



THRIVING THROUGH DISRUPTION

HOW THE 4TH INDUSTRIAL REVOLUTION
WILL CHANGE ACCOUNTING,
AND WHAT YOU CAN DO TO PREPARE

Presented by:
Ingrid Edstrom

Priestess of Profits, Polymath LLC

COURSE OBJECTIVES

- Discover the impending impact that evolving technology will have in the accounting profession
- Gain strategies to not only remain relevant, but thrive through these changes
- Develop your library of ongoing resources to stay on the cutting edge of change moving forward

Ingrid Edstrom

Priestess of Profits



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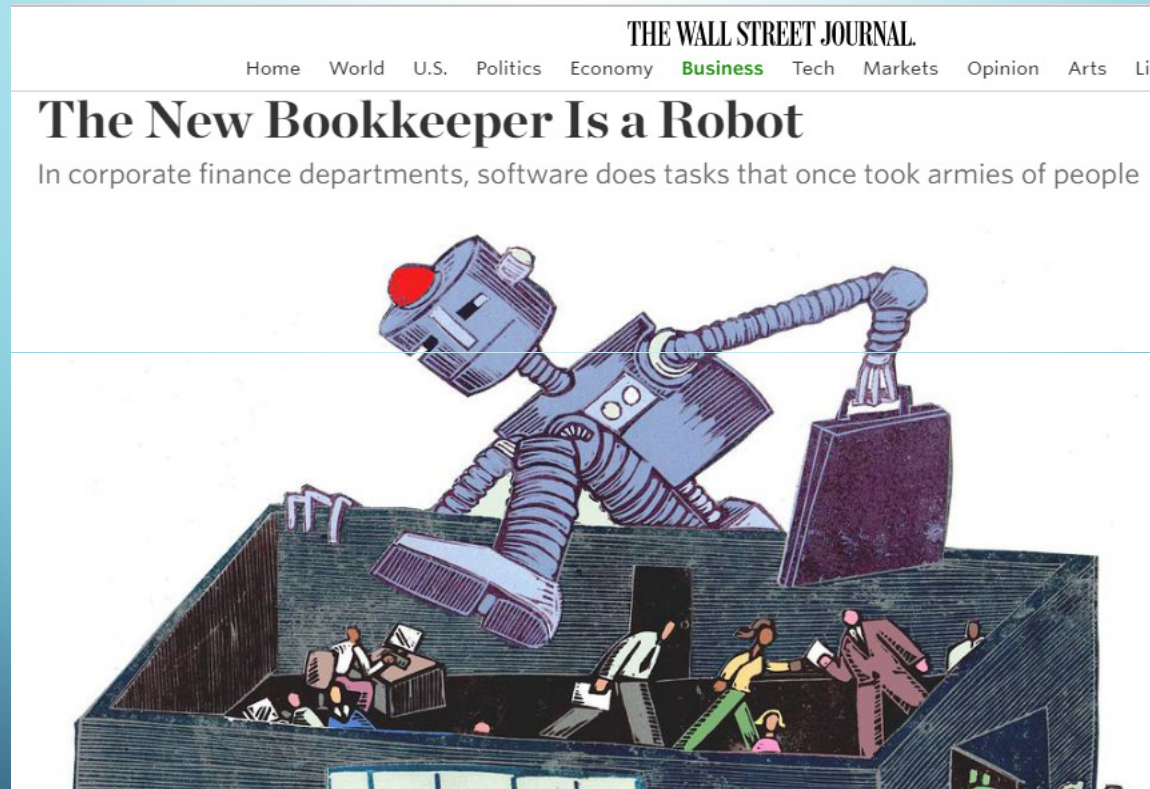
Ingrid@Polymath.com

The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines and small circles representing nodes.

THE IMPACT OF TECHNOLOGY

CURRENT AND UPCOMING TRENDS
RESHAPING THE ACCOUNTING PROFESSION

THE TIMES THEY ARE A-CHANGING!



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THE APP REVOLUTION




Finagraph
CashFlowTool



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What is Disruption?

dis·rup·tion

/dis'rəpSH(ə)n/ 

noun

disturbance or problems which interrupt an event, activity, or process.

"the schedule was planned to minimize disruption"

synonyms: disturbance, disordering, disarrangement, disarranging, interference, upset, upsetting, unsettling, confusion, confusing; [More](#)

- ✓ Technology
- ✓ Natural Disasters
- ✓ Personal Crisis
- ✓ Political Upheaval
- ✓ Cultural/Generational Changes



What do these things have in common?



