



Principles for Running Your Firm Like a Business

Running your firm like a business rather than a traditional partnership is key to thriving in today's competitive landscape. Upstream Academy has identified 10 essential principles to help accounting firms make this shift. These principles provide a roadmap for creating a sustainable, growth-oriented, and client-focused operation.

To learn how to put these principles into action, download our in-depth guide on Running a Firm Like a Business—actionable steps and detailed insights to help you translate these principles into practical, impactful changes.



ONE

Believe that it's okay to run the firm like a business.



TWO

Determine the type of business you want to be and evaluate decisions through that lens.



THREE

Separate governance from operations.



FOUR

Define, communicate, and uphold standards of excellence—for your partners, employees, and clients.



FIVE

Prepare people for promotions, rather than promoting people to their level of incompetence.



SIX

Align evaluations, feedback, and incentives with desired behaviors, rather than lagging metrics.



SEVEN

Invest in the future of your firm.



EIGHT

Cultivate and nurture an environment for the leadership team of vulnerability-based trust.



NINE

Focus on the future you want to create instead of the past.



TEN

Live out the idea that action creates clarity.

These 10 principles are the foundation for building a future-ready, high-performing firm. By embracing these guidelines, you position your firm for sustainable growth, innovation, and success in an evolving industry.

READY TO TAKE THE NEXT STEP? **CONTACT US** today to learn more about how Upstream Academy can support your firm in running like a business and achieving high performance.



About Upstream Academy

Built on real-world experience and thought leadership, Upstream Academy equips accounting firms with innovative solutions for higher performance. We position firms and professionals to navigate the challenges of the future successfully.

UpstreamAcademy.com