



## What is scope creep and how can it impact your liability?

Have you ever been to a restaurant and the waiter has made a mistake with your meal? Perhaps the kitchen was overloaded and what you thought was your meal being delivered to your table was in fact someone else's.

You would likely say, "I didn't order that" and take time to communicate to the wait staff your original order.

Granted there would be little liable risk involved in this scenario, but the principles remain the same.

In the same way, we as practice owners need to be more assertive with a customer's order for our services. When they make a change to their needs, we in turn need to make a change to our service fees and engagement. After all, if you ordered a dessert from a restaurant after enjoying your meal you would expect that the cost of the dessert would be added to your final bill, even if it wasn't part of your original order.

At Ignition, they help accounting professionals manage scope creep, and remain compliant to satisfy both their profit margins and their liability. As accountants, due care must be taken with

all customers we interact with to ensure they have a solid engagement letter from us. Without this, you are exposing your firm and your bottom line to unnecessary risk.

According to Rob Ferrini with McGowanPRO, engagement letters provide Accountants and CPAs with essential protective wording for your practice. In addition, they allow you the opportunity to market additional services and ultimately create a stronger relationship with your clients.

That's why Ignition is collaborating with McGowanPRO to help you find a technology solution for your engagement needs. McGowanPRO has over 60 engagement templates available, making it easy to align them in Ignition to manage scope creep and frankly keep your team on task with the work that has been engaged.

Ignition is the world's first client engagement and commerce platform for professional services businesses to streamline how you engage clients and get paid.

Nearly 5,000 accounting and professional services firms around the world use Ignition to win new business. The platform contains impressive digital proposals and enables you to engage clients with a clear scope of work, and get paid on time by automating payment collection. Ignition also integrates with leading business apps such as Gusto, QuickBooks, Xero and Zapier to help streamline your processes and put time back in your day.

Progressive accounting entrepreneur Guy Pearson founded Ignition in 2013 to find a better way of doing business. To date, they've helped facilitate more than one million client engagements and more than 6.5 million payment transactions.



The banner features a dark teal background with a red circular graphic on the right side. The Ignition logo is in the top left, followed by the headline "Elevate your client engagements with Ignition". A red button with white text "See it in action" is positioned below the headline. On the right, a laptop displays a software interface with a "Sign" button. A red circle in the top right corner contains the text "Product tour".

ignition<sup>\*</sup>

Elevate your client engagements with Ignition

See it in action

Product tour

Link for the Product Tour to embed on the media image above:

[https://www.ignitionapp.com/watch-the-demo-today?utm\\_source=partner\\_other&utm\\_medium=partner&utm\\_campaign=2207-amer-partner\\_other-a2x-blog-cta&utm\\_content=watch-demo](https://www.ignitionapp.com/watch-the-demo-today?utm_source=partner_other&utm_medium=partner&utm_campaign=2207-amer-partner_other-a2x-blog-cta&utm_content=watch-demo)