What do these things have in common?



THE ROLE OF ACCOUNTANTS IN AN APP WORLD

- *The role of the accountant has gone from that of recorder and "bean counter" to a role of expert and trusted advisor.*



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While you were minding your business...

- Big Data and the Internet
- Mobile Computing
- Automated, paperless data entry integrated with secure portals
- Online meetings
- High-Tech and High-Touch Specialization

THE AMAZON DILEMMA

- Large company vs. small business
- State vs. state
- Changes in sales AND income tax legislation
- Changes to our business and personal taxes

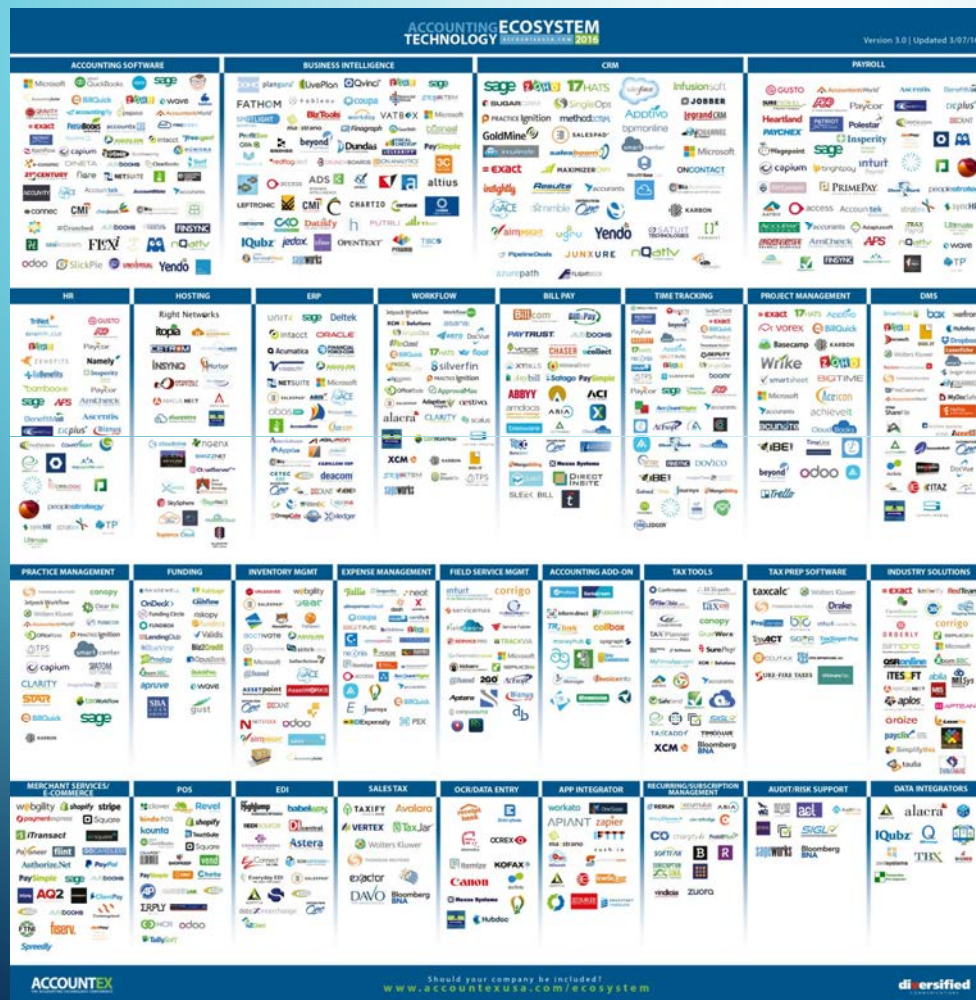


More trends to watch

- Blockchain
- Millennial time values
- Value pricing and the death of the billable hour
- Erosion of the pyramid
- Workflow Managers



Technology Disruption Encapsulated...



Visit
www.accountxusa.com/ecosystem/
for a closer look!

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THRIVING ON CHANGE

STRATEGIES TO REMAIN RELEVANT
AND BECOME AN INDUSTRY LEADER

What to do?

