

re:BootCamp

#AccountantsBootCamp



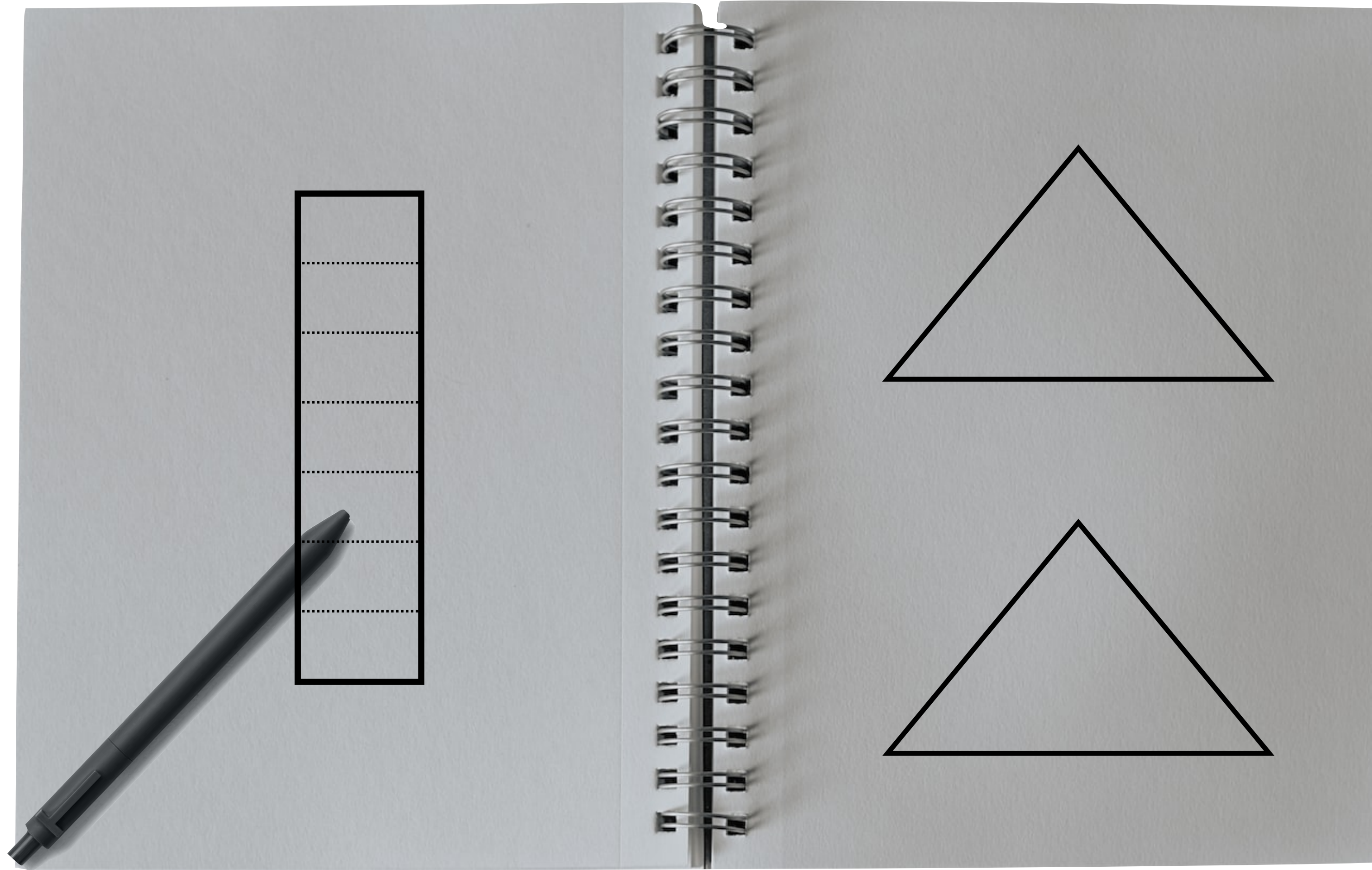
WELCOME TO
Accountants' Boot Camp
Re:Boot Camp Preview

A NEW STORY FOR
YOUR FIRM

CHOICE
MOMENTS

<Location>
,
<weather>

Chat



HI

2020 STORY

CO-CREATING A BRAND

NEW

SO THAT YOU MAKE MORE

IMPACT

AND ON YOUR

BUSINESS

EVER THOU

I'm UP
for that

Chat

PANDEMIC

WFH

INFLATION

INTEREST RATES

STRIKES

CHATGPT

REFUGEES

TURKEY

FOOD

FLOODS

BING

UKRAINE

PRICES

BORDERS

CLIMATE

HEATING

ESG

BALLOONS

GAS

FAKE NEWS

HYBRID

OPEN AI

CRYPTO

RUSSIA

OIL

STOCKS

SYRIA

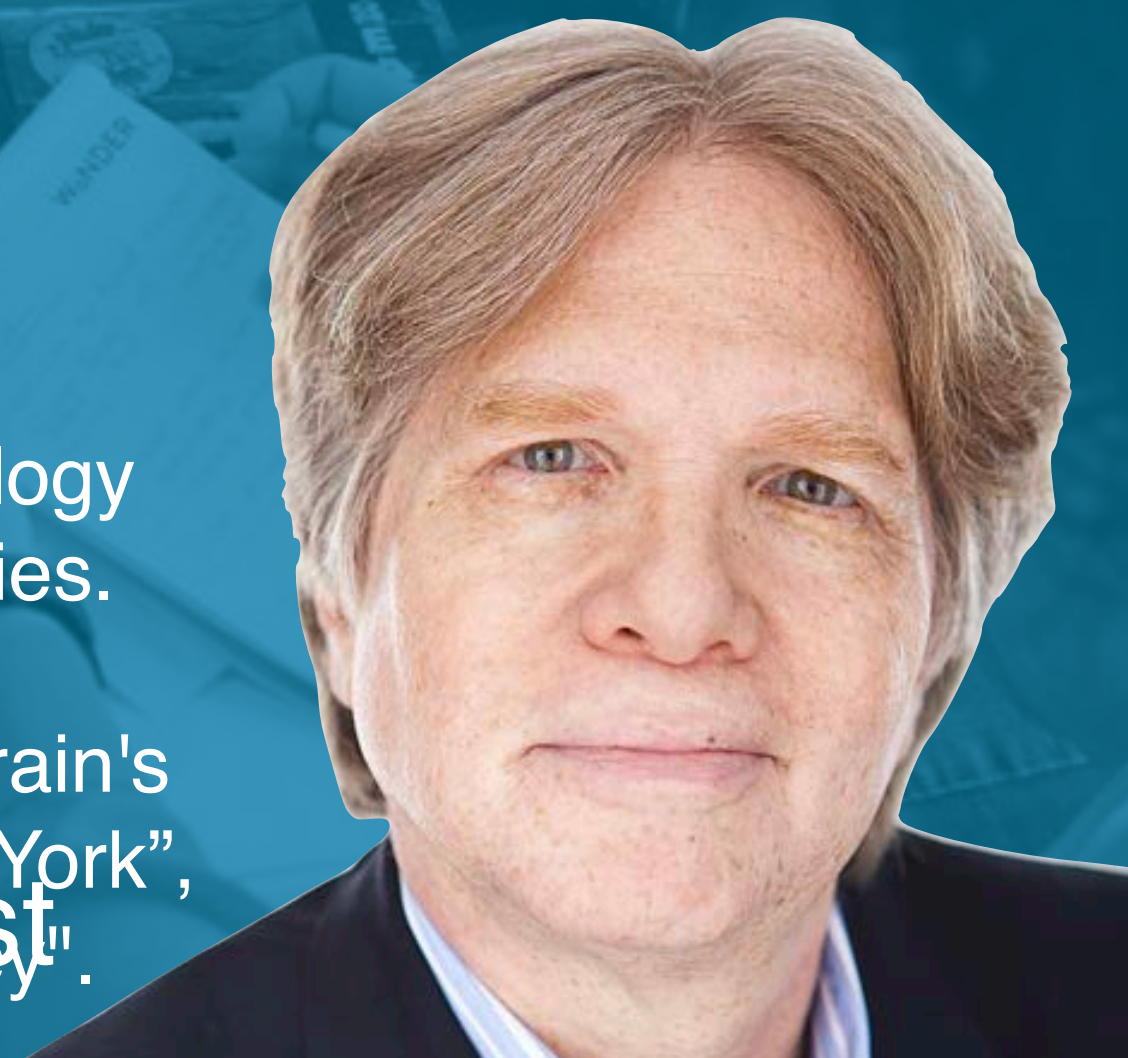
MONKEY POX

FUNDAMENTAL SHIFTS

An Inc. 500 CEO, serial entrepreneur and financial technology investor. Founded or funded over 100 pioneering companies.

Described by Forbes as "New York's Archangel", by BusinessWeek as a "world conquering entrepreneur", by Crain's New York Business as "the father of angel investing in New York", and by Red Herring magazine as "patriarch of Silicon Alley".

David S. Rose: Founder, CEO of Gust



FUNDAMENTAL SHIFTS

Any company designed for success
in the 20th century is doomed to
failure in the 21st.

David S. Rose: Founder CEO of Gust



FUNDAMENTAL SHIFTS

“To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.”

“... and if you don't do that, you will not get funding from us.”

