



THRIVING THROUGH DISRUPTION

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

Presented by:
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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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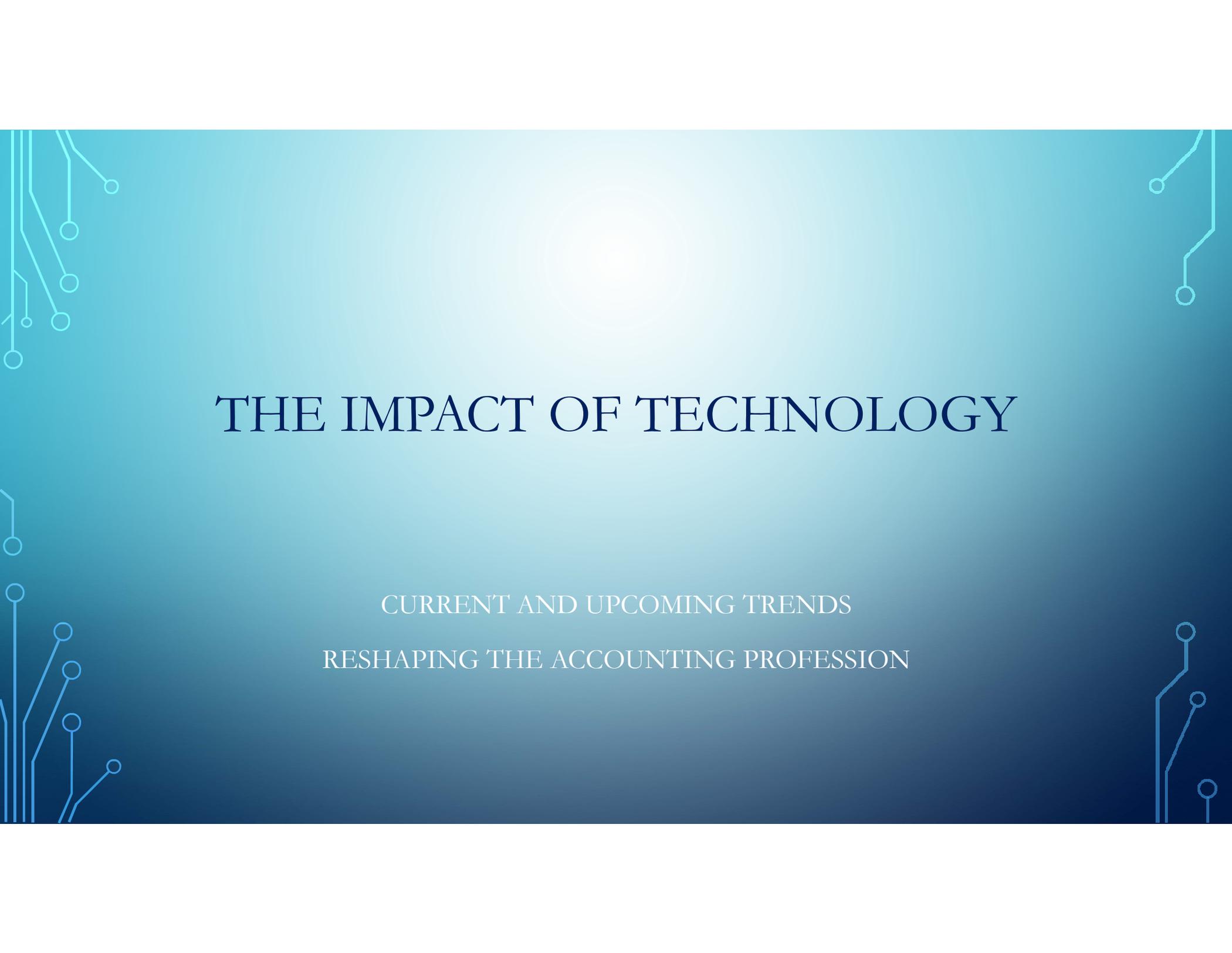
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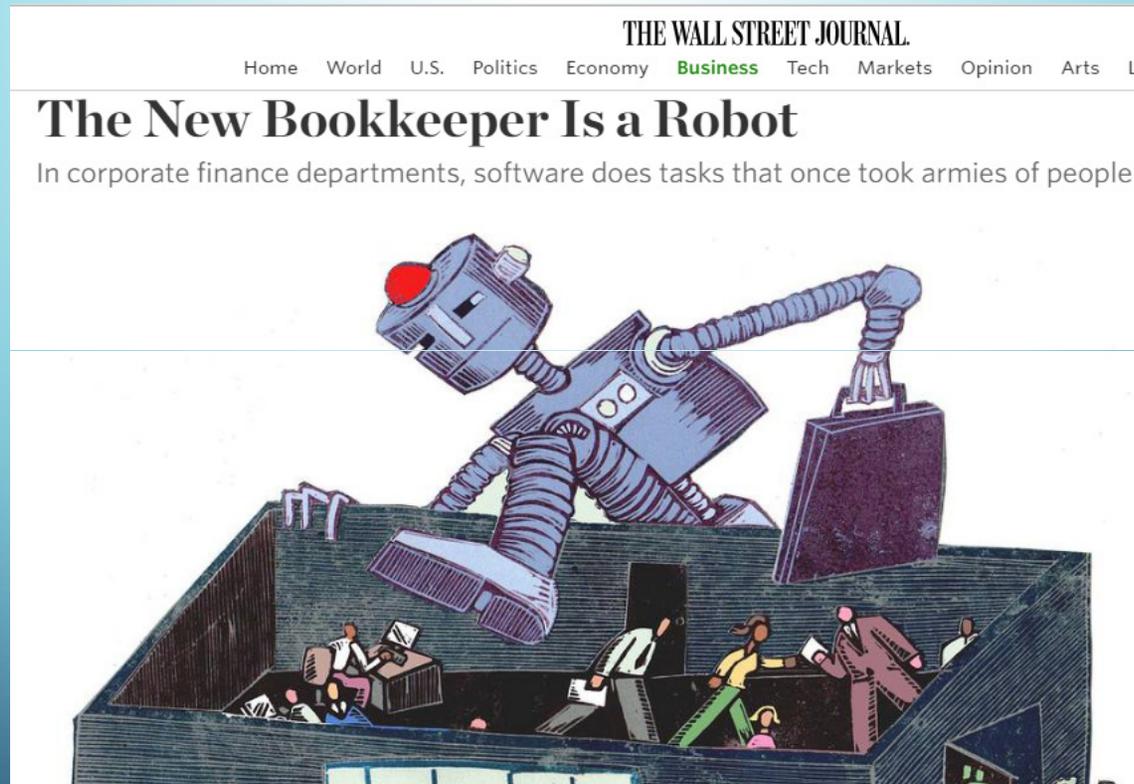
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THE IMPACT OF TECHNOLOGY