- Start with WHY
- Stay aware
- Innovate
- Adapt
 - Research software
 - Move to value-pricing
 - Present outcomes & impact
 - Focus on personal growth



ADAPTING TO CHANGE

- Innovators: 2.5%
- Early Adopters: 13.5%
- Early Majority: 34%
- Late Majority: 34%
- Laggards: 16%



HUMAN ADVANTAGES – EMBRACING OUR STRENGTHS

- Leverage Technology
 - Brains that are using advanced data resources
- Transcend Technology
 - Heart
 - Gut intuition
 - Imagination



DEEPER BUSINESS RELATIONSHIPS

- What does this look like?
 - Subjective Data Collection
 - Real Relationships!
 - Understanding Deeper Motivations
 - Data Interpretation
 - Decision Making Support



NAVIGATING CHALLENGING CONVERSATIONS

“Money-Blocks” are limiting beliefs around the ideas of wealth, finance, value, worth, and money.



COMMUNICATING IN BUSINESS

“Reach out with your feelings...”

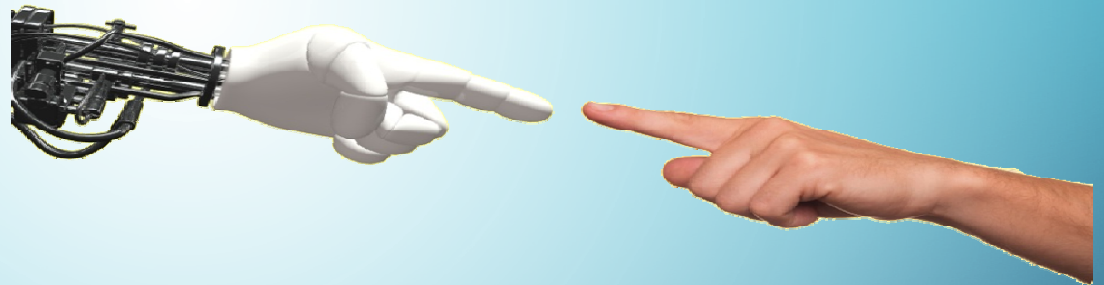
- We don't need to be perfect before we can help others. WE ARE HUMAN, and we help our clients most effectively when we Connect with them as humans.



**Relate through
shared humanity.**

THE RESULT...

Shared Success!

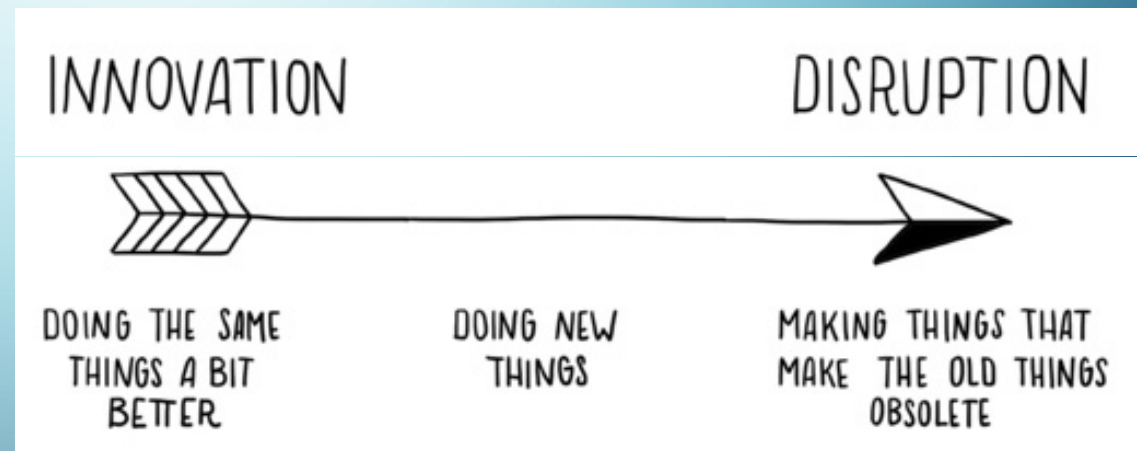


*This is why accounting professionals will never be made obsolete
by artificial intelligence.*

A machine cannot do this.

TO CPA OR NOT TO CPA?

- Access to the right education
- Cost and effectiveness of exam
- Alternate paths of study
- Potential updates to exams
- Create YOUR unique path



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ADDITIONAL RESOURCES

A LIBRARY OF ACCOUNTING THOUGHT LEADERS TO FOLLOW
AND OTHER AMAZING EDUCATIONAL TOOLS

EXPANDING OUR LIBRARY

- *Start with WHY* – Simon Sinek
- *Positive Intelligence* - Shirzad Chamine
- *The Four Agreements* - Don Miguel Ruiz
- *Daring Greatly* - Brene Brown
- *The Future of the Professions* - Daniel & Richard Susskind
- *The 4th Industrial Revolution* - Klaus Schwab
- *Life After Google* – George Gilder