Laurence Fink — CEO Blackrock



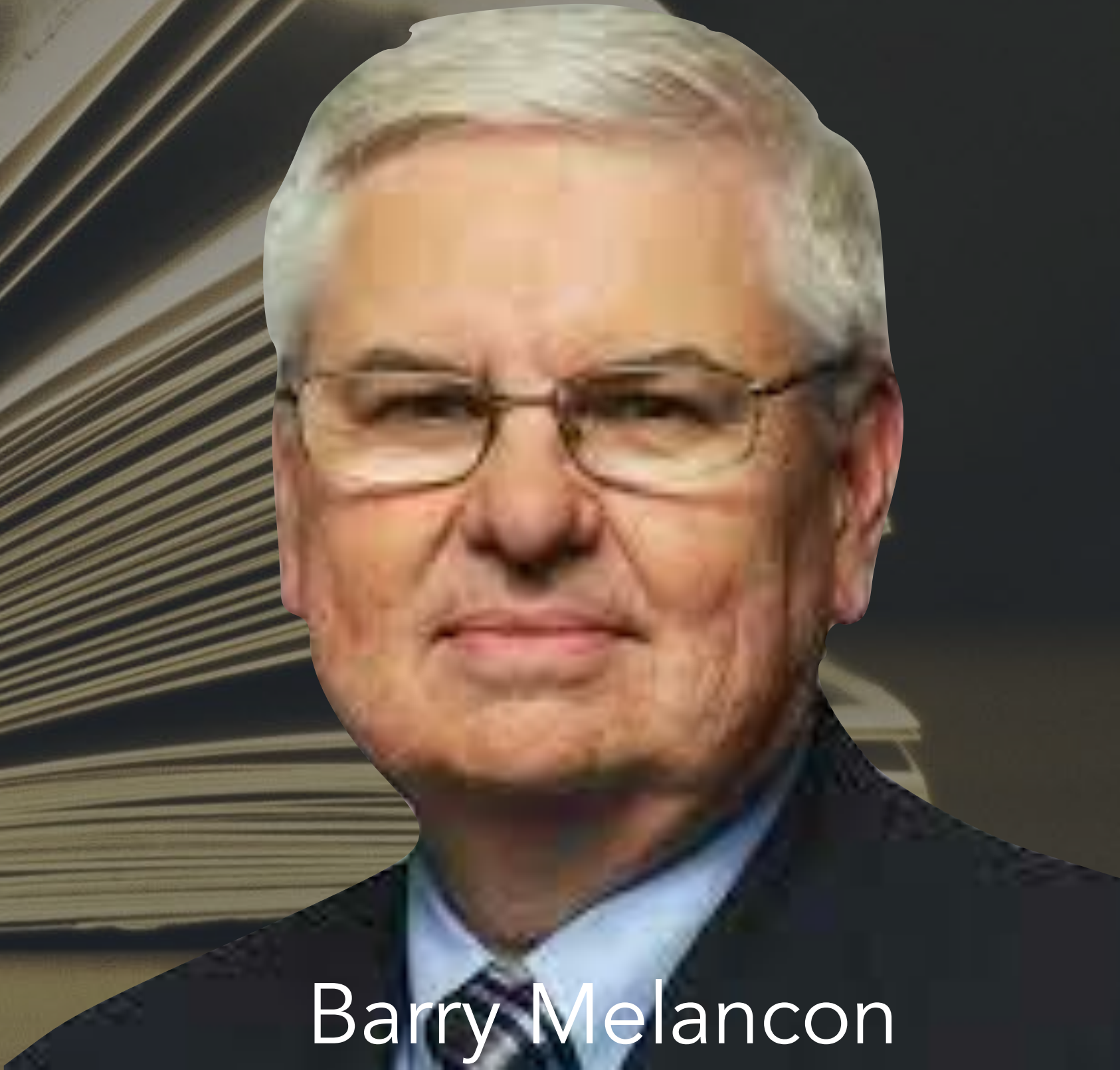
OUR WORLD HAS CHANGED **BIG TIME.**

YOUR FIRM NEEDS A NEW STORY **RIGHT NOW.**

YOUR CLIENTS NEED A NEW **RIGHT NOW TOO.**

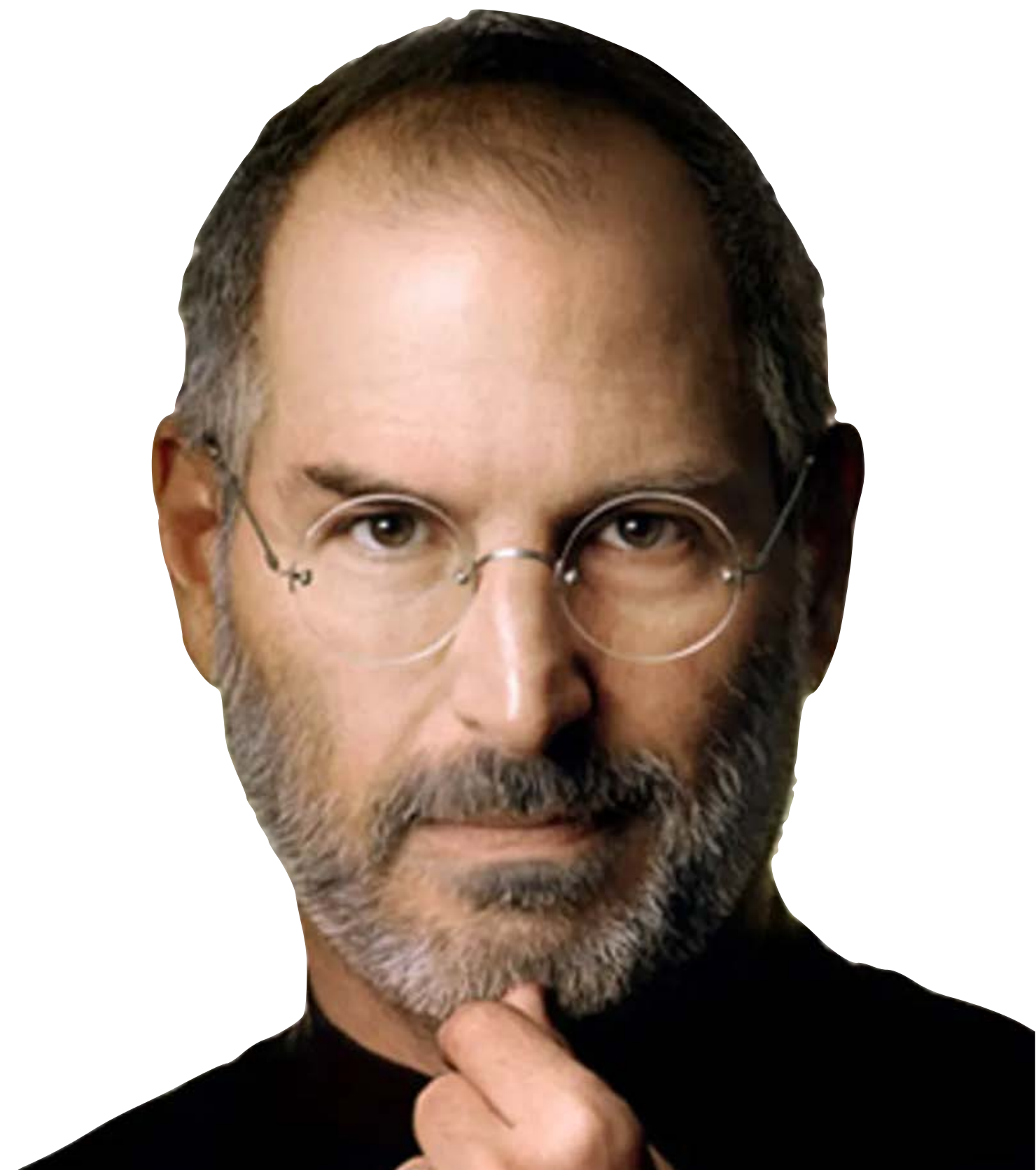
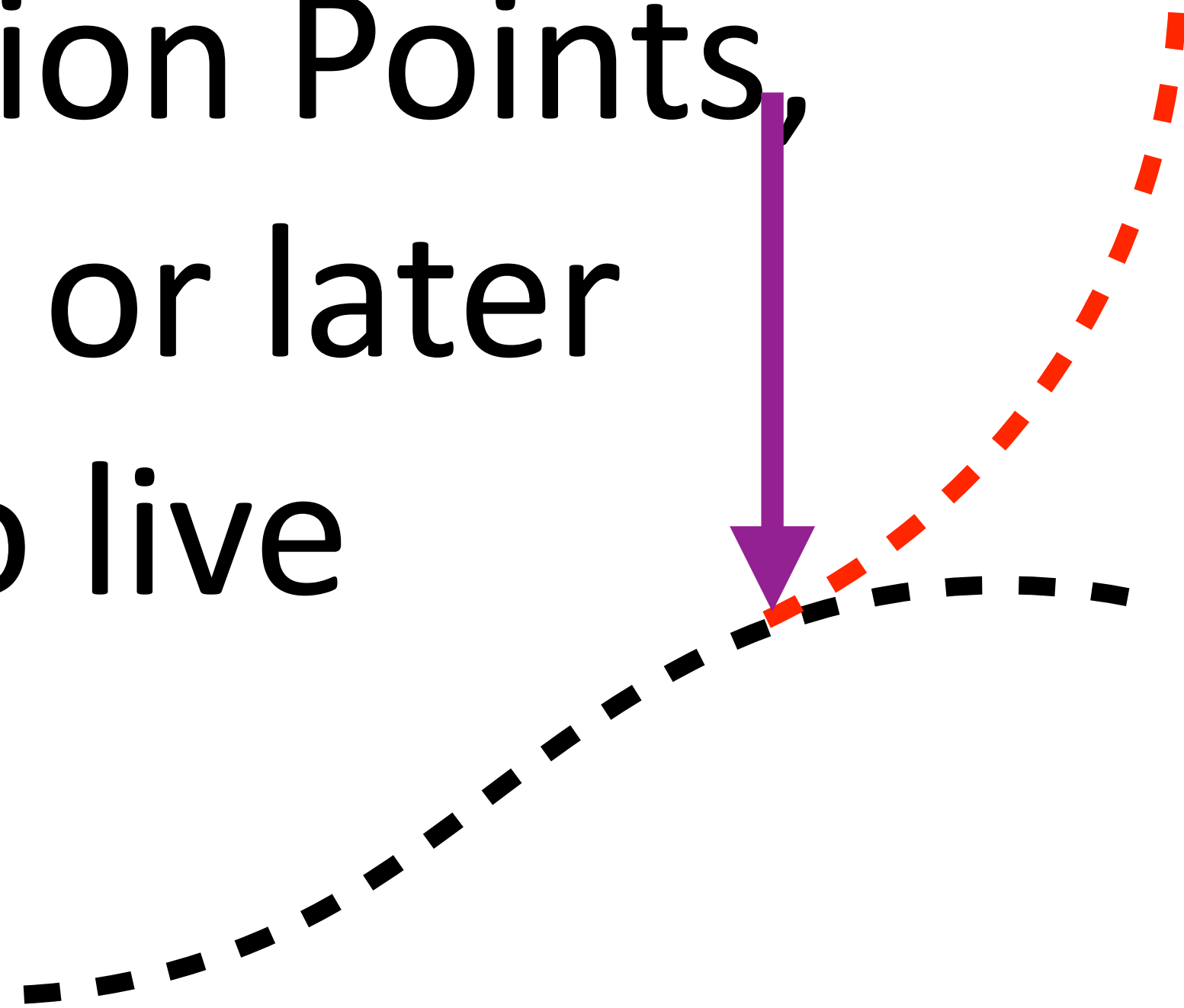
A NEW STORY FOR YOUR FIRM

It's all about models and
The way that we create
expanding-up your story
value, articulate it and
It's the entire key to guiding
professionals that we're
get paid for it has
your firm to new levels of
different growth models on
revenue, profit and growth
phenomenal going forward.



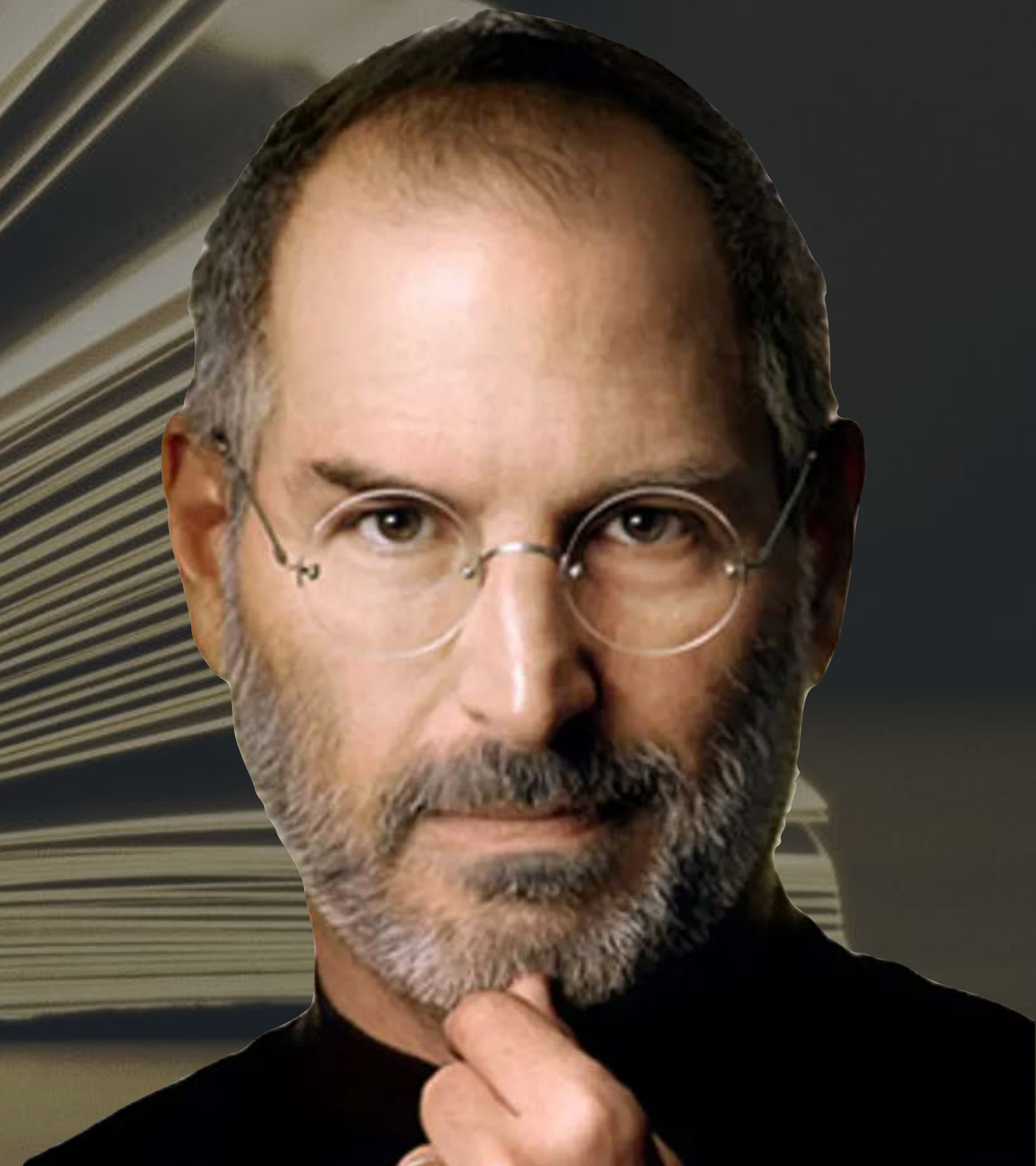
Barry Melancon

“You need to learn about Strategic Inflection Points, because sooner or later you are going to live through one.”



A NEW STORY FOR YOUR FIRM

“The storyteller sets the vision, the values and the agenda for an entire generation yet to come.”



A NEW STORY FOR YOUR FIRM

responsibility

At the Accountants' Bobbin Camp, you have the
we help you change up **your story** by **make numbers**
so that you can help your **clients** **transformed** into powerful,
clients change the **game-changing** stories.

agree

Chat

LET'S TAKE A LOOK AT SOME DATA

Here's what clients say ...