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



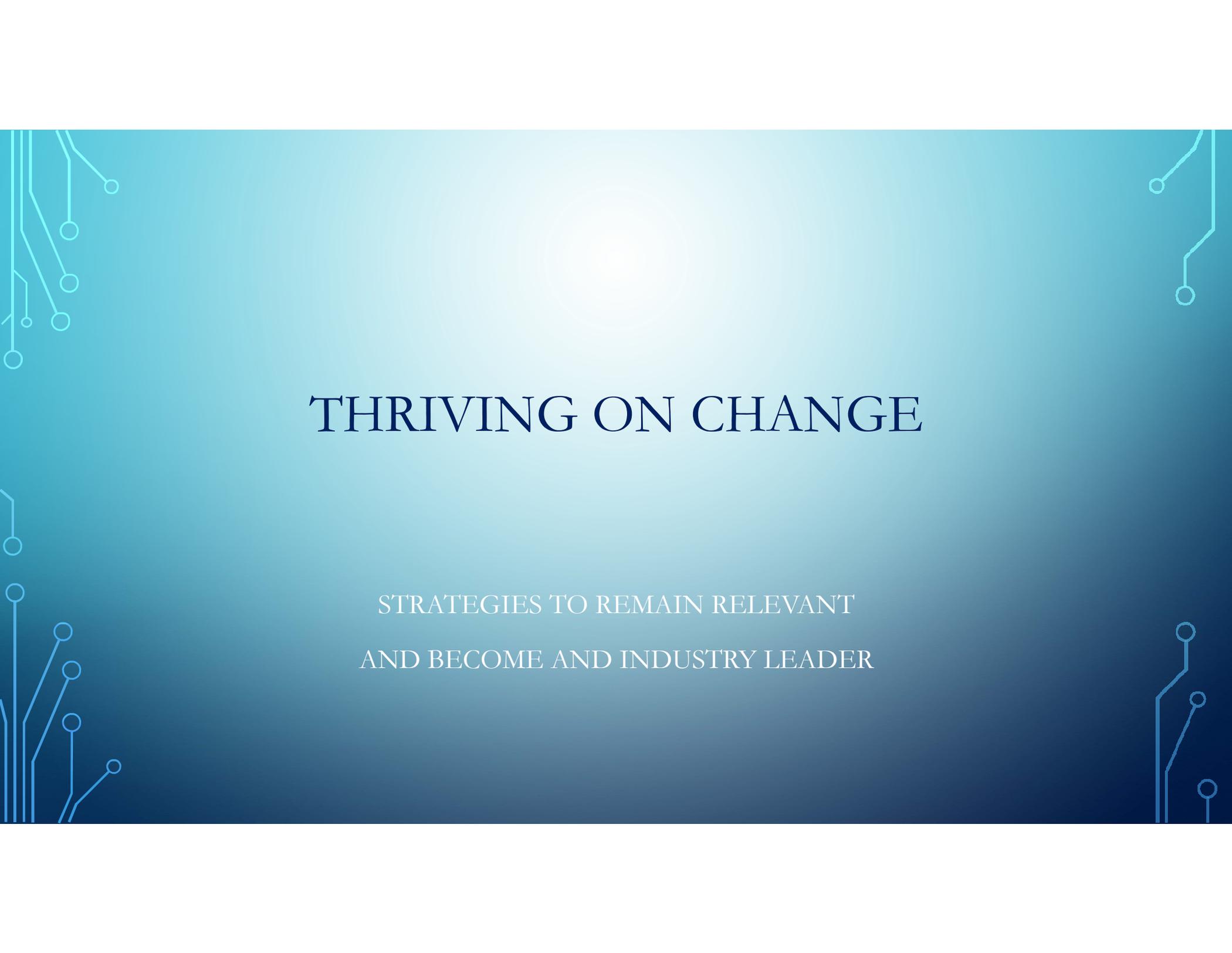
Technology Disruption Encapsulated...

ACCOUNTING ECOSYSTEM TECHNOLOGY Version 3.0 | Updated 3/9/16

ACCOUNTING SOFTWARE	BUSINESS INTELLIGENCE	CRM	PAYROLL
HR	HOSTING	ERP	WORKFLOW
BILL PAY	TIME TRACKING	PROJECT MANAGEMENT	DMS
PRACTICE MANAGEMENT	FUNDING	INVENTORY MGMT	EXPENSE MANAGEMENT
FIELD SERVICE MGMT	ACCOUNTING ADD-ON	TAX TOOLS	TAX PREP SOFTWARE
INDUSTRY SOLUTIONS	MERCHANT SERVICES/ E-COMMERCE	POS	EDI
SALES TAX	OCR/DATA ENTRY	APP INTEGRATOR	RECURRING/SUBSCRIPTION MANAGEMENT
AUDIT/RISK SUPPORT	DATA INTEGRATORS		

ACCOUNTEX Should your company be included? www.accountexusa.com/ecosystem **diversified**

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



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...”