PEOPLE TO FOLLOW

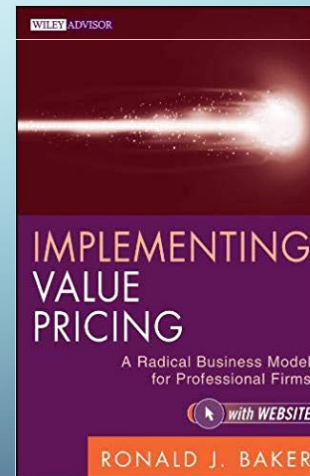
- Gail Perry
 - Editor-in-Chief: CPA Practice Advisor Magazine



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: Today's Technology for Tomorrow's Firm

PEOPLE TO FOLLOW

- Ron Baker & Ed Kless
 - “The Soul of Enterprise” podcast
 - *Implementing Value Pricing* book
 - <https://verasage.com/>



PEOPLE TO FOLLOW

- Joe Woodard
 - Scaling New Heights conference
 - <https://woodard.com/>

WOODARD™



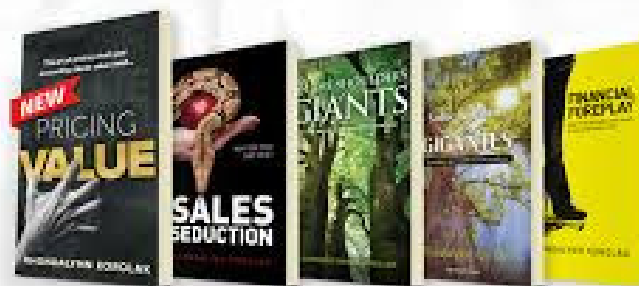
PEOPLE TO FOLLOW

- Rhondalynn Korolak
 - *Financial Foreplay*
 - *Pricing Value*



Rhondalynn Korolak

Accountant, Lawyer, Author,
Speaker & Expert of Cash Flow,
Pricing Value, and Advisory.

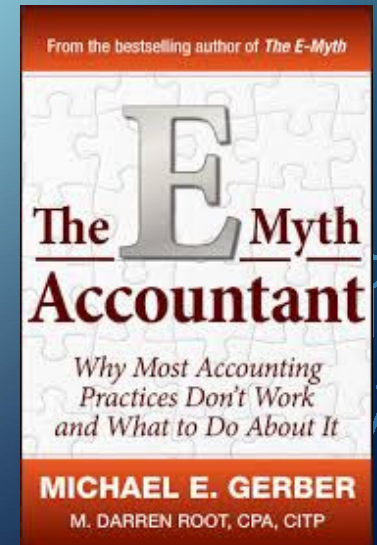


 www.PricingValue.co • www.MakeTheShift.co • www.Businesst.com

PEOPLE TO FOLLOW

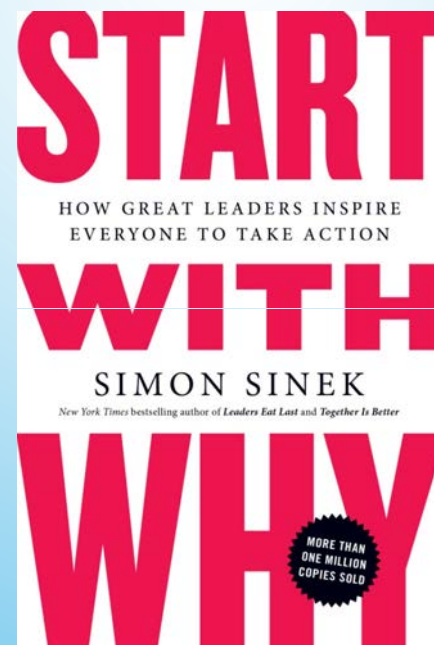
- Darren Root
 - *The Intentional Accountant*
 - *The Emyth Accountant*
 - <https://rootworks.com/>

 **Rootworks**



The Next Step

If you only do one thing... Find your WHY



If the rest is overwhelming, remember that you don't have to do it alone!

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PLEASE REACH OUT!



- Visit Polymath.com for more educational resources, videos, & blogs.
- Check out my column in Between Wall and Main
- Check out AskABookkeeper.com for awesome bookkeeping and business educational videos with PUPPETS! Subscribe on YouTube and join on Facebook.
- Spread the word about these awesome FREE resources!
- [Visit Polymath.com/AccountantEducation](http://Polymath.com/AccountantEducation)
[for more webinars & Bootcamp info!](#)

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