69%

Help me understand my numbers

Respond quickly

78%

Be a trusted advisor to me

50-60%

fail within first 5 years

AND

YOU CAN HELP CHANGE THAT STORY FOR MANY OF YOUR CLIENTS

YES I CAN

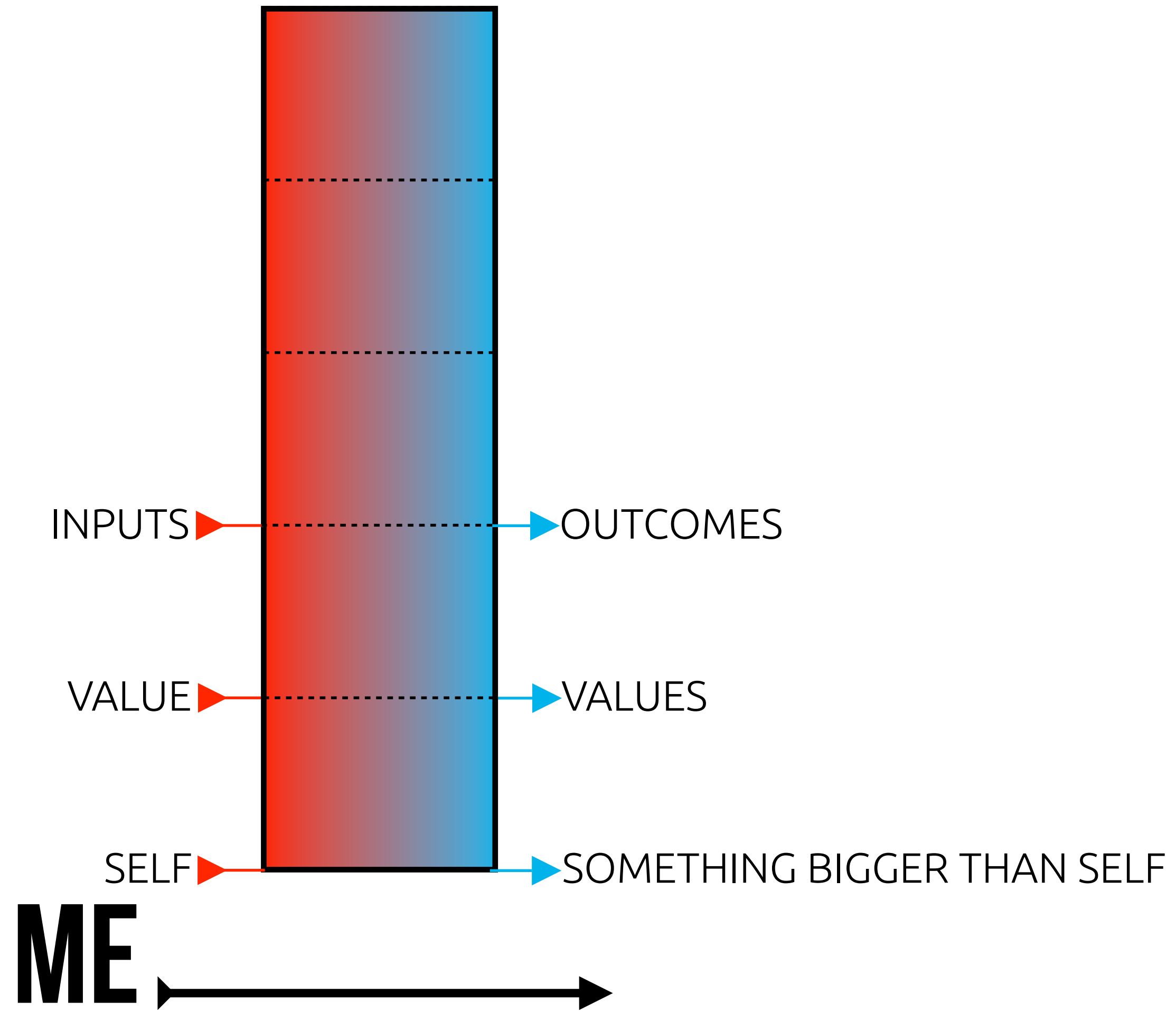
Chat

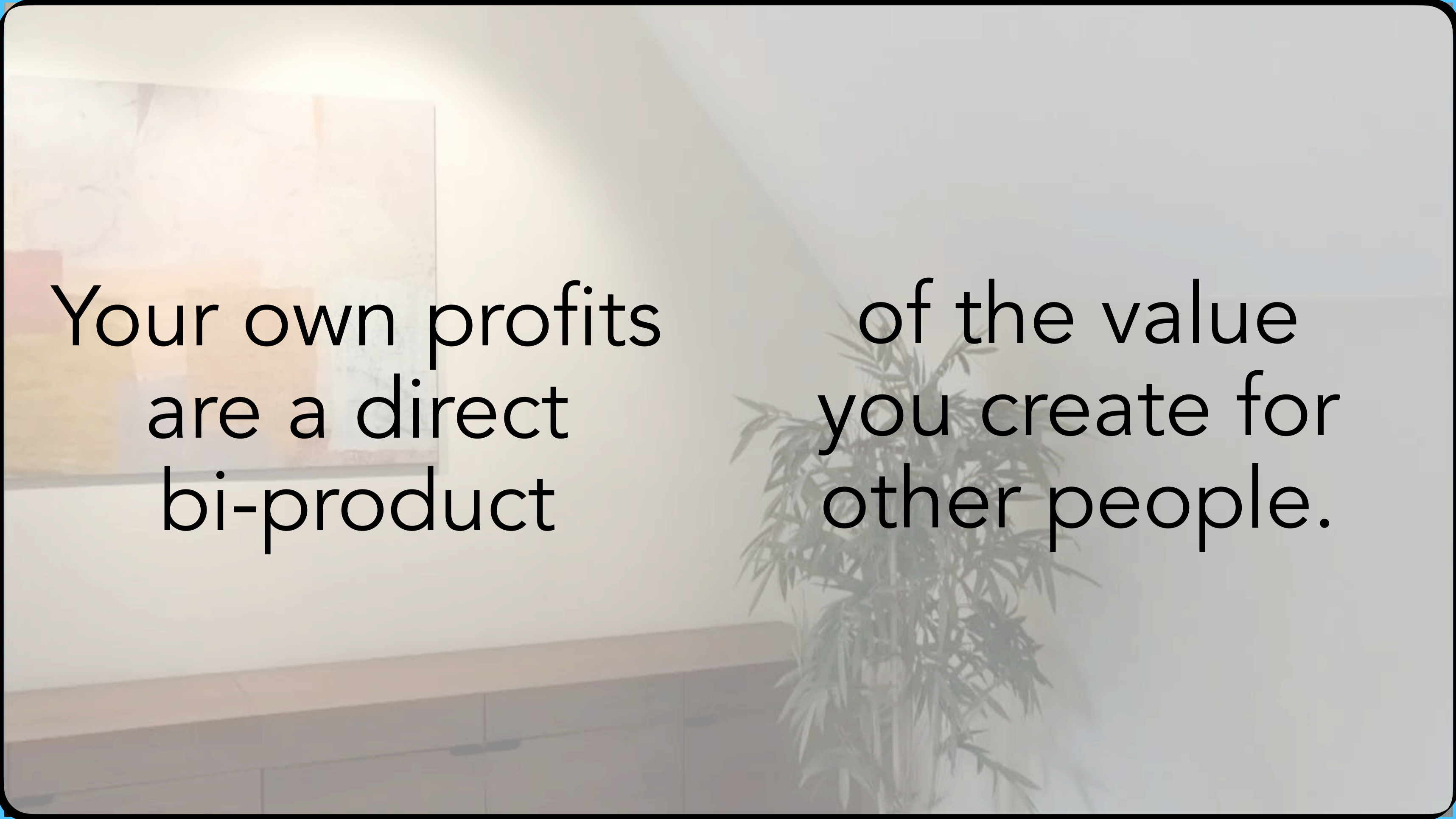
**YOU NEED TO SHIFT TO
MAKE THAT HAPPEN.
AND IN DOING THESE
THINGS, YOU'LL MAKE
MORE IMPACT ON YOUR
BUSINESS THAN YOU EVER
IMAGINED POSSIBLE.**

things

UP

Chat



A blurred office scene with a whiteboard and a plant. The whiteboard on the left shows some faint diagrams or charts. A green plant is visible in the lower right foreground. The background is a bright, slightly overexposed office space.

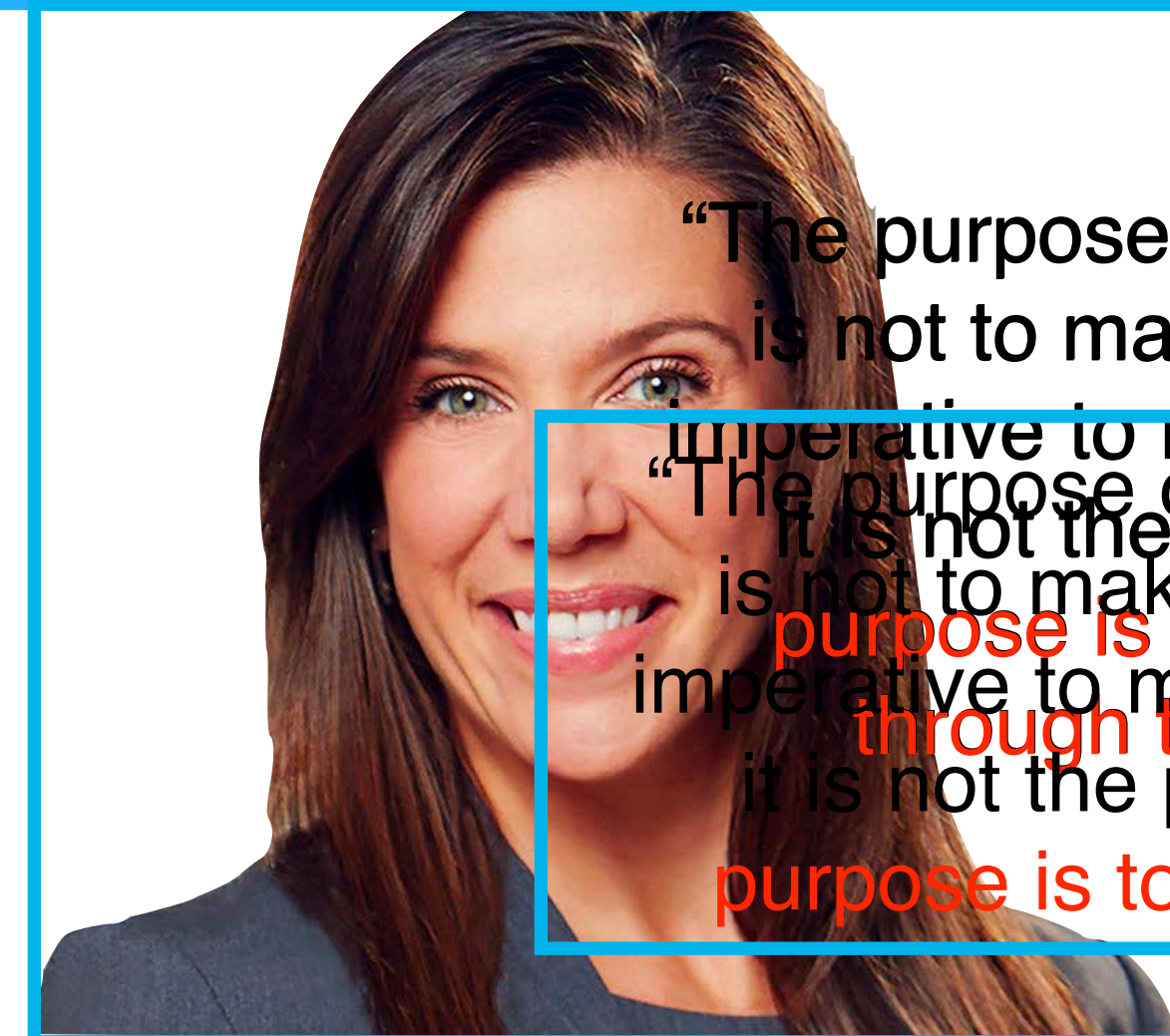
Your own profits
are a direct
bi-product

of the value
you create for
other people.



My own profits
are a direct
bi-product

of the value
I create for
other people.



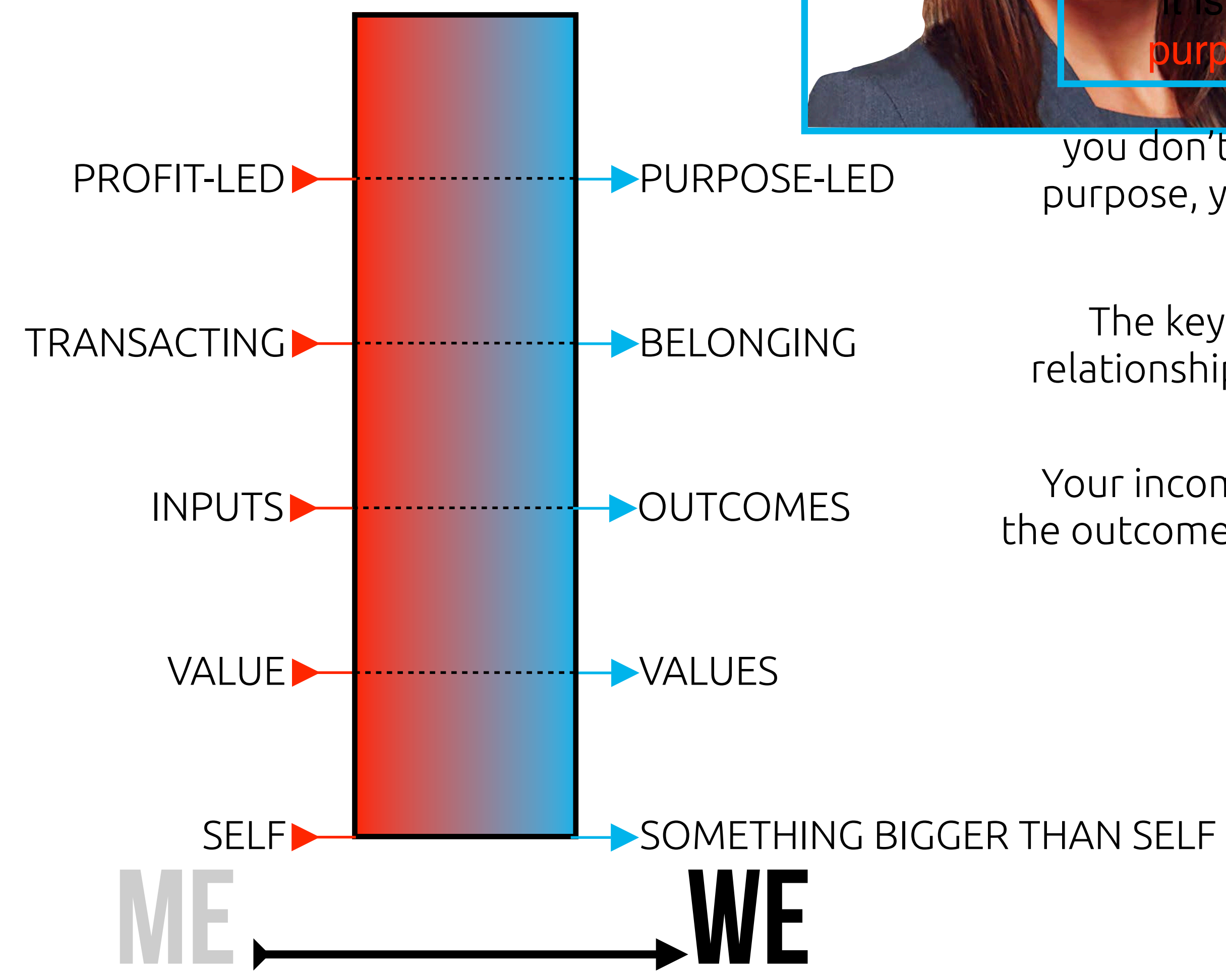
“The purpose of this company is not to make money. It is imperative to make money, but it is not the purpose. Our purpose is to enrich lives through technology.”

you don't 'find' your purpose, you create it.



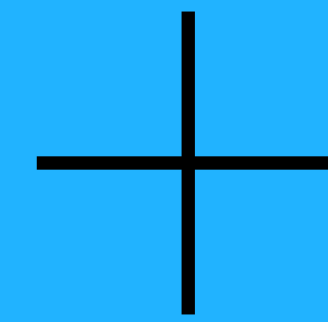
The key is to monetize the relationship, not the transaction.

Your income is a direct result of the outcomes you create for others.





we enrich lives



we help our
clients win.

The purpose premium: Why a purpose-driven strategy is good for business

An integrated purpose strategy—one that's focused on the differentiated role a company serves in society—can provide organizations with a “purpose premium,” driving long-term value and creating competitive advantage. Here's what companies with a clear and consistent purpose can achieve:

BRAND AND REPUTATION

Greater recognition

78% of consumers were **more likely to remember** companies that exhibit a strong purpose¹

Stronger protection

Brands with strong purpose were **6x more likely to be protected** in the face of negative publicity²

SALES AND INNOVATION

Entry into new markets

53% of surveyed CXOs reported **new revenue streams** from socially conscious offerings³

Top dollar for goods and services

Sustainability-marketed products, compared with conventionally marketed products, saw a **39.5% price premium**⁴

CAPITAL ACCESS AND MARKET VALUATION

Greater value

High-purpose brands had, on average, **4x higher EBITDA valuations**⁵

Higher growth rates

Companies that met stakeholder expectations achieved a **6.4% higher return on equity**⁶

NUMBERS
ARE COOL,
BUT ...

OPERATIONAL EFFICIENCY

Cost savings

64% of companies with product sustainability programs achieved **lower logistics and supply chain costs**⁷

Improved performance

A **10% improvement** in employees' connection with the organization's mission or purpose was associated with:
12.7% ↓ in safety incidents
8.1% ↓ in turnover
4.4% ↑ in profitability⁸

TALENT

Employee attraction

78% of people indicated that they would **prefer to work for a purpose-driven company**⁹

Worker retention

~50% of workers and **75% of millennial workers** would take a pay cut to work at an environmentally responsible company¹⁰

RISK MITIGATION

Reduced exposure

15% of companies would be **unprofitable** if accounting for the environmental damage they caused;
32% would have their **EBITDA reduced by 25% or more**¹¹

Brand trust

A negative trust-related event **eroded three companies' market cap by 20% to 56%**, a combined loss in value of **\$70 billion**¹²

Now more than ever, companies are beginning to embrace purpose in a way that delivers long-term value for the company, its shareholders, and society. [Explore more evidence on the value a purpose strategy can bring—and what it can mean for your business.](#)

**NUMBERS
ARE COOL,
BUT ...**

"Purpose does not need to
involve calculations or numbers.
Purpose is about the quality of
life.

Purpose is human, not
economic."