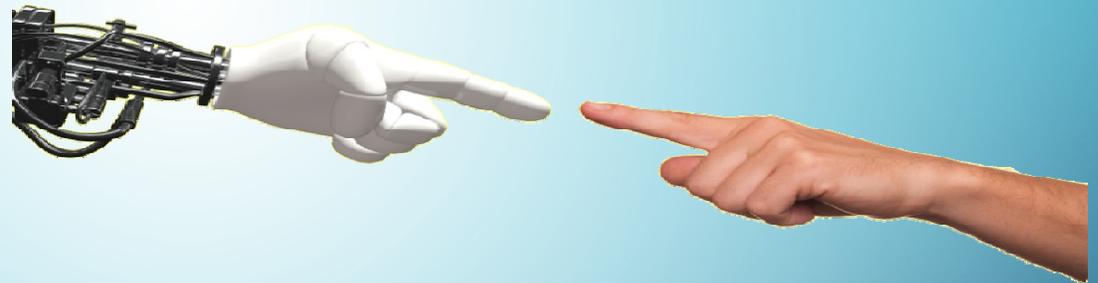
- We don't need to be perfect before we can help others. WE ARE HUMAN, and we help our clients most effectively when we Connect with them as humans.



**Relate through
shared humanity.**

THE RESULT...

Shared Success!

