

Jonathan Kraftchick Bio:

Jonathan is Cherry Bekaert's Managing Director of Audit Process and Innovation where he identifies and implements new services and technologies for the A&A practice. He has spent more than 15 years conducting audit engagements for a variety of companies and industries throughout the country, as well as writing and delivering courses both inside and outside of the Firm.

Outside of his work at Cherry Bekaert, Jonathan served as an adjunct professor at Elon University in their accounting department. He has also received NCACPA's 5.0 Discussion Leader Award and their Outstanding Seminar Discussion Leader award on several occasions. In 2017, Jonathan placed second runner-up in CPA.com's Innovative Practitioner of the Year, which recognizes innovation in process, services or technology implementation in public accounting.

Session Description: The Roots of Resistance

Change management has always been a challenging undertaking. We put so much energy into selecting the right tool, tweaking the perfect process, or planning out the best new strategy. We tend to put less attention on exactly what type of plan we have for positively and proactively communicating these changes to the people they affect most. These are the people who will make or break any new initiative, and, in this course, we'll explore how quickly different types of resistance can take hold and how to make sure our people are experiencing the change as leadership intended.