Simon Sinek





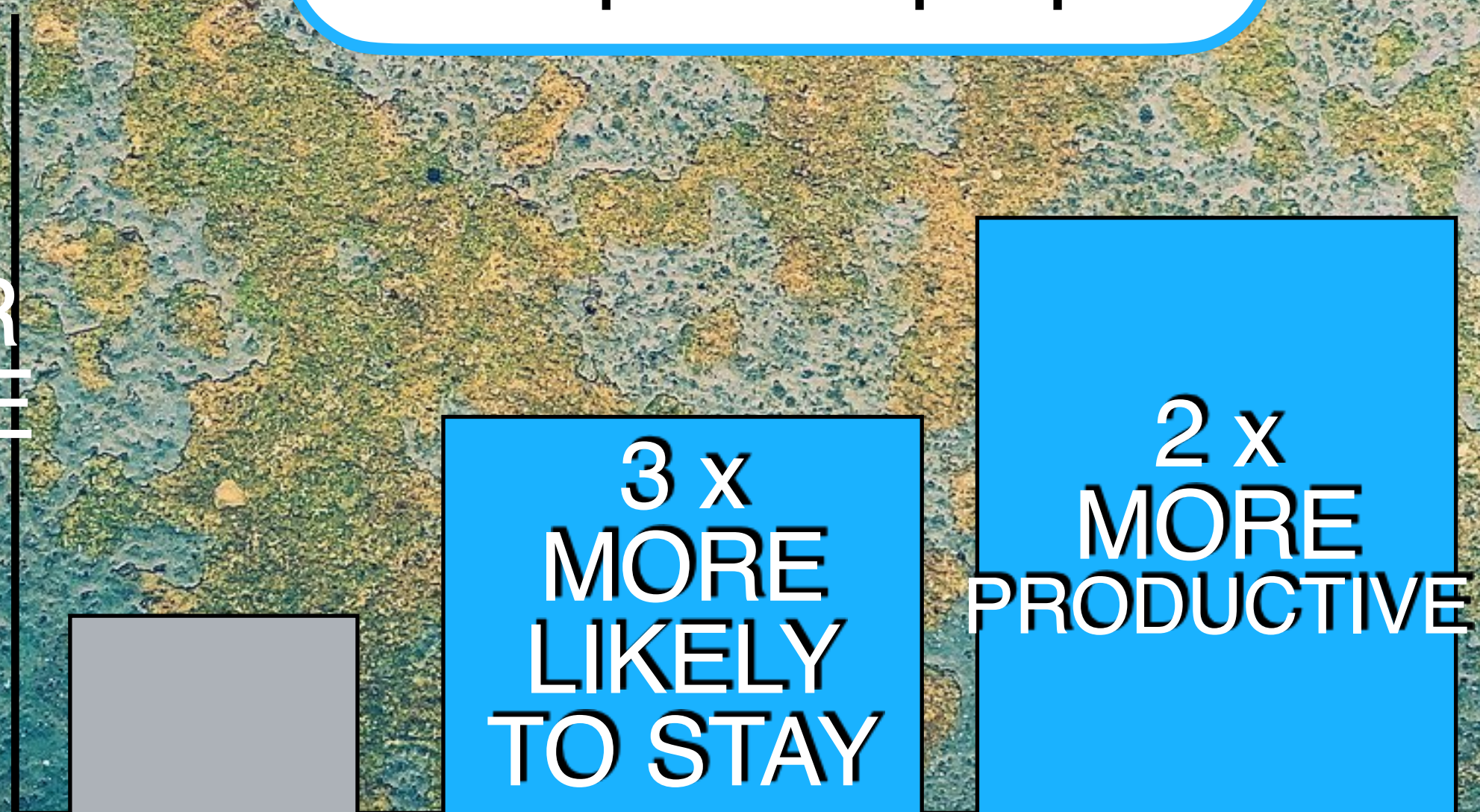
Also – the holy grail – Purpose matters to employees, too. Businesses with purpose grow faster, outpacing those without. People want to find meaning in their work. Companies with purpose are more productive when they are inspired by the purpose and are employed by the company they work for. ^{100%} three times more likely to stay there.

FIRM
GROWTH



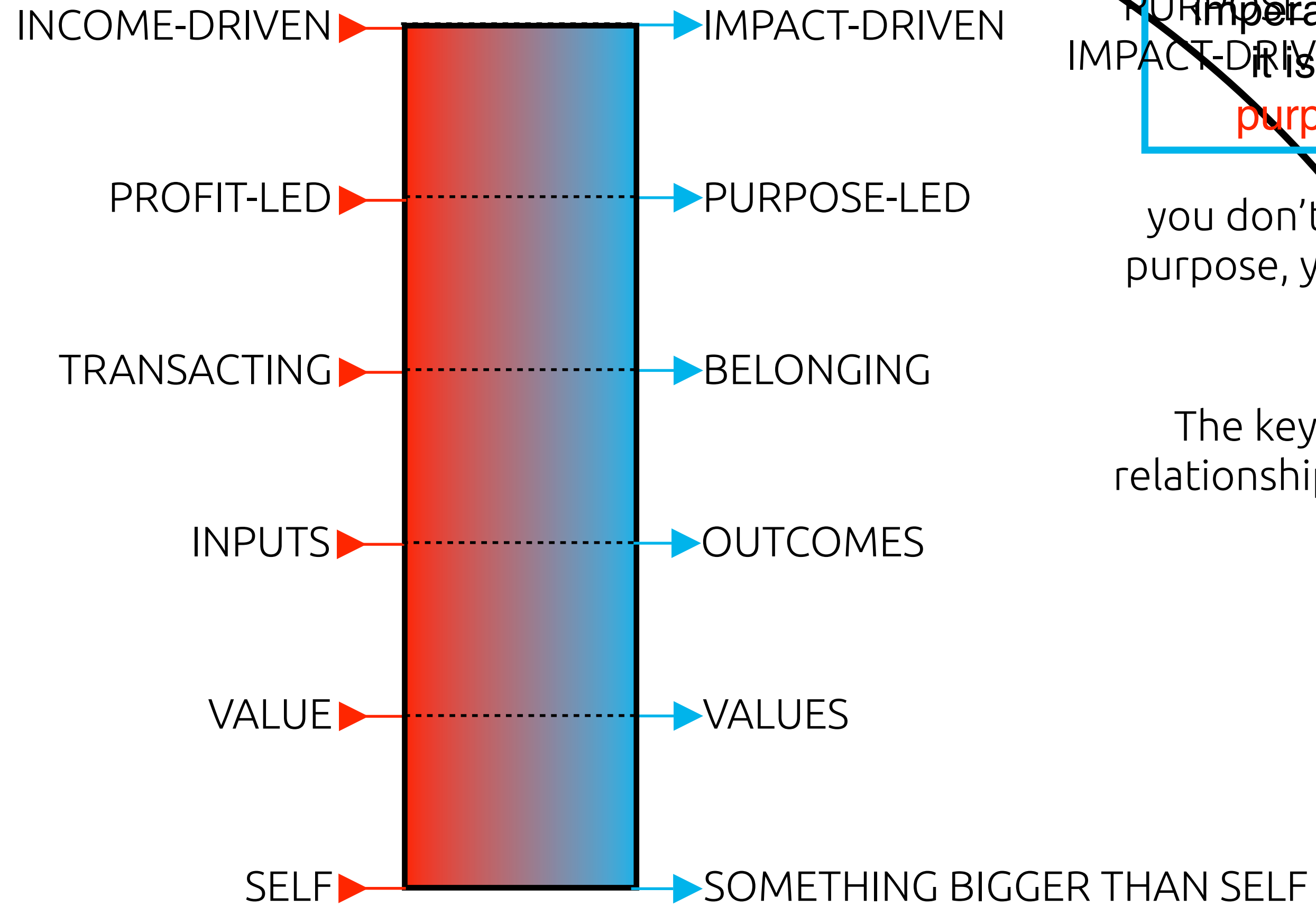
The impact of purpose

TEAM MEMBER
PERFORMANCE



this becomes
your new story

STANDARD



ME → WE

“The purpose of this company is not to make money. It is imperative to make money, but it is not the purpose. Our purpose is to enrich lives.”

you don't 'find' your purpose, you create it.



The key is to monetize the relationship, not the transaction.

because you

STAND FOR

something bigger than yourself

to

STANDOUT

BUSINESS THAT MATTERS

from

STANDARD

On
track?

Chat

you become

**IMPACT
DRIVEN**

because you

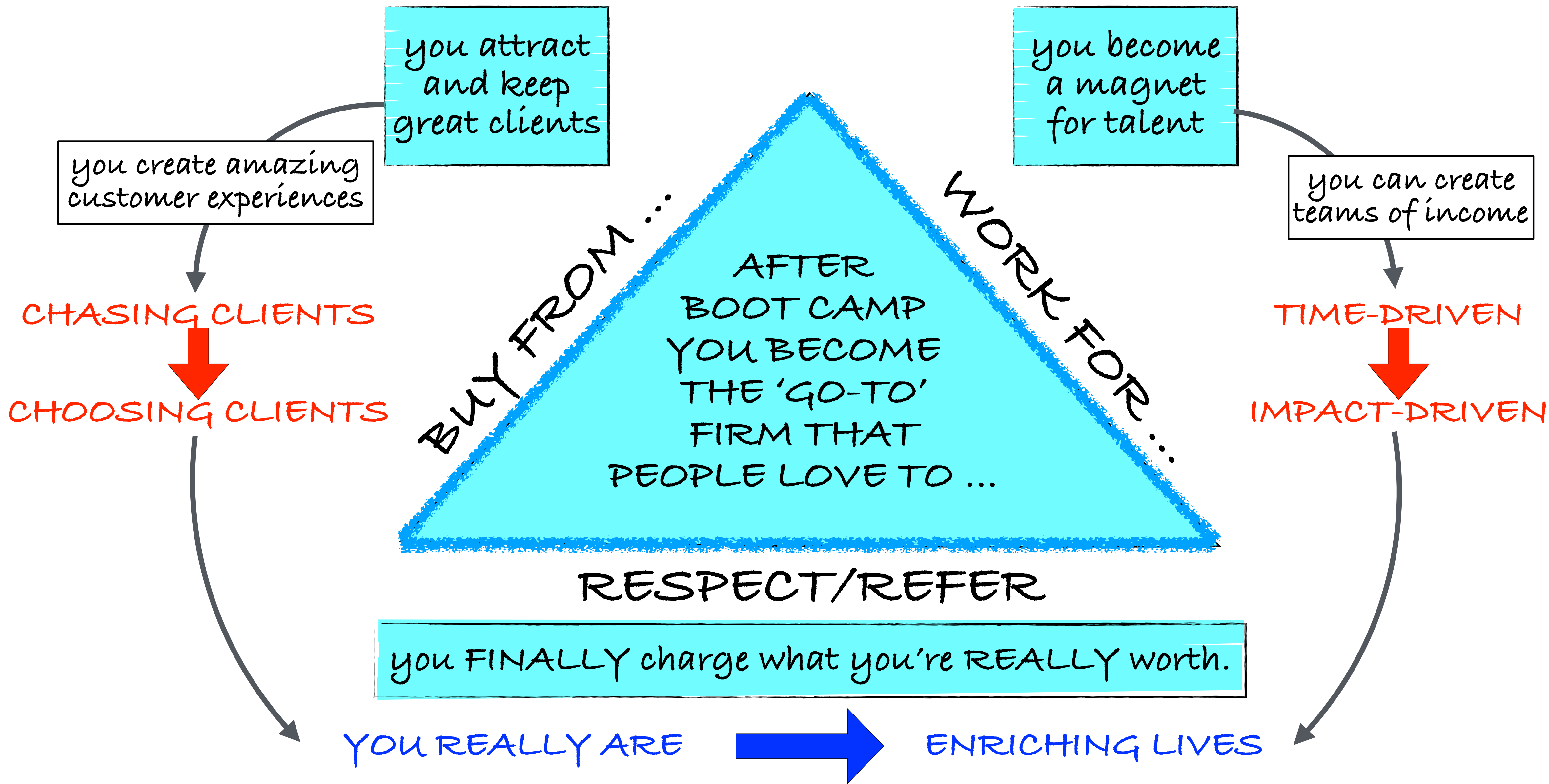
STAND FOR

something bigger than yourself

it's such a cool
place to be
because ...

