





What do we want to be?

To become Australia's leading network of professional accounting and advice firms, aligned through shared values, mutual success and our sense of community.

CountPlus collaborates with leading accounting and advice firms for the long-term success of our clients, people and shareholders.

How will we measure this?

Key goals	 Firms We provide financial and intellectual investment capital	 People We invest in people and build leaders	 Focus We believe in excellence = process x culture	 Financial We will make a decent profit, decently	 Community Our reputation is the sum of what the community thinks of us
Priority outcomes	All principals are aligned owners with CountPlus CountPlus is a participatory investor in professional advice firms We add value through strategy, people systems, structure & governance, culture and leadership	A recognition culture that incentivises the demonstration of our values We assist firms build a bench strength of leaders and stars Our leaders are coaches We are who we promote	We build firms that transcend generations Culture is our competitive advantage We systemise the routine, but we lead people We invest in technology that is additive to our core business	Efficient and disciplined use of capital We invest in people that fit our family photograph We deliver returns to our shareholders by providing advice that makes a positive difference in the lives of our clients	Redefine our network as a complementor to our firms success Engage with Professional Associations for best practice Establish pro-bono and philanthropic team from within our firms
Winning steps	Successful Firms	Leaders and Stars	Best Practice Enabled	Sustainable and Profitable Firms	Engaged Leaders and Teams