

**Strengthening leaders.
Transforming firms.**



The
Rainmaker
Companies

At Rainmaker, we understand that professional services firms don't need one-size-fits-all solutions. They need trusted allies—people who know their world, speak their language, and meet them where they are. We work side-by-side with firm leaders and rising professionals, helping them build the confidence, capability, and culture to lead with impact. Our passion is sharing experiences through partnership and collaboration.

Who are The Rainmaker Companies?

We are a global partner to professional services firms, helping them develop the people and practices that fuel lasting growth.

Why Us?

Different firms want different outcomes. Rainmaker helps you get there with clarity, accountability, and expertise built for professional services.

- Experienced trainers, certified coaches, and award-winning consultants
- Deep knowledge of business development, leadership, client relationships, and culture
- Programs and guidance aligned to your goals, KPIs, and real-world performance
- Global reach with the flexibility to adapt by market, culture, and industry

"The Rainmaker team took the time to have a conversation... They didn't ask 'What do you need?' but rather, 'How does what you need fit into your goals?'"



Brett Settles

Director of Learning and Development | PKF O'Connor Davies

Our Services



Academy

In-house and open-enrollment learning experiences that build business development, leadership, and client experience skills at every stage of growth.



Communities

Membership-based peer communities connecting professionals by industry, service line, and leadership role for perspective and practical growth.



Advisors

Strategic consulting and advisory services to strengthen growth, business development, and leadership performance.



Brendan Kurvers

Principal | CLA

Rainmaker by the Numbers



\$1.1 Billion

New revenue tracked by
participants annually



35

Years serving
professional firms



5,568

Professionals trained
annually through
Rainmaker programs



38%

Top 100
accounting
firms served

Growth-focused firms trust Rainmaker



"I have been a part of various trainings focused on sales and business development. Probably the most focused, formal training I have received was The Rainmaker Academy. During the program, I was able to close the deal on over \$800,000 worth of business."



Mike Parton

Managing Principal | Coulter and Justus, P.C.

"The results have been exceptional. From a pure ROI standpoint, the program has more than paid for itself. But what stands out even more is the development of our people and the positive impact on our clients. These aren't just better rainmakers - they're better advisors and teammates."



John Lauseng

CEO and Partner | Aldrich



The Rainmaker Academy®

The Rainmaker Academy® is a provider of customizable learning, coaching, and development programs specifically designed for professional services firms. Our programs build capabilities in business development, leadership, and client experience across all levels.

Our Methodology

Our proven TEAMS™ methodology is the framework upon which our business development programs are built. It provides a memorable roadmap for the many steps to effectively develop client relationships.

Target

Explore

Align

Motivate

Serve

Program Length

Programs vary in length, typically ranging from 6 to 18 months, depending on the focus.

Who Can Benefit?

Our programs are built for high-potential professionals, teams, firms, and associations looking to level up their talent development strategy.

Hundreds of accounting, law, and other professional firms and associations have relied on our programs to develop their best and brightest emerging growth leaders.

Key Program Elements

-  **Capability Assessments**
-  **Live Training Workshops**
-  **1:1 Personal Coaching**
-  **Peer Group Coaching**
-  **Practical Application**
-  **Planning and Accountability Tools**

Types of Programs

Through an integrated mix of in-person and virtual training, coaching, and real-world application, we build the mindset and skills that fast-track careers and strengthen firm growth and culture.



Training Programs

Our training programs help rising team members, executives, and high-potential talent elevate their leadership skills, strengthen client relationships, and build the tools they need to sustain your organization's growth.

Coaching Programs

Coaching with Rainmaker is designed to strengthen leadership and business development skills, helping firms grow with stronger accountability and strategic focus. Targeted engagements focus on real-world application to help professionals gain clarity and build momentum.



Workshops and Modules

Whether custom-developed or one of our Academy programs, workshops deliver impactful business tools designed to equip professionals with practical strategies they can apply to themselves and their firms.