- it's measurable
- it's trackable
- it's inspirational
- it's connecting

STANDOUT
BUSINESS THAT MATTERS



moving from

to

STANDARD

because you

STAND FOR
SOMETHING BIGGER THAN YOURSELF

may require you to

STEP UP

moving from

STANDARD

to

STANDOUT

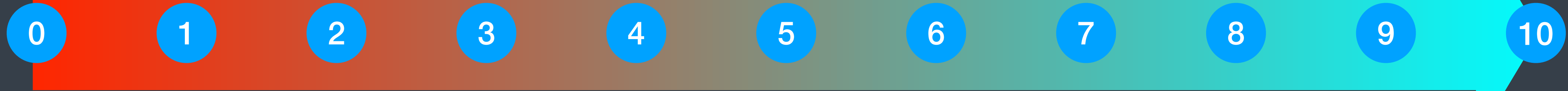
because you

STAND FOR
SOMETHING BIGGER THAN YOURSELF

may require you to

STEP UP

enriching lives



reporting on to creating history



POTENTIAL

AND THIS WORLD HOLD A SPECIAL KEY FOR YOU

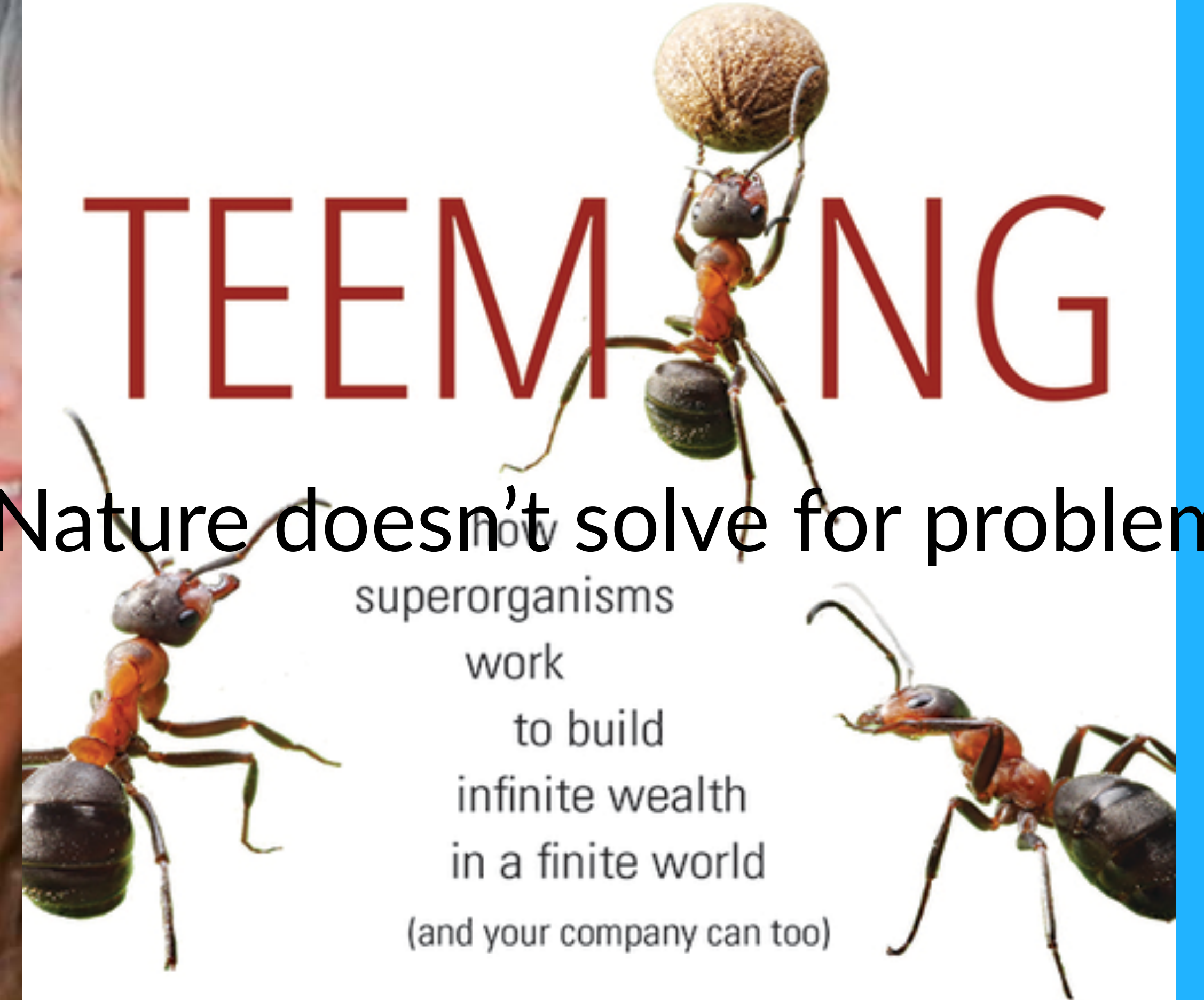


Tamsyn Woolley-Barker

"Teeming is a smart, funny, erudite guide to what makes superorganisms so extraordinary. It's a vital slice of biological intelligence, served with scientific candor, grace, and wit."
—Janine Benyus, co-founder of Biomimicry 3.8 and author of *Biomimicry*

TEEMING

Nature doesn't solve for problems.



How
superorganisms
work
to build
infinite wealth
in a finite world
(and your company can too)

Tamsin Woolley-Barker, Ph.D.



Nature doesn't solve for problems.
Nature solves for potential.



Potential - for your firm



74%

70%

73%

Your Whole Firm Success Blueprint

Clarity + Focus + Resources + Structure + Plan = Success

without a Plan = False starts

without Structure = Frustration

without Resources = Fear and resistance

without Focus = No time

without Clarity = Confusion

Traditional business model

1/3

1/3

1/3

Revenue	100
Salaries	33
Gross profit	67
Overheads	33
Profit	34
Available for distribution/ reinvestment/partner remuneration etc	34

What actually happens

Revenue	100
Salaries	50
Gross profit	50
Overheads	35
Profit	15
Available for distribution/ reinvestment/partner remuneration etc	15

The BIG myth

compliance is dead!

**but (for most of us)
IT'S ABOUT HOW
WE
COMBINE
compliance AND
advisory**



A better model

$\frac{1}{5}$

$\frac{2}{5}$

Revenue	
Salaries	
Profit	35
Available for distribution/ reinvestment/partner remuneration etc	45

& at scale!

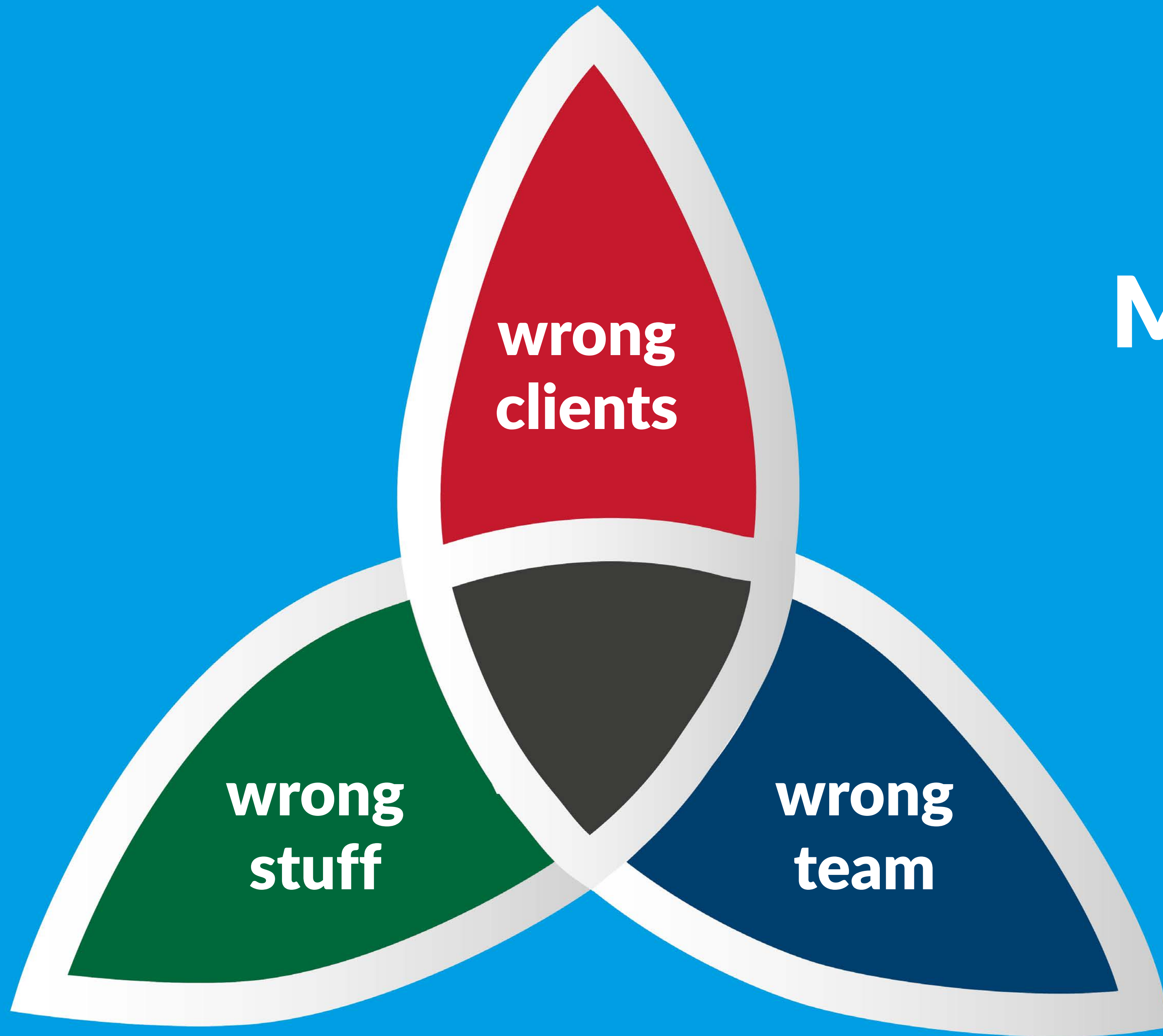


**I never have
interestingly....
enough time**



Lack of time' is by far the most frequent reason people give for failing to implement actions they know will have a positive influence on their business.

Yet we all have all the time there is, so clearly it's not a lack of time. It's a question of your priorities and your willingness to take control of your life.



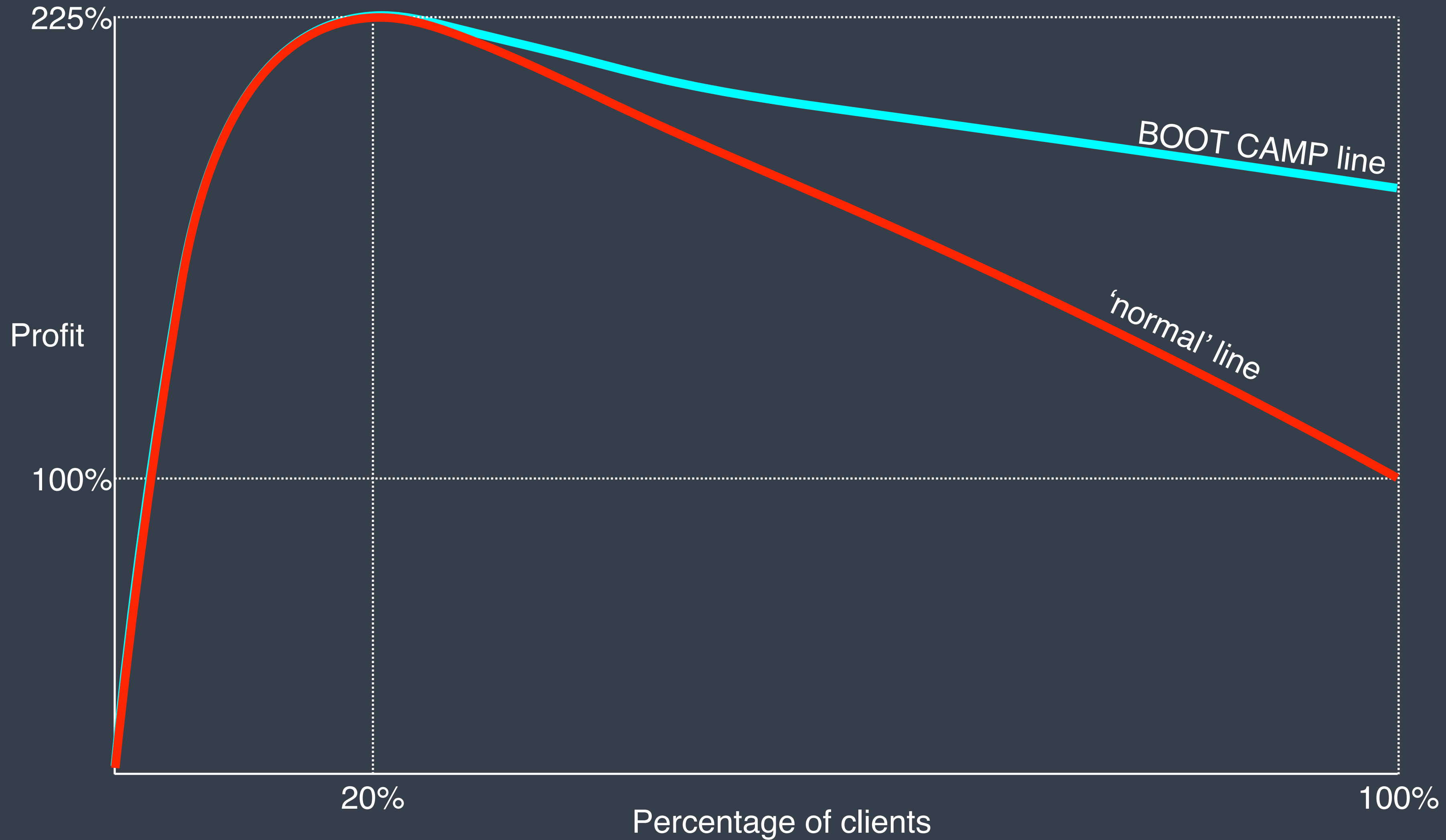
**Mostly it boils
down to**

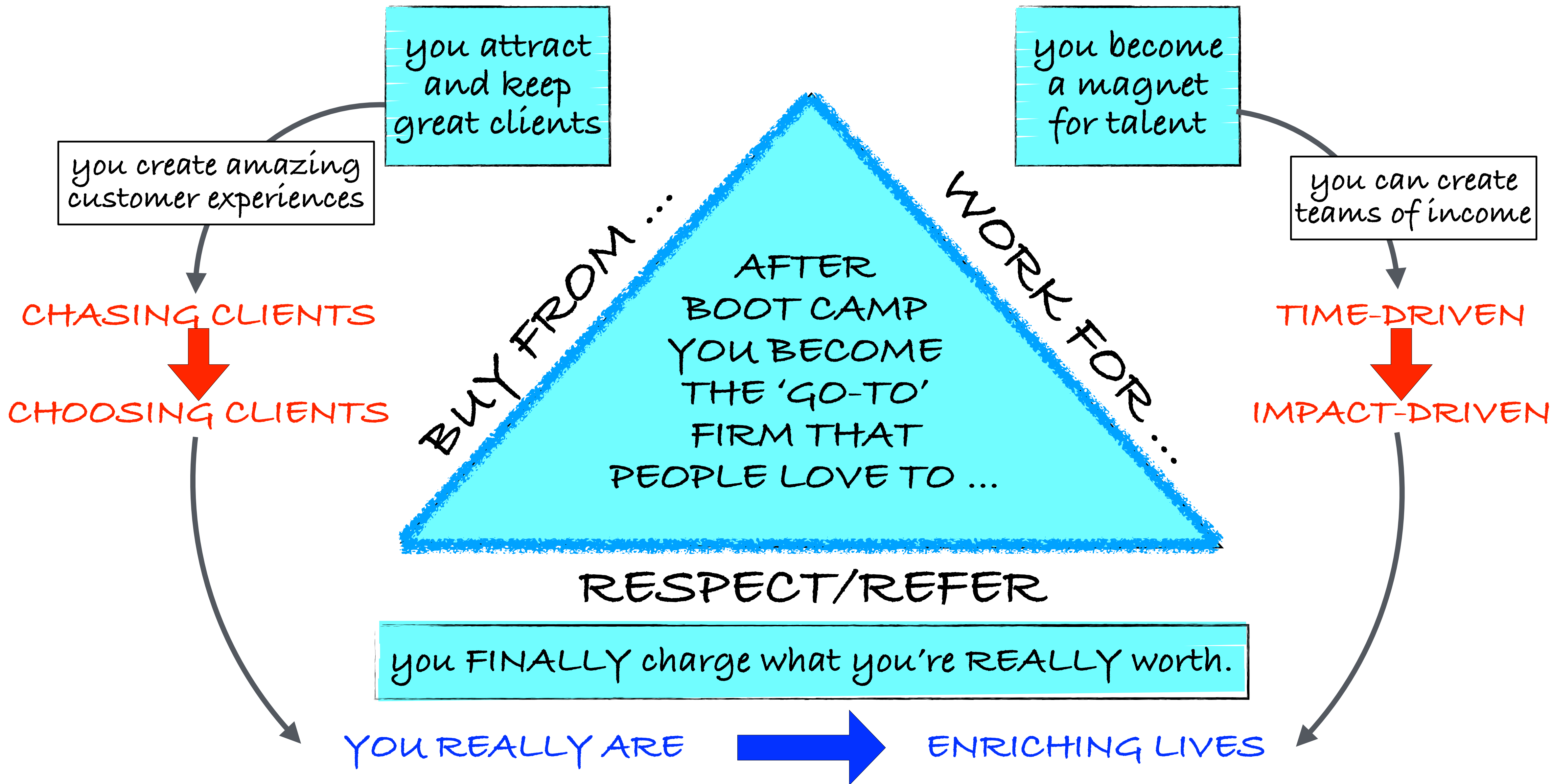
THE 20:225 RULE

CLIENT SELECTION

is a major key to you unleashing
your power (and your profit too)

THE 20:225 RULE







for an entire generation yet to come.

just imagine the impact of that.

and just imagine the impact of living it every day.



