



The Peak Partnership
CHARTERED ACCOUNTANTS

MEDIA RELEASE

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Accounting firm gets ‘creatively engaged’

In the current climate of skills shortages, employee disengagement and attraction and retention challenges, The Peak Partnership Chartered Accountants firm (Upper Mt Gravatt) dispelled the myth that accountants are dull number-crunchers at their recent annual staff conference.

More than 40 staff gathered at Sea World Resort on the Gold Coast to get creative at a business planning workshop. Designed to maintain the firm’s culture of employee engagement, the workshop reinforced and aligned individual employee goals to the firm’s corporate vision.

Without prior planning, staff were individually challenged to visually interpret their personal aspirations before merging into four groups to develop a series of collective artworks. The workshop culminated with those four groups combining to reveal the firm’s Vision Masterpiece, which now proudly hangs at their Mt Gravatt-Capalaba Road offices.

John Eales, Senior Partner at The Peak Partnership, said the workshop was a resounding success judging by the creative thought and energy that staff put into the exercise.

“Accountants are stereotyped as unimaginative when it comes to expression and creativity, but the group really embraced the workshop and the final result was quite moving for everyone involved. To see each employee’s own personal commitment fit into the Vision Masterpiece was very encouraging from management’s perspective.

The Peak Partnership has undergone major changes in the past 12 months, underpinned by our new name and identity, so it was important for staff to actively recognise our overall future goals. With a fun and creative approach, we were able to have all staff redefine the business’ vision in a memorable way, thus facilitating employee engagement”, said Mr Eales.

Mr Eales went on to say that the most pleasing aspect of the Creative Visions workshop was that it was coordinated by the staff for the staff, led by Debbie Dreaver (Human Resources Manager). “The whole event was a demonstration of positive commitment by all staff.”

The conference also included presentations by Grahame Evans, Managing Director of Professional Investment Services – The Peak Partnership’s financial planning affiliate and Cameron Murray, General Manager Commercial with the Gold Coast Titans NRL franchise.

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