

# The Modern Business Paradigm

## **Unsupported SMB's**

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

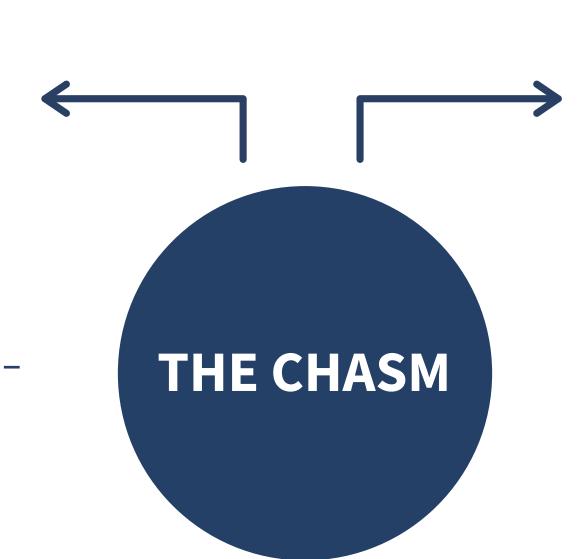




## **Legacy Accountants**

- > 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





#### **Connected SMB's**

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

#### **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