YOU

PARTNERS

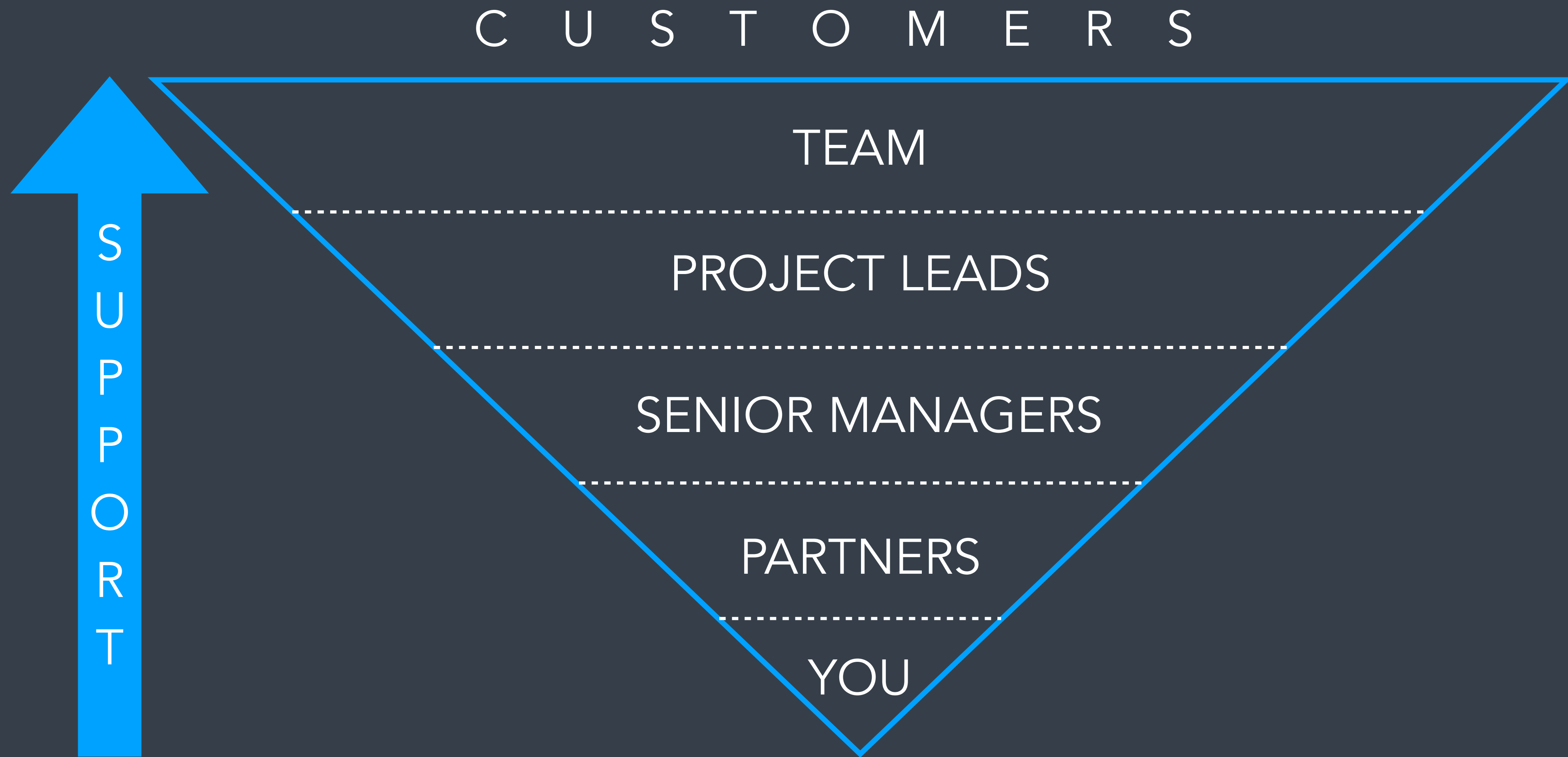
SENIOR MANAGERS

PROJECT LEADS

TEAM

C
O
N
T
R
O
L

C
U
S
T
O
M
E
R
S



“Boot Camp turned my firm on its head.”

“Thank Goodness! I could not be happier.”