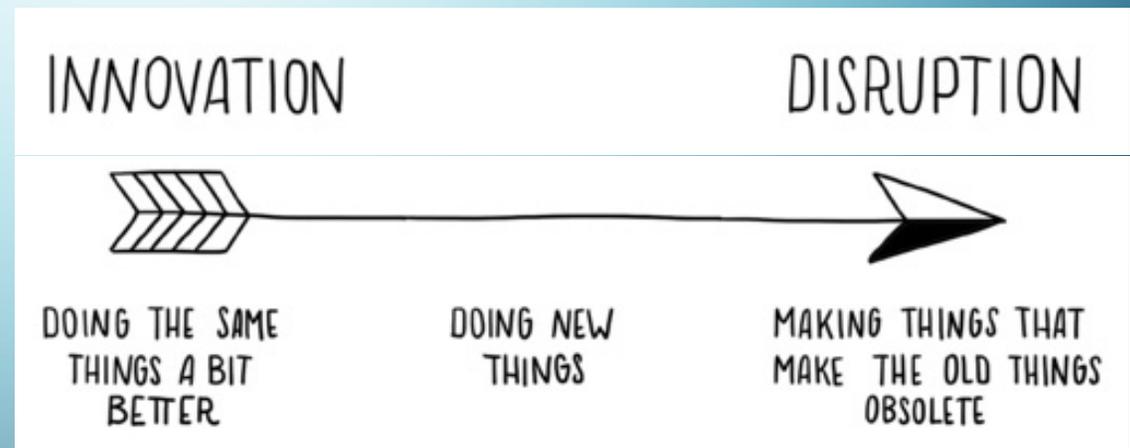


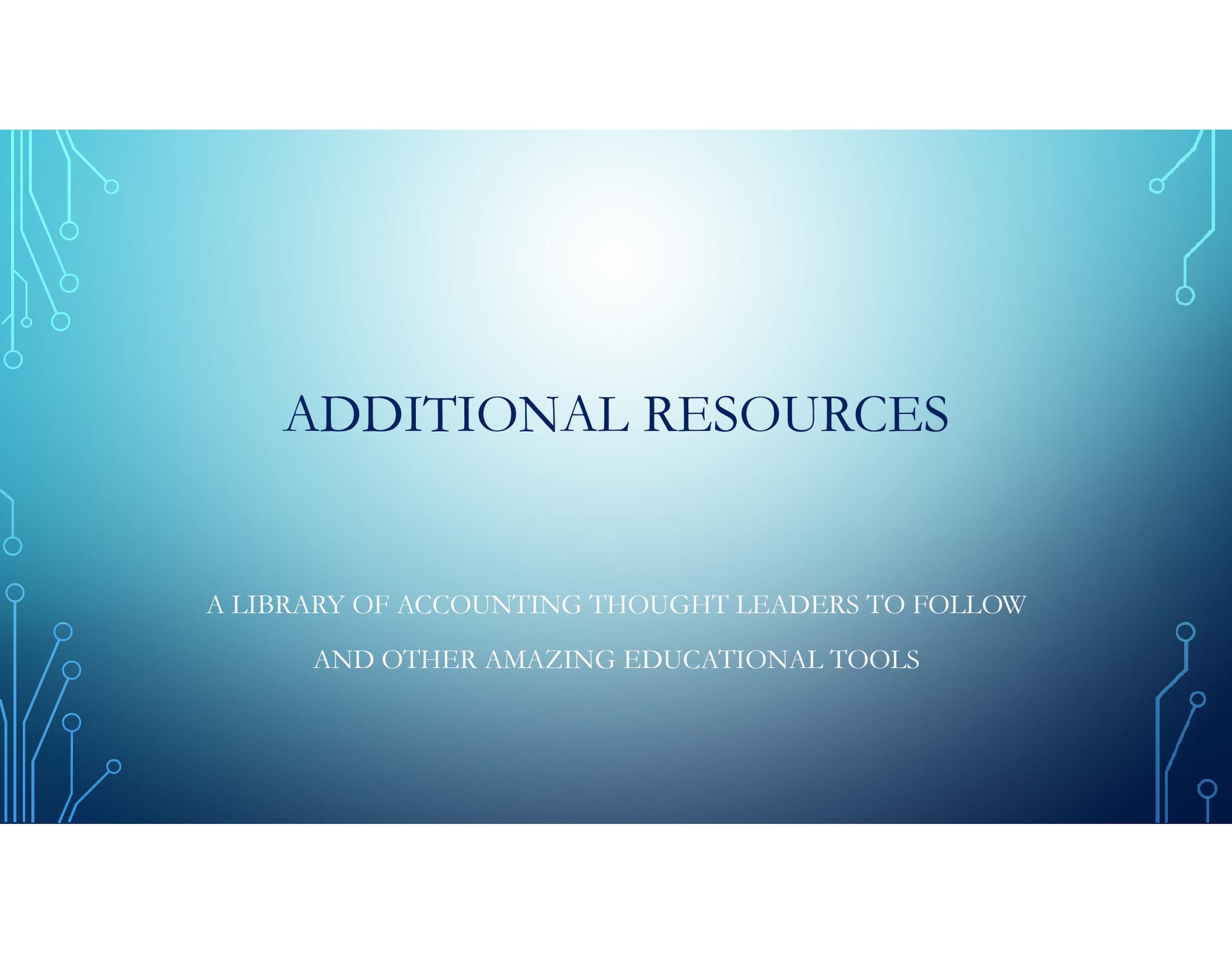
*This is why accounting professionals will never be made obsolete
by artificial intelligence.*

