**Email Campaign for Associations – AUTOMATING & OPTIMIZING TAX WORKFLOW EXPERIENCE LAB**

Subject: Solve Staffing Issues Before Busy Season

Dear <Member First Name>,

When we talk to our members, one of the key issues they say they are facing is staffing. While the CPA profession has long had pipeline issues, it’s apparently been compounded with the “Great Resignation.” One way for firms to get ahead is to make sure employees are happy, engaged, and enjoying their work, simply by automating repetitive functions and optimizing the workflow process.

The <INSERT ASSOCIATION NAME>, along with the Center for Accounting Transformation, is bringing you **Automating & Optimizing Tax Workflow Experience Lab** on <INSERT DATE(S)>.

Attendees can learn how standardized tax return preparation processes are implemented in various vendors’ software to increase efficiency and team collaboration. Because of their interactive nature, experience labs are also a great way to crowd source ideas from fellow attendees on how they plan to optimize their workflow, or how they’ve approached other workflow challenges.

The founder and managing director of IntrapriseTechKnowlogies, Shimamoto also serves as a business transformation advisor and outsourced innovation agent for firms, finance departments, and internal audit departments. “With the recruiting challenges and staff burnout that firms are currently facing, optimizing tax workflow is an important step for staff retention,” said Shimamoto. “It is especially important if firms are also planning to adopt or have adopted hybrid work—managing all of this via email is asking for things to be missed.”

We invite you to register <INSERT LINK> for these opportunities with the <INSERT ASSOCIATION NAME> and move your work and your organization to #EnableTransformation.

*The Center for Accounting Transformation enables transformation by guiding professionals through the adoption and change required in order to step into the future of the accounting profession. We are not here to convince people to change, but rather empower those who seek an alternative to the status quo.*