

The Modern Business Paradigm

Unsupported SMB's

- › Low adoption of tools/ technology
- › Operationally focused
- › Working harder not smarter
- › Accounting is a grudge purchaser



Connected SMB's

- › Using best practice tools/ technology
- › Business improvement focused
- › Empowered: More freedom, better results
- › Partnered closely with their Accountant; a high value relationship



THE CHASM

The Disconnect

Legacy Accountants

- › Blissfully unaware of need to change (white knucklers) holding onto compliance.
- › Neglected skills: communication, sales, commerciality, empathy.
- › Poor technology adoption
- › High volume, low value work



Modern Accountants

- › Offer Business development and advisory services
- › Trusted relationship with client
- › Strong marketing, sales & communication skills combined with empathy
- › Strong technology adoption
- › High value work & higher returns