Your Whole Firm Success Blueprint

Clarity

Focus

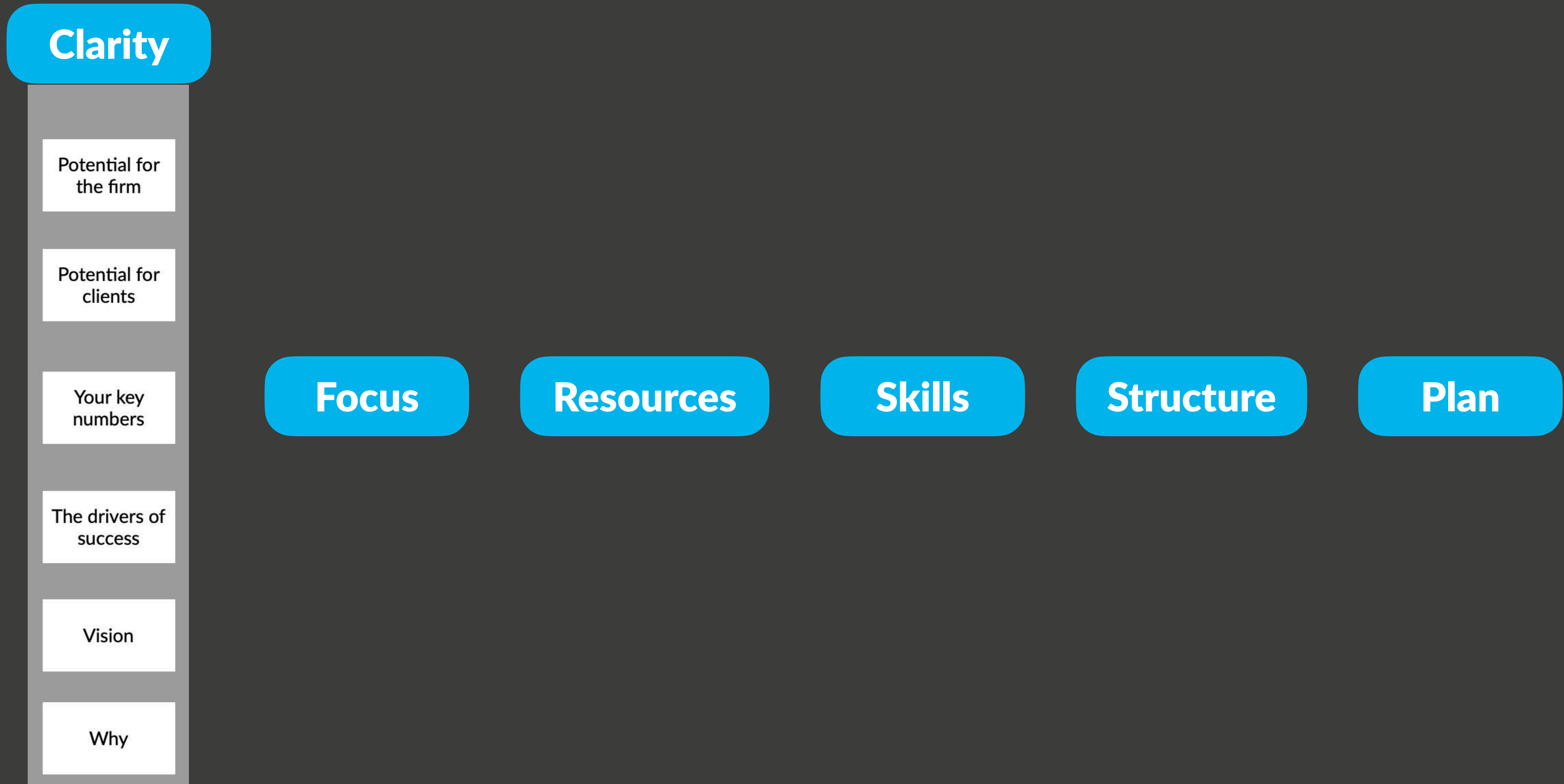
Resources

Skills

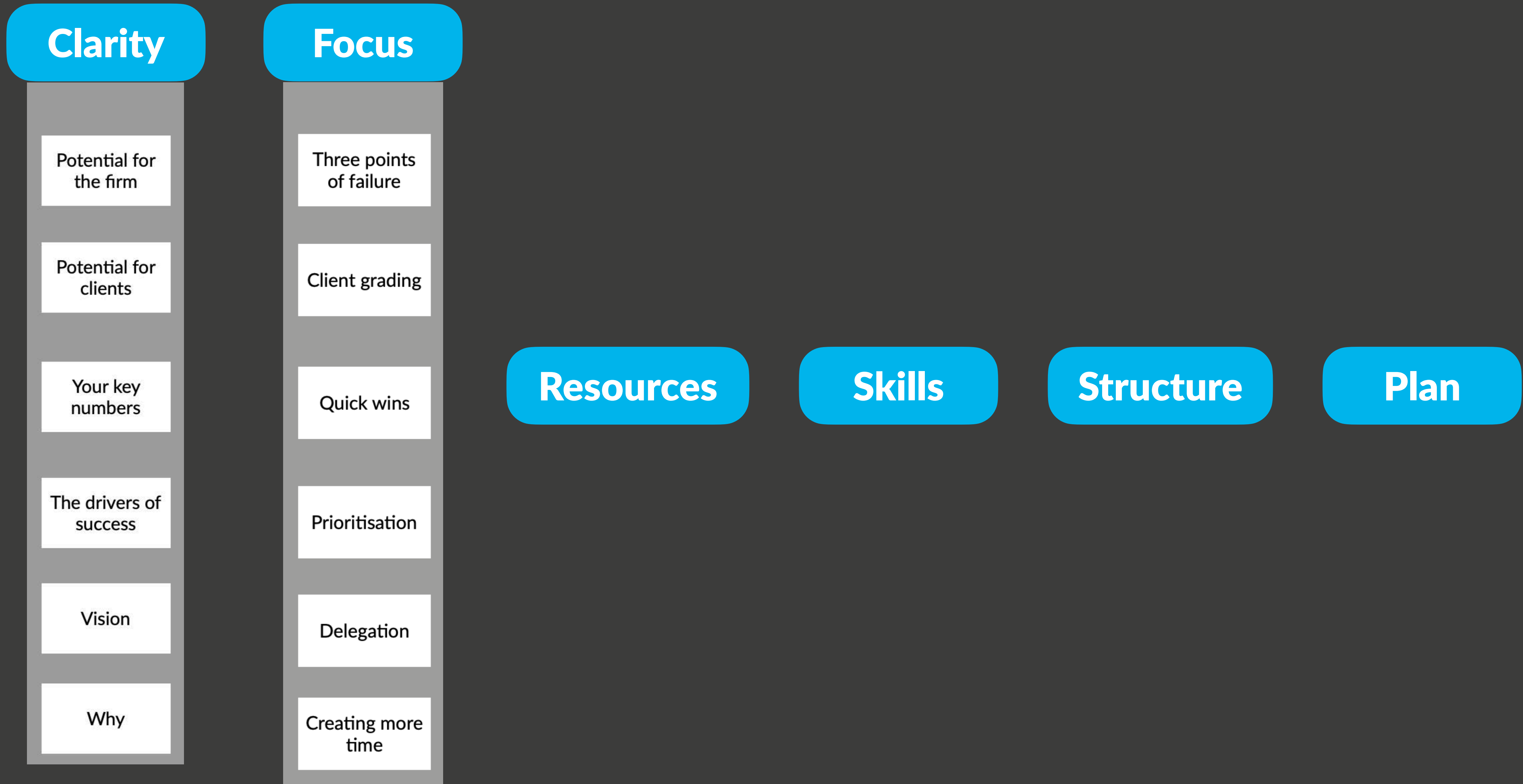
Structure

Plan

Your Whole Firm Success Blueprint



Your Whole Firm Success Blueprint



Your Whole Firm Success Blueprint

Clarity

Potential for the firm

Potential for clients

Your key numbers

The drivers of success

Vision

Why

Focus

Three points of failure

Client grading

Quick wins

Prioritisation

Delegation

Creating more time

Resources

Teams of income

Frameworks that work

Practice for success

After action reviews

Personal development

Incentives

Skills

Structure

Plan

Your Whole Firm Success Blueprint

Clarity

Potential for the firm

Potential for clients

Your key numbers

The drivers of success

Vision

Why

Focus

Three points of failure

Client grading

Quick wins

Prioritisation

Delegation

Creating more time

Resources

Teams of income

Frameworks that work

Practice for success

After action reviews

Personal development

Incentives

Skills

Pricing for profit

Effective meetings

The selling myth

Engaging clients

Less advice, more questions

Co-creation

Structure

Plan

Your Whole Firm Success Blueprint

Clarity

Potential for the firm

Potential for clients

Your key numbers

The drivers of success

Vision

Why

Focus

Three points of failure

Client grading

Quick wins

Prioritisation

Delegation

Creating more time

Resources

Teams of income

Frameworks that work

Practice for success

After action reviews

Personal development

Incentives

Skills

Pricing for profit

Effective meetings

The selling myth

Engaging clients

Less advice, more questions

Co-creation

Structure

Systemisation

Service maps

Workflows

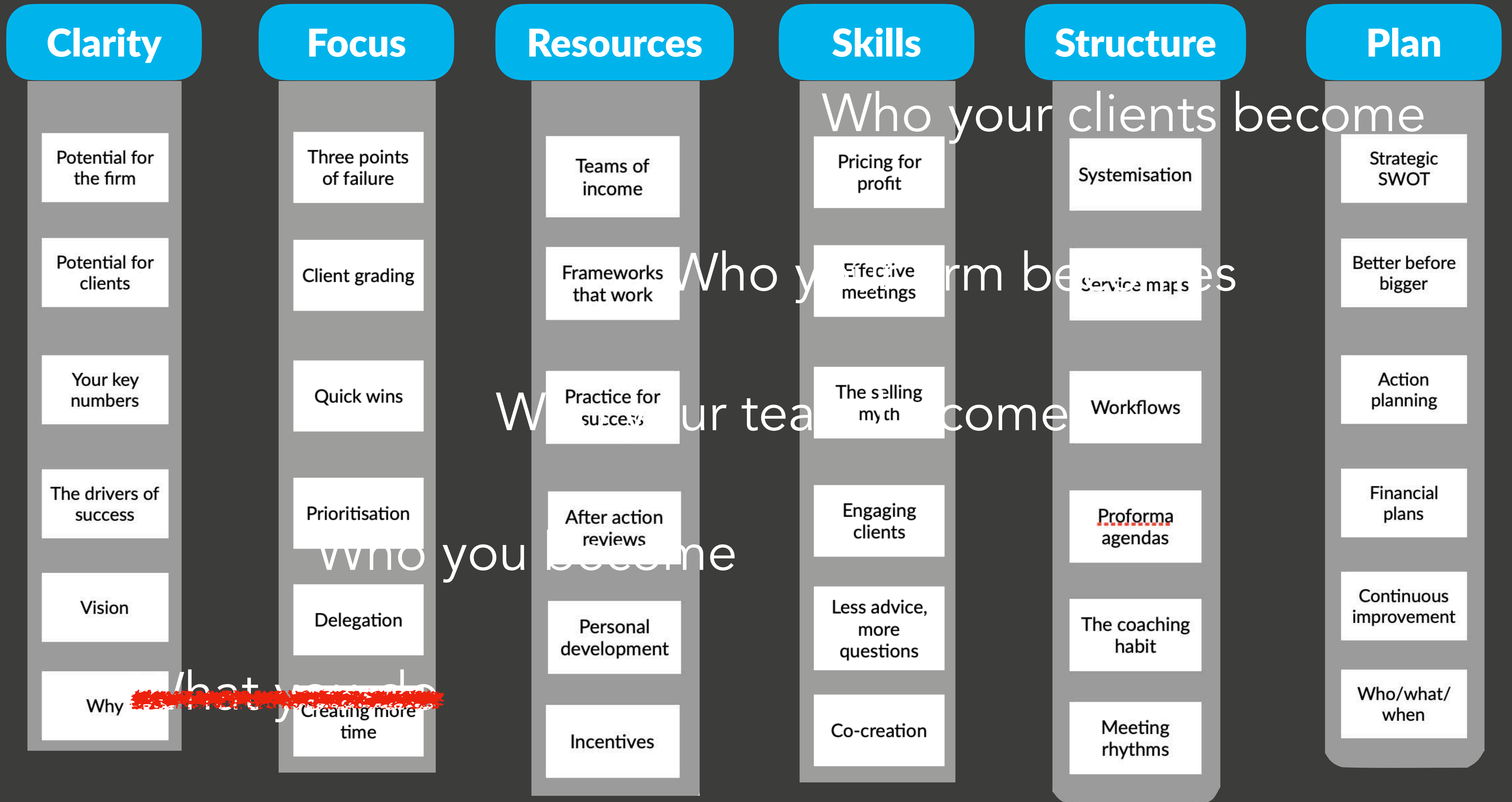
Proforma agendas

The coaching habit

Meeting rhythms

Plan

Your Whole Firm Success Blueprint





WELCOME TO
Accountants' Boot Camp

A NEW STORY FOR
YOUR FIRM

**CHOICE
MOMENTS**

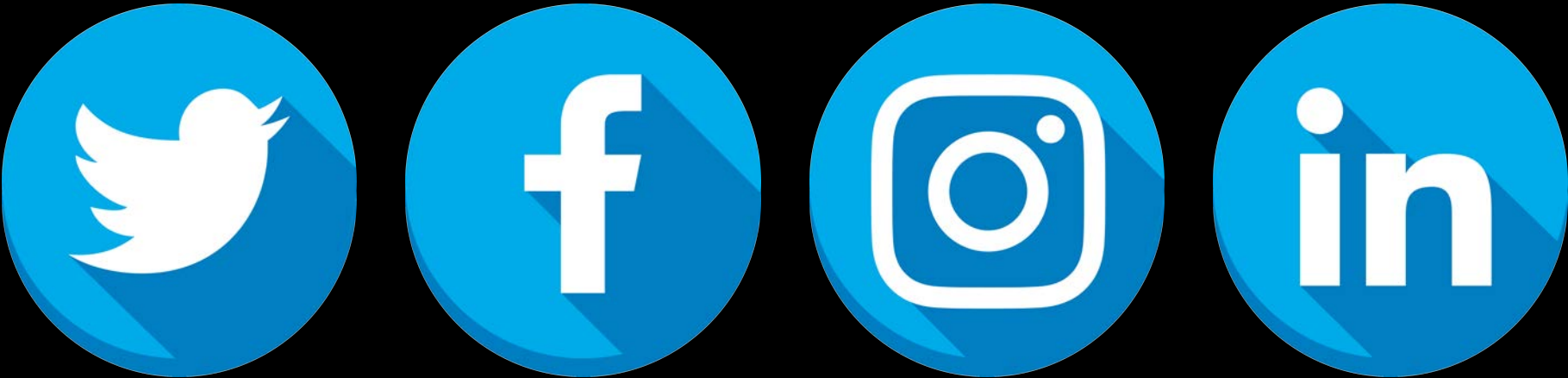


So, there is a knock on effect on all that

re:BootCamp

For more details

theaccountantsbootcamp.com
[@AcctsBootCamp](https://twitter.com/AcctsBootCamp)

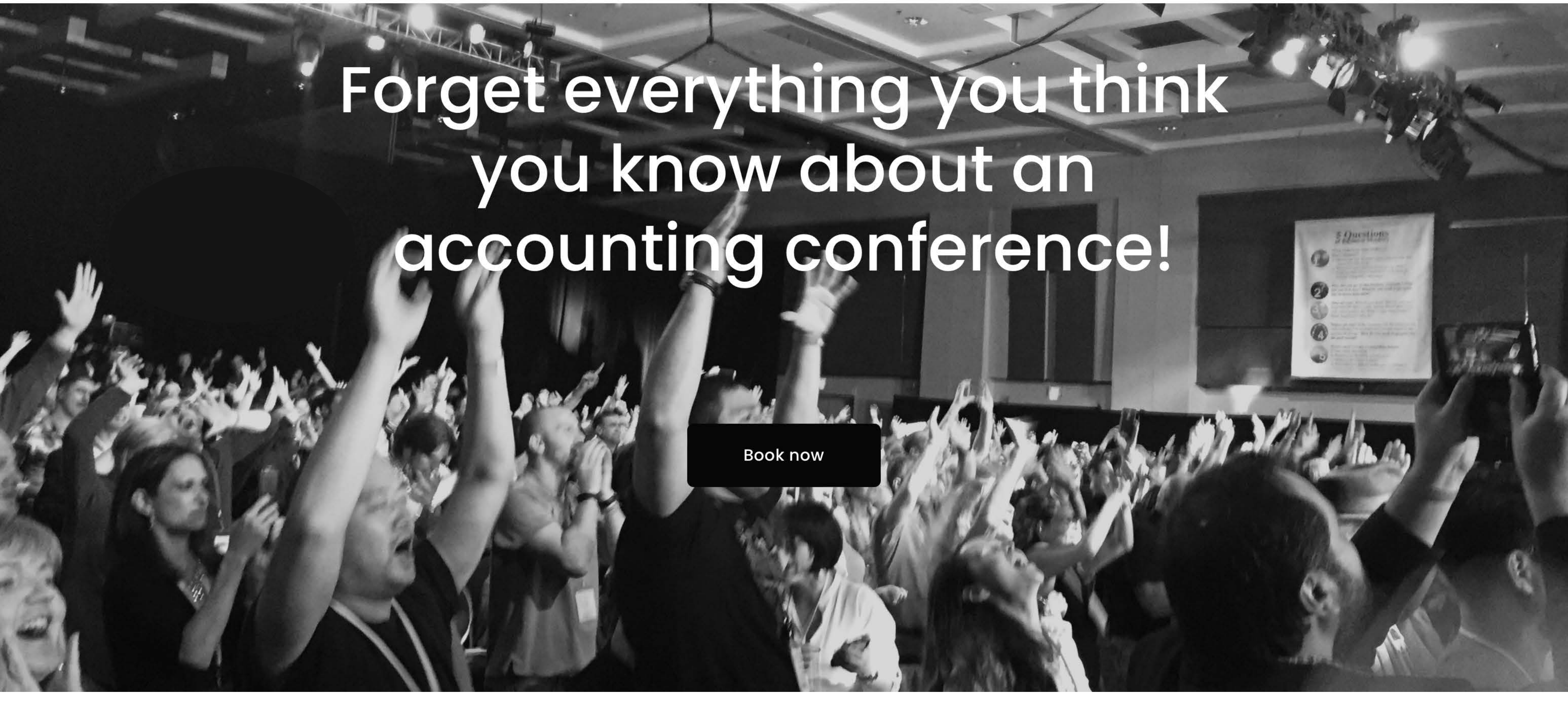


book now

re:BootCamp

Forget everything you think you know about an accounting conference!

[Book now](#)



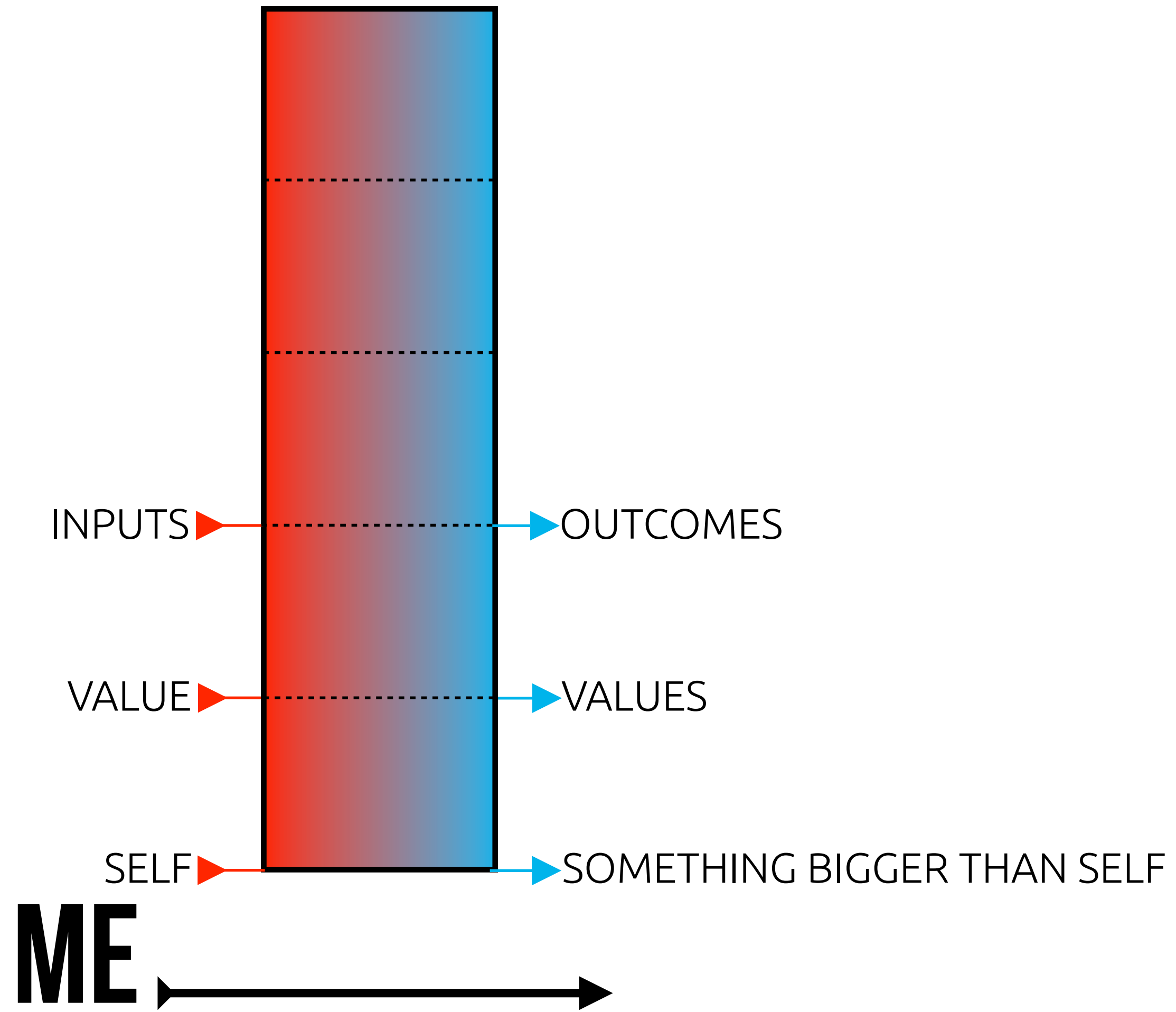


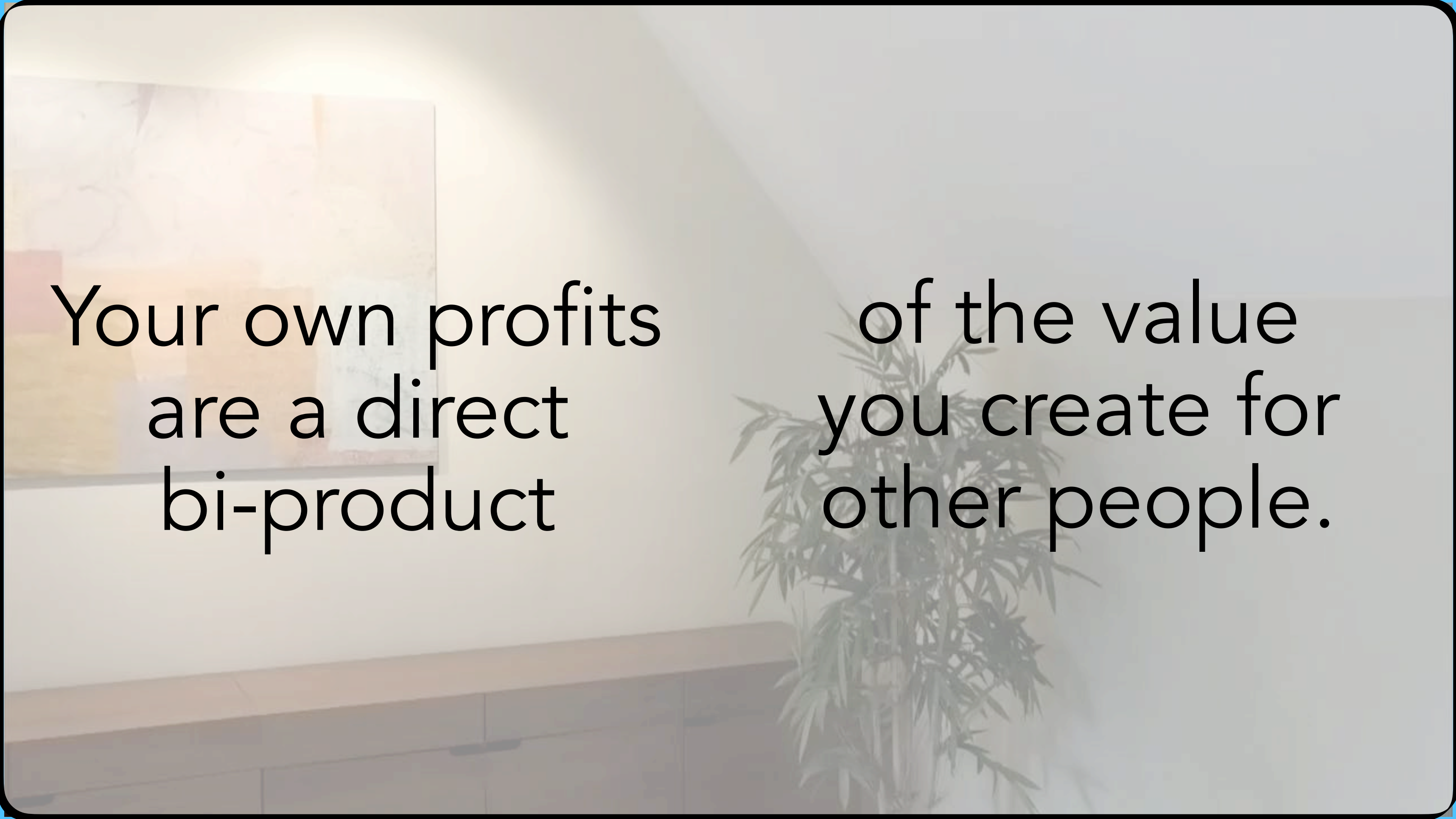


things

**YOU NEED TO SHIFT TO
MAKE THAT HAPPEN.
AND IN DOING THESE
THINGS, YOU'LL MAKE
MORE IMPACT ON YOUR
BUSINESS THAN YOU EVER
IMAGINED POSSIBLE.**

