

**AI is changing firm
compensation.**

Now what?

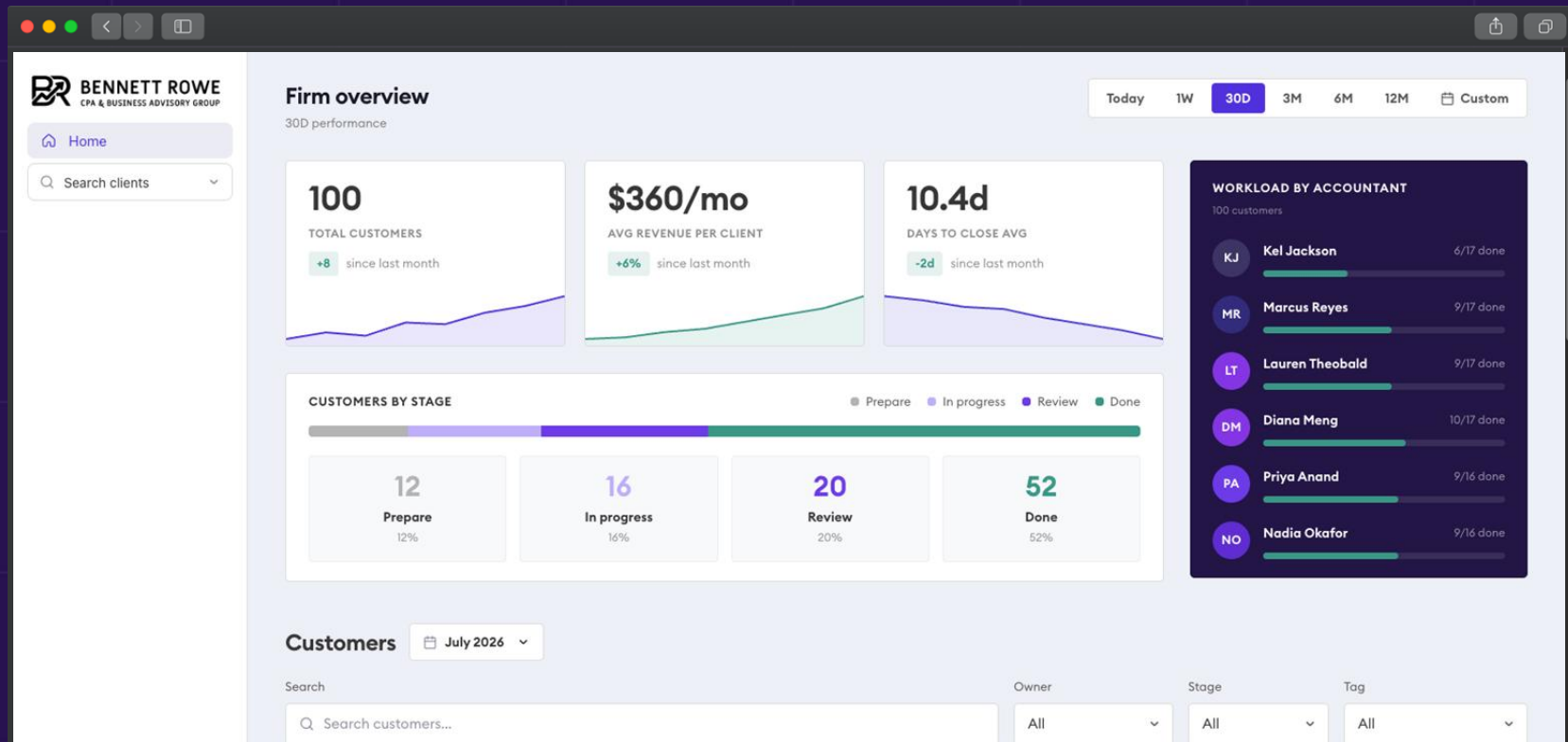




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**Most firms forget to
incentivize their people
when implementing AI**

Learning objectives:

See options for replacing hours-based incentives with value-based measures

Apply a practical approach to upskilling accounting teams on AI tools

Design advisory upleveling and career progression paths that keep teams engaged

**Your people
are part
of your AI strategy**

So what do you do about it? Four things.

**Move to value-based
incentives**

**Skill your team up on
AI, specifically**

**Uplevel them into
advisory**

**Build career paths they
can see**

1. Move to value-based incentives

- Client ratings
- Revenue goals with on-target earnings
- Knock-on effect

2. Skill your team up on AI

- How to prompt
- Which situation calls for which tool
- Pick tools that are easy to adopt

3. Uplevel the team

- How to contextualize the financial reports
- How to spot a trend
- How to be proactive
- Client support and communication

4. Build career paths they can see

- Is there a path to partner or co-owner?
- A path to managing people?
- A path to a bigger portfolio and the comp that comes with it?
- And do they know what that path is?

Summary:

**Move to value-based
incentives**

**Skill your team up on
AI, specifically**

**Uplevel them into
advisory**

**Build career paths they
can see**

Thank you