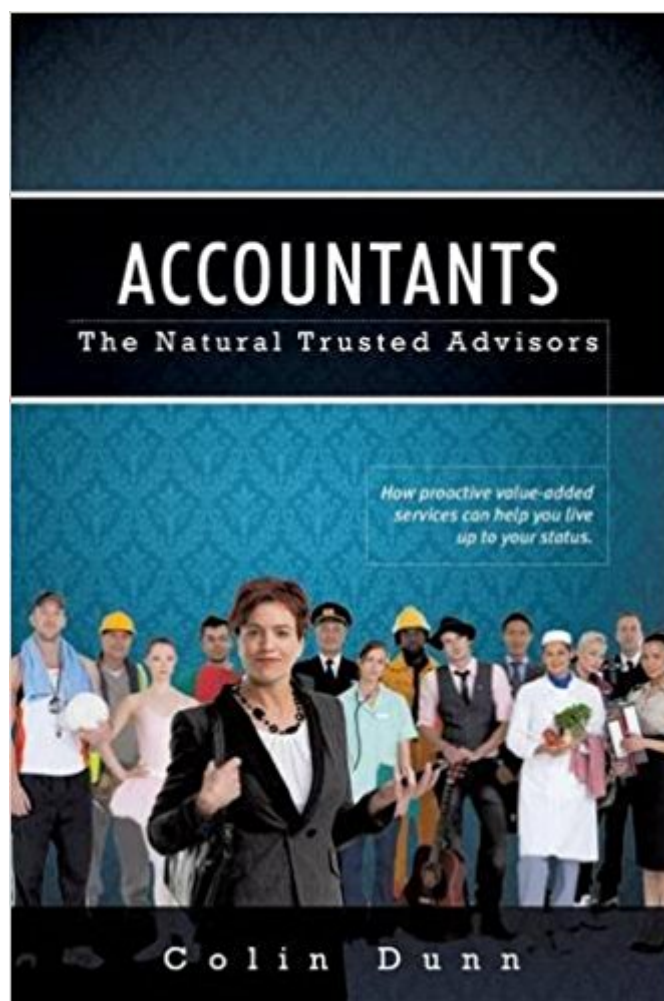


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# Accountants: The Natural Trusted Advisors



## Synopsis

Accountants are routinely awarded the accolade of 'trusted advisor'. Yet many accountants, bogged down with compliance work, spend most of their time writing history instead of helping their clients make history. There has been much talk about how accountants should embrace value based, business improvement services so that they can step up and truly embrace their trusted advisor status. Yet little has been written on how to go about doing that in a way that sits firmly within the accountant's heartland - the numbers. In this book, Colin Dunn reveals tried and trusted methodologies that all accountants can implement to become the advisor their clients cannot do without. You'll discover: How to align your firm with your passion How to select only those clients who are right for your firm How to use compliance work as a springboard into business improvement services How using the right language can transform your client relationships How planning sessions are the key to a thriving business improvement service offering How the Cloud is transforming the way in which accountants create value for their clients

## Book Information

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## Customer Reviews

Good read

Colin Dunn is an Accountant's coach. He is the business partner of Rob Nixon and together they form the Proactive Accountant's Network. PAN is a powerful force in the Accounting industry in Australia, if for no other reason than the fact that these guys coach so many people. A few years ago I read Rob Nixon's book "Why Accounting Practices Don't Add up" and found it to contain a fresh

approach to looking at the running of the typical Accounting firm. The focus in that book was creating better systems and utilising staff to make a better profit. One of the ideas Nixon pushes is to increase value added work. A few years later, Colin Dunn has written a book explaining how to do that. Unlike Nixon, Dunn is actually a qualified Accountant and used to work in the industry. So his book focuses more so on the "how to" do value added work rather than focusing on creating systems to facilitate moving in that direction (Nixon's focus). I found the book to be valuable and I will refer back to it in the future. Like Dunn, I am convinced that compliance work will become more of a commodity than it currently is. This creates an issue because for the average Aussie firm dealing with small businesses, compliance is their bread and butter. I am not as pessimistic as Dunn is in exactly how fast this will happen or exactly how much value will be lost from compliance work itself in the perceptions of clients. Nonetheless I agree that cloud Accounting has changed the industry, and that Accountants who really want to service their clients well should learn how to go beyond the number crunching and learn how to improve their client's businesses. One of Dunn's mantras is "staying close to the numbers". I liked this, because it is realistic. We accountants learn numbers and trade in numbers. We are not "Business strategists" per se, we are numbers people. Dunn believes that Accountants can add a lot of value to their clients by doing things like identifying the components of revenue (eg: Number of customers by number of transactions per customer by average transaction value), showing clients where their cash is going, conducting planning meetings and the like. He includes some basic case studies in the book on how to do this.

I work at accounting firm but I am not an accountant. Therefore I was unsure about this book. FYI required reading for my job. I learned so much. To be this book is about life and how to grow.

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