The Outlier Practice

Done-for-you AI advisory for CPA firms that want growth, not *time saved.*

The Outlier Practice provides training and done-for-you advisory for growth-focused CPA firms. We aim AI at what's limiting your growth, develop your people alongside it, and stay until the results show in your numbers.

BUILT FROM WHAT FIRM LEADERS TOLD US

66 research conversations with firm leaders and their advisors, June to September 2026, at firms ranked #50 to #450 by IPA.

WHAT WE HEARD	WHAT THE PROGRAM DOES
AI is freeing up hours, and firms have no clear view of where those hours go.	Freed capacity is redirected toward one growth goal your partners choose, and measured in your own systems.
The people most fluent with AI are often junior, while the partners with the judgment to direct it have the least time to learn it.	Training & Enablement on the C.L.A.I.M. Method at every level, starting with one group, then scaling.
Promised returns often fall short once AI meets a firm's real work.	AI deployed only where the constraint needs it: use what you own first, then the lowest-risk bet, scaled once adoption and ROI are proven.
Leaders have plenty of outside help to choose from, and little time to sort out which kind fits, and when.	One advisor coordinates the work and brings in specialists only when it calls for them. Your growth plan and strategist stay.

HOW IT WORKS

NEXT STEP
Strategy consultation
We learn your firm and its growth goals.

$5,000
Opportunity Audit
Four to six weeks. Finds the goal and constraint worth working on. Credited in full if you continue.

IN WRITING
Calibration
The goal, the baseline and the growth targets, agreed with your partners.

3 TO 6 MONTHS
Execution
One constraint at a time. First results within about 90 days, then scaled once adoption and ROI are proven.

HAND-OFF
Growth goals, achieved
An owner inside your firm keeps it running.

TERMS

A fixed fee, set by the scope of your plan. Never per seat.

Half is paid when we start. The other half is paid only if the growth targets agreed with your partners are hit, verified from your own systems.

WHO LEADS

Founder Derek Stanek leads every engagement. He works with CPA firm leaders, from small firms to the Top 100, on turning plans into results. He created the C.L.A.I.M. Method, has trained 1,618 accounting professionals on it (4.82/5 average rating), and builds the AI systems that put it to work.

Specialist partners join only when your plan calls for them.

NEXT STEP

Book a 30-minute strategy consultation.

We learn your firm and its growth goals, and show you what an Opportunity Audit would uncover.

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