[Learn More.](#)



Business Development Programs

Signature Rainmaker Program

- 12-18 month duration
- Our signature program since 1991
- Experiential program builds skills to develop lasting, high-value client relationships

Ideal For: Senior managers on partner track, new partners and up

Core Purpose: Equip a firm's current and rising leaders to sustain and grow your firm

Prodigy Rainmaker Program

- 6-12 month duration
- Puts your high-potential professionals on a path to leadership with a head start building skills, behaviors, and confidence

Ideal For: High-potential associates through new managers

Core Purpose: Prepare early-career talent to begin building high-value networks

Apprentice Rainmaker Program

- 6-12 month duration
- Establishes a broad foundation of essential firm-wide business development skills

Ideal For: Associates and up

Core Purpose: Establish a solid foundation of BD principles and best practices

Growth Teams Program

- 6-12 month duration
- Strengthens your firm's high-potential niche practices and develops a path for growth

Ideal For: Segment leaders and their selected growth-focused team members

Core Purpose: Equip high-potential niche practice teams to drive focused, sustainable growth



Learn More.

Leader Development Programs

Executive Leader Program

- 12-18 month duration
- Develop capabilities to build trust, foster accountability, strengthen collaboration, and navigate conflict

Ideal For: Partners, principals, practice leaders, department leaders, and experienced managers

Core Purpose: Equips leaders with the skills, frameworks, and confidence needed to build high-performing teams and strengthen culture

Authentic Leader Program

- 9-12 month duration
- Strengthen abilities to communicate strategically, build influence, coach others, and lead client relationships

Ideal For: Senior managers, directors, partner-track professionals, new leaders

Core Purpose: Develops confident, authentic leaders who build trust, inspire action, and create measurable impact

Emerging Leader Program

- 9-18 month duration
- Build the skills needed to communicate effectively, manage priorities, and strengthen professional relationships

Ideal For: High-potential professionals, senior associates, supervisors, and future leaders

Core Purpose: Develops the mindset, influence, and business acumen to lead strategic relationships

Leader Essentials Program

- 6-12 month duration
- Develop professional habits, communication skills, and relationship-building capabilities needed to contribute effectively

Ideal For: New professionals, associates, and emerging contributors

Core Purpose: Builds the foundational skills that serve as the cornerstone of future leadership success



Client Experience Programs

Five Star Client Experience® helps firms turn great technical professionals into proactive, client-focused advisors—while creating a shared service culture across the entire firm. Designed for professionals at every level, from partners and client-facing teams to operations and administrative professionals, the program builds the behaviors, processes and mindset needed to deliver a consistent client experience that strengthens relationships, loyalty and growth.

Key Benefits

-  Strengthens your brand through exceptional client service
-  Elevates service quality across client experiences
-  Improves efficiency and keeps work on budget
-  Creates a culture of accountability, referability, and client loyalty

STEP 1

Brand Foundation

Build the mindset, expectations and behaviors behind a Five Star client experience

STEP 2

Service Delivery

Apply the Five Star model to every stage of the client interaction

STEP 3

Implementation Planning

Turn training into a lasting culture with a clear action plan

Each session is designed to help your firm deliver a more consistent, accountable client experience both internally and externally. To conclude the program, we offer an optional additional training day for all administrative staff.

Five Star Follow-Up – Implementation and Action Planning

- Develop firmwide action priorities with the Five Star Task Force and Leadership Team
- Turn ideas from the training into specific actions for individuals, teams, and the firm
- Identify opportunities to embed Five Star behaviors into existing processes, communications and client touchpoints
- Establish ownership and next steps to reinforce Five Star across the firm



Learn More.

Follow-up is customized to the firm and may include individual commitments, team priorities and firmwide initiatives designed to turn Five Star from training into the way the firm works.

The Rainmaker Academy®

Coaching Programs

One-on-one and group coaching opportunities to develop leaders and drive growth within your firm.



Executive Leadership

Key Benefits

-  Strengthens leadership effectiveness and decision making
-  Improves client service and practice development performance
-  Builds accountability through coaching tools
-  Increases personal and firm profitability

Learn More.



Business Development

Key Benefits

-  Focuses new business on the highest-potential opportunities
-  Aligns pursuit and client teams around growth opportunities
-  Applies business development practices through coaching
-  Increases loyalty, expansion potential, and growth results

Business Development Coaching Programs

- 1:1 Leadership
- Client Loyalty
- Growth Team
- Pursuit



Learn More.



