

Whether it's the upcoming Presidential election, the current baseball playoffs, or the way we raise our children one can certainly state that doing things "the way they were always done" doesn't quite cut it in the year 2016. The presidential candidates' attempts to sum up the middle class ideology are from a 1970's playbook and miss the mark entirely. Our beloved Giants tried to close out the last game by getting three outs from their three set-up men as they did in the last three even year seasons. We all know how that went. Raising children today in a world where sex, drugs and rock 'n roll doesn't resemble the 1960's (marriage equality, legalized marijuana, and EDM type music). Change is a coming.

The job market for today's professionals supports full time consulting as a valid and lucrative prospect for those who have honed a valued skill set, unlike traditional lifetime employment prospects which are rapidly fading into the past. Full employment in the Bay Area means dealing with "peak car" where commuting has become a game of roadway apps, Google buses, and tuning in podcasts to while away the hours getting to and fro. The old adage of "the more things change, the more they stay the same" isn't as true as it may have once been.

As we all move forward into 2017, we might be better off embracing the many changes being ushered into our lives and our work. Change is the rule today, not the exception of the past. For financial executives one of the many changes facing business is the revenue recognition ASC 606 and other changes to the regulatory and compliance environment. The regulatory landscape is changing for many reasons--both obvious and less clear at times. Regardless of the why's or where's behind the changes, being an early adopter (or at least educating one's team in advance of deadlines) can be empowering. Sure change costs time and money and change can be frustrating especially if left to the last minute. Yet being proactive when change is required by regulatory agencies also brings greater clarity, transparency and trust to our businesses and to both internal and external investors supporting our growth.

As leaders in our business communities we cannot hold back change just because it's not fun or it isn't a new gadget we can play with. Just as we strive to recognize and embrace the forces of nature that affect raising children, elections, or strategies to fend playoff elimination games; we are all better served to getting on board with change. Ultimately change is good and firms like SOAProjects have the accounting expertise and consulting staff support to manage regulatory and compliance changes involving revenue recognition ASC 606 and technical accounting issues facing us all. We are prepared with the details and ready to take action.

Good luck to you leaders as change is upon us all.

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