UP
Chat



A blurred office scene with a whiteboard and a plant. The whiteboard on the left shows some faint diagrams and text. A green plant is visible in the lower right foreground. The background is a bright, out-of-focus office space.

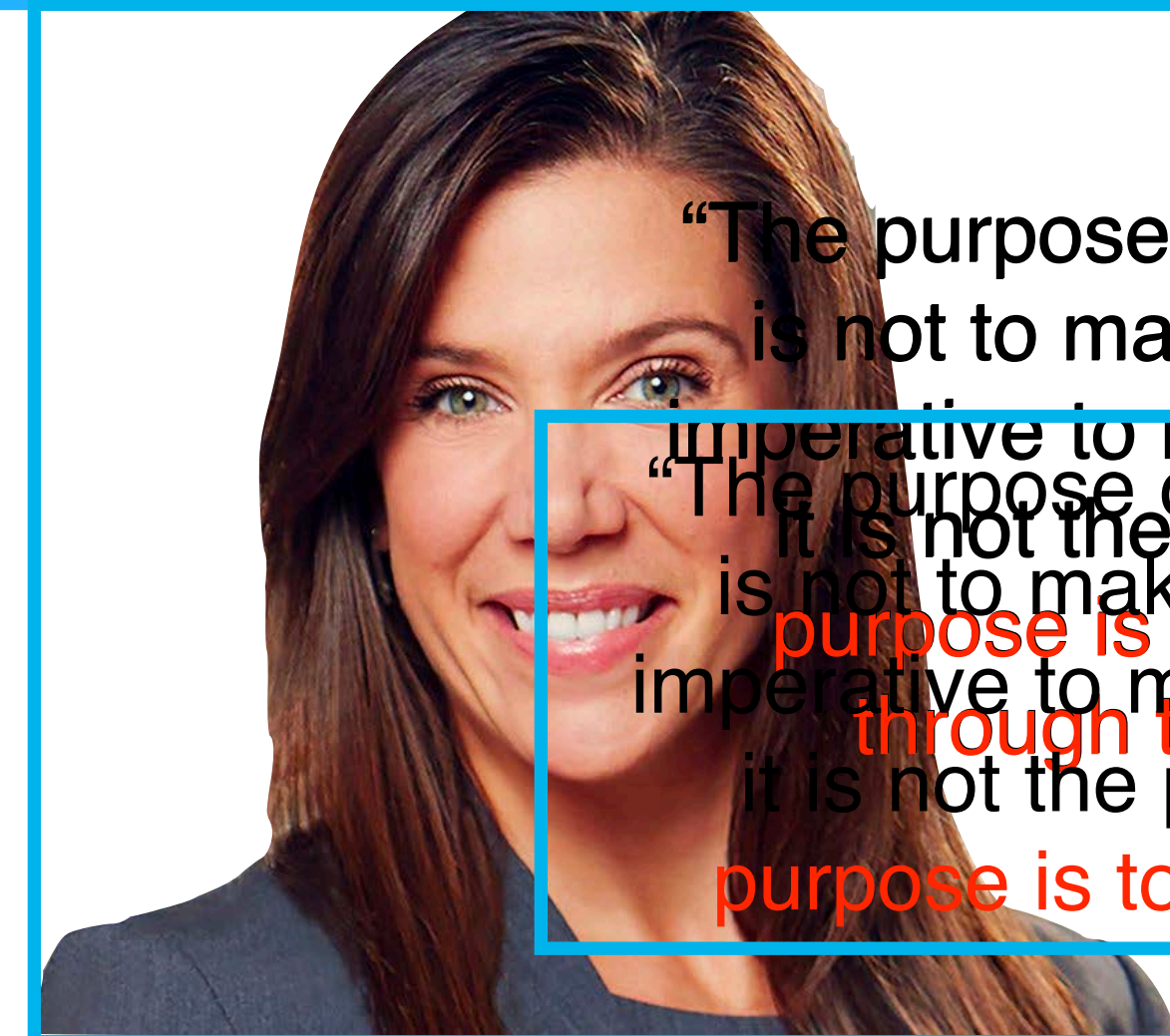
Your own profits
are a direct
bi-product

of the value
you create for
other people.



My own profits
are a direct
bi-product

of the value
I create for
other people.



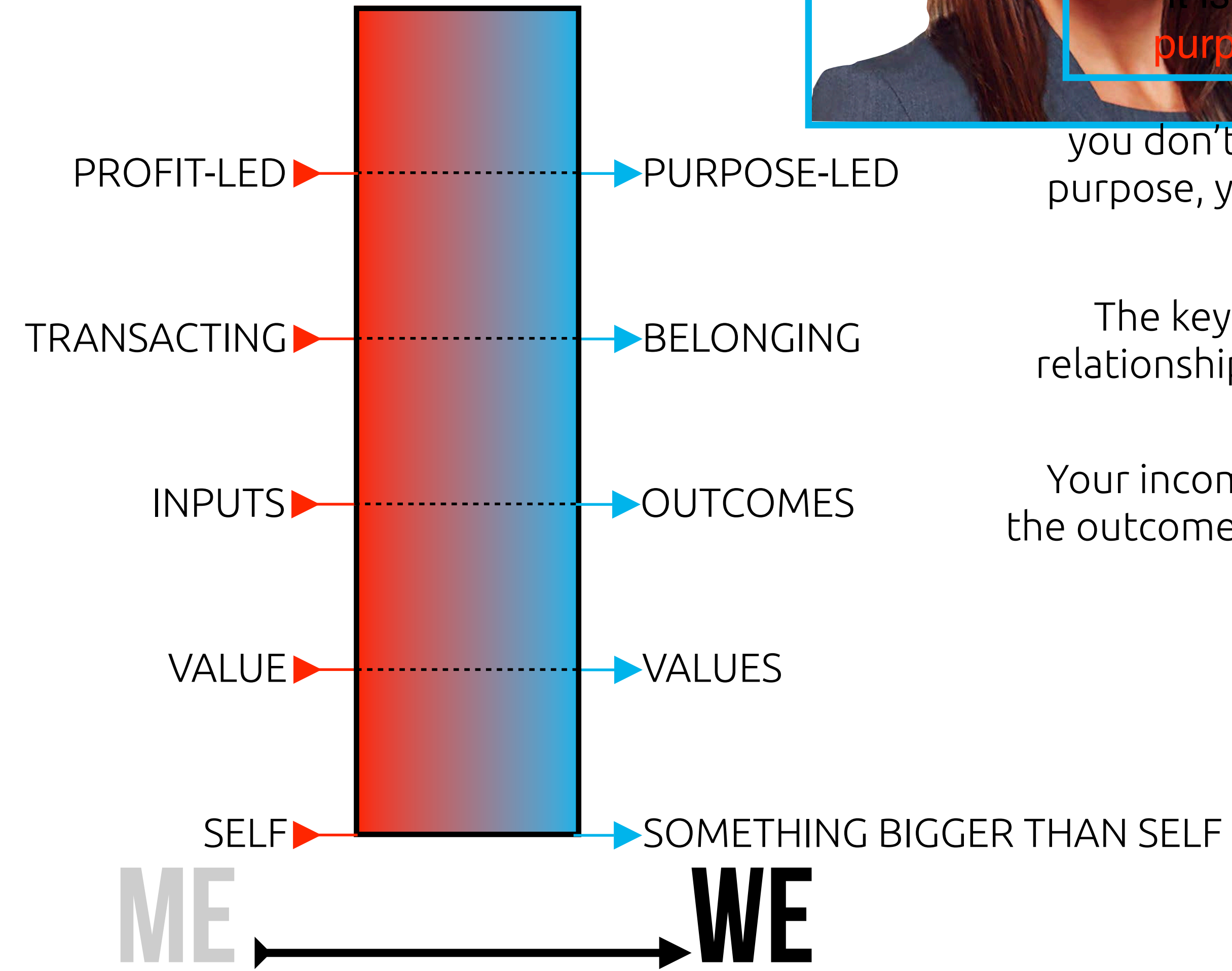
“The purpose of this company is not to make money. It is imperative to make money, but it is not the purpose. Our purpose is to enrich lives through technology.”

you don't 'find' your purpose, you create it.



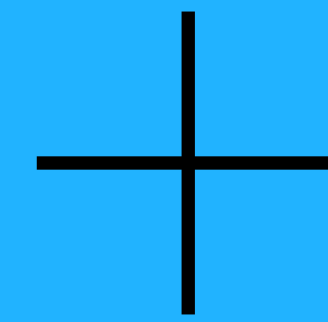
The key is to monetize the relationship, not the transaction.

Your income is a direct result of the outcomes you create for others.





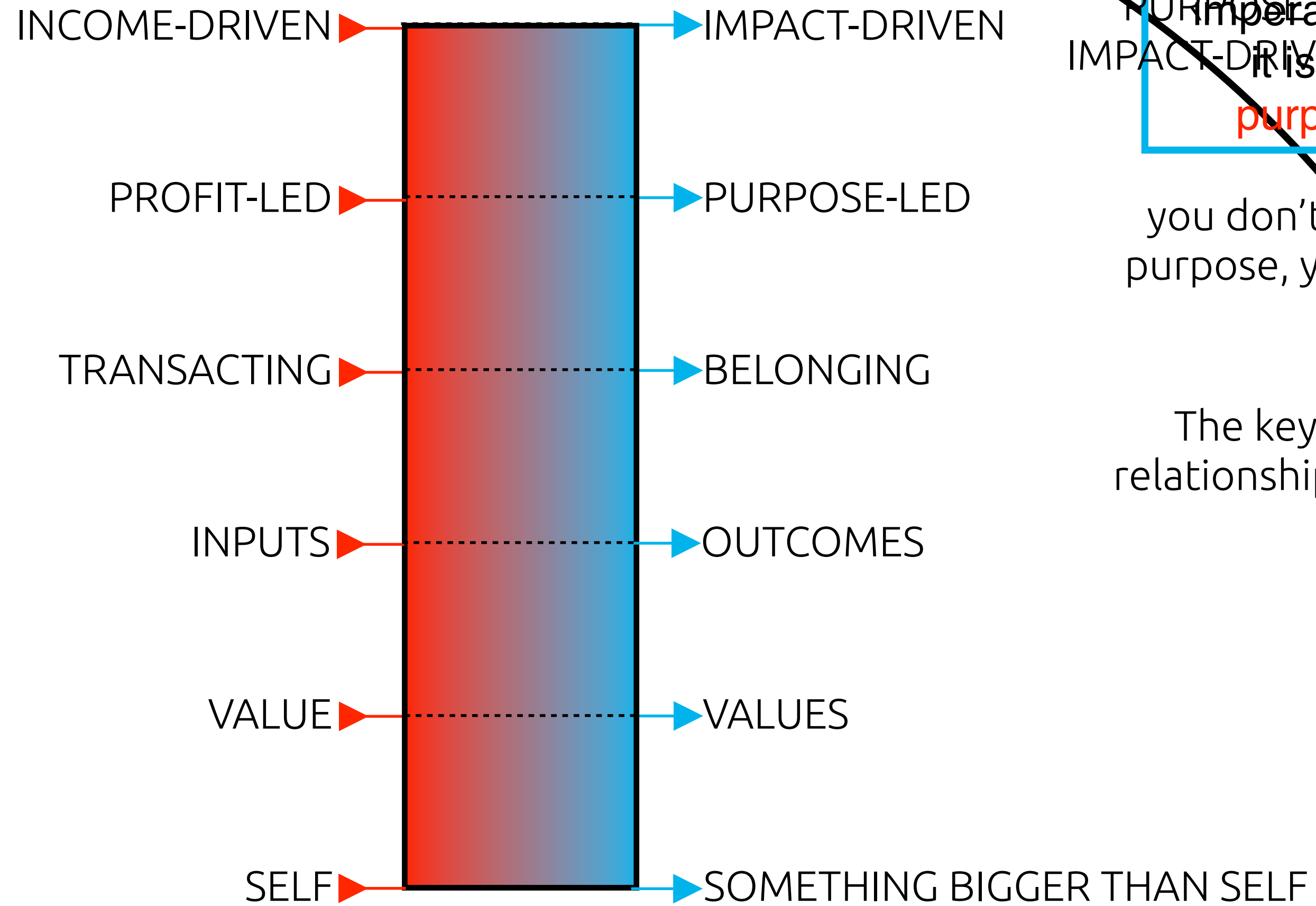
we enrich lives



we help our
clients win.

this becomes
your new story

STANDARD



ME → WE

“The purpose of this company is not to make money. It is imperative to make money, but it is not the purpose. Our purpose is to enrich lives.”

you don't 'find' your purpose, you create it.



The key is to monetize the relationship, not the transaction.