Workshops, Modules, and Keynotes

Offering flexible learning experiences for a variety of growth and leadership topics as well as professional keynote speaking presentations to help support your next event.

Key Benefits

-  Provides customized solutions for your firm's goals and priorities
-  Builds critical leadership and business development skills
-  Combines sessions for a cohesive learning experience
-  Extends impact through follow-up support and guidance

Growth and Leadership Skill Courses

- Individual
- Firm/Association



Learn More.

The Rainmaker Academy®

Custom Programs

Tailored Academy training, development, and coaching programs built around your firm's budget, goals, and growth priorities.

No two firms grow the same way. Custom Programs take our Academy curriculum, training, and coaching, and build them around your firm specifically, scaled to your budget and focused on the business development, leadership, or client experience outcomes that matter most to you.

Key Benefits

-  Built around your firm's specific goals, budget, and timeline
-  Draws from the full Academy curriculum across our standard training and coaching programs
-  Scales from individual leaders to full firm/association rollouts
-  Backed by 35 years of professional services growth expertise

Contact us for more information on custom programs for your firm.





The Rainmaker Communities

About

The Rainmaker Communities are professional membership-based peer groups that build connections, foster collaboration, and facilitate knowledge sharing within specific strategic niche markets, advisory service lines, and leadership roles.

Who Do Communities Serve?

Communities are designed for leaders in professional services, especially those growing a niche, leading a service line, or shaping firm-wide strategy.



Why Communities?

Leading a professional services practice comes with many challenges, and leaders need all the support they can get.

The Rainmaker Communities help create and nurture connections so growth can happen with intention and accountability.

Key Benefits

-  Industry Peer Network
-  Resources and Tools
-  Virtual Roundtables
-  Growth Team Consulting
-  Member Benchmarking
-  Conferences and Events
-  Collaboration Platform
-  Market Positioning

Explore Communities



**Join or form active communities of professionals
within each of our core areas of focus.**



Industries

- Banking
- Nonprofit
- Manufacturing
- Construction



Services

- CAS (Client Advisory Services)
- Technology
- Valuation
- Wealth Management



Roles

- CEO Grow
- Emerging Leaders
- Marketing and Business Development
- Learning and Development

[Learn More.](#)





The Rainmaker Advisors

The Rainmaker Advisors is our strategic advisory and consulting practice for firms and their leaders. We partner with firms to assess growth opportunities and strengthen strategies through targeted consulting, facilitation, and hands-on implementation support.

Who Can Benefit?

Advisors is built for all leaders responsible for growth, talent, and firm performance, including CEOs and managing partners, practice leaders, learning and development leaders, and association executives.

Strategic Growth Consulting

Growth Capability Assessment

A benchmarking framework that evaluates your firm against six key growth drivers.

- Identifies strengths and gaps against high-growth firm benchmarks
- Collaborative, team-based process
- Delivers clear recommendations, not just data

Strategic Growth Advisory

Consulting engagements that turn growth ambition into focused, actionable strategy.

- A strategic growth playbook aligned to your firm
- A repeatable process for winning work
- Greater business development impact and culture

Firm Forum and Retreat Facilitation

Expert-facilitated retreats and firm meetings that turn discussion into action.

- Agendas built around your firm's actual goals
- High-energy, expert-led facilitation
- Retreats end with a clear, actionable plan

Business Development Consulting

Sales Process and Methodology

A repeatable playbook for identifying and advancing pursuits.

-  Establishes a repeatable approach to client pursuits
-  Improves ability to land new business
-  Inspires a proactive growth culture

Client Loyalty and Win-Loss Reviews

Structured client and pursuit reviews that turn feedback into sharper strategy.

-  Reveals client satisfaction and retention risk
-  Sharpens win rate and shortens sales cycles
-  Benchmarks pricing, service, and competitive position
-  Strengthens your brand and pitch

Market Potential and Targeting Analysis

Workshops that focus growth teams on the highest-potential targets.

-  Sharpens targeting strategy for your client profile
-  Clearly surfaces market opportunities
-  Focuses limited growth resources

Your Success Is Our Success.

Learn More.





\$1.1 Billion

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participants annually

Find out more.



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