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



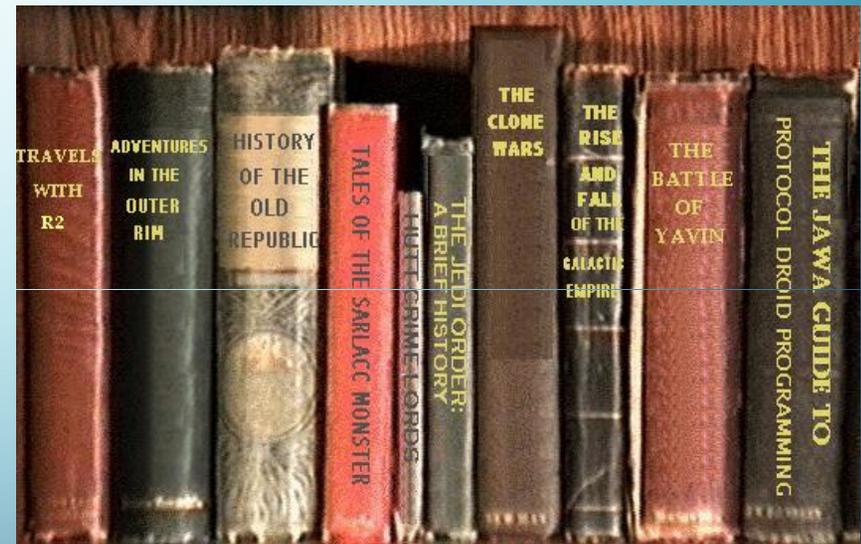


ADDITIONAL RESOURCES

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

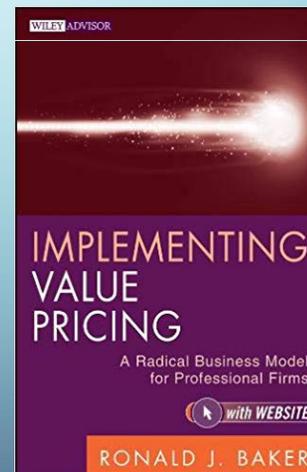
- Gail Perry
 - Editor-in-Chief: CPA Practice Advisor Magazine



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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/>

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PEOPLE TO FOLLOW

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



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

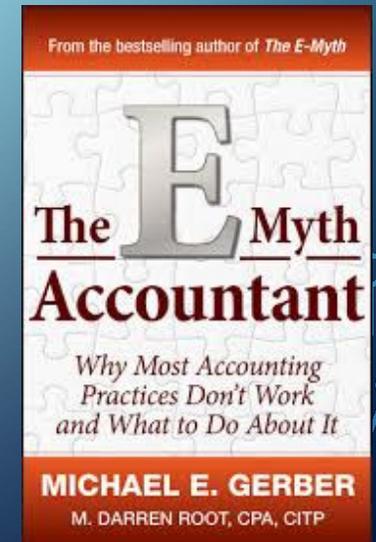
www.PricingValue.co • www.MakeTheShift.co • www.Business1.com

A promotional banner for Rhondalynn Korolak's books. On the left, her name and professional titles are listed. To the right, five book covers are displayed in a row. From left to right, the covers are: 'NEW PRICING VALUE' (black cover with a white leaf), 'SALES REDUCTION' (black cover with a hand holding a red apple), 'GRANTS' (green cover with a tree), 'BUSINESS' (blue cover with a tree), and 'FINANCIAL FOREPLAY' (yellow cover with a black silhouette). At the bottom, three website URLs are listed: www.PricingValue.co, www.MakeTheShift.co, and www.Business1.com.

PEOPLE TO FOLLOW

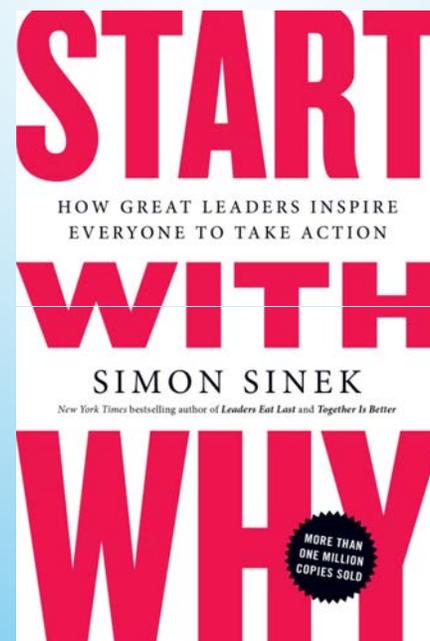
- Darren Root
 - *The Intentional Accountant*
 - *The Emyth Accountant*
 - <https://rootworks.com/>

 **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!



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