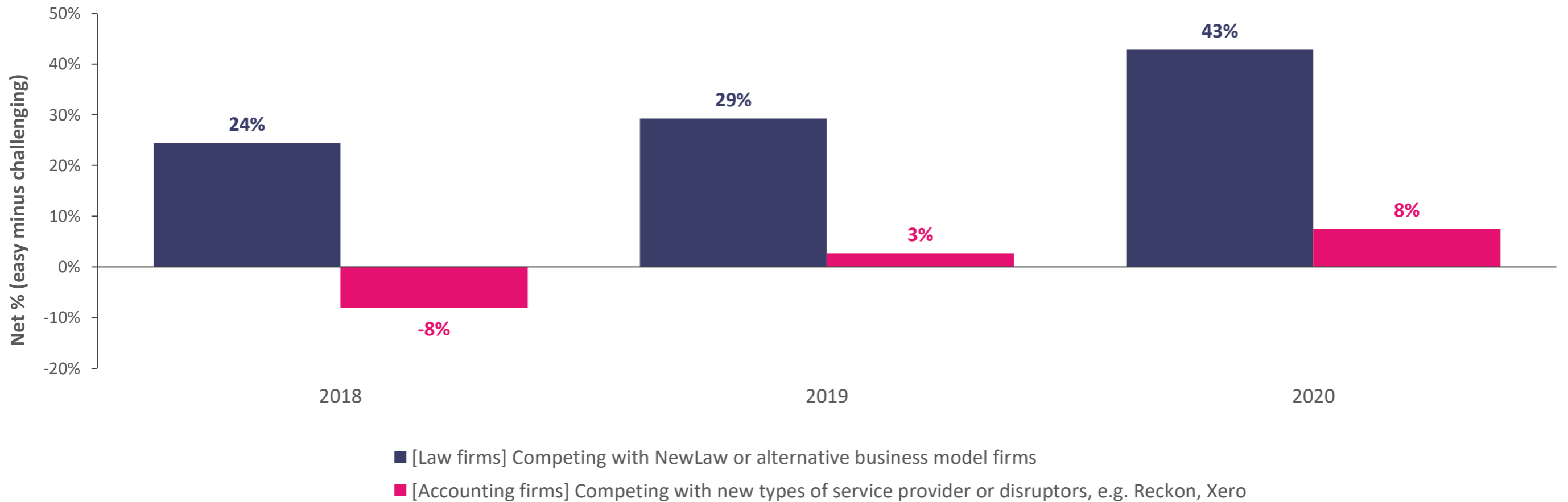
Clients have needs that are unmet by their firms



Source: **beaton**compass Client-led Innovation Report

Q: Which of the following frustrates you most when dealing with a [profession] firm? The firm lacks innovation in...

Proliferation of new business models – mainly in business advisory professions



Source: CommBank Legal and Accounting Market Pulse

Q: How do you rate each of these elements of business conditions at the moment?

Three take-outs

1

To what extent are your services commoditising?

Counter price competition with superior CX

2

Are your clients' needs partially or totally unmet?

Collaborate with them to identify solutions

3

What can you learn from new business model providers?

If you can't beat them, join them!

Join us for our next episode

March 31st 2021, 1pm AEDT

Register now: 3in30.beatonglobal.com

How the banker-accountant-lawyer trinity maximises value to clients of professional services firms

David Goener, **beaton**

Joined by an expert panel