



# The Business Growth Accountant

Paul Shrimpling

# Today's speaker



**Paul Shrimpling**  
CEO Remarkable Practice  
@Shrimpers  
[www.paulshrimpling.com](http://www.paulshrimpling.com)

# CPE Process



## In order to receive CPE credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hours of CPE**
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

THE  
SAME  
OLD  
THINKING

THE  
SAME  
OLD  
RESULTS



**Think**

**Say**

**Feel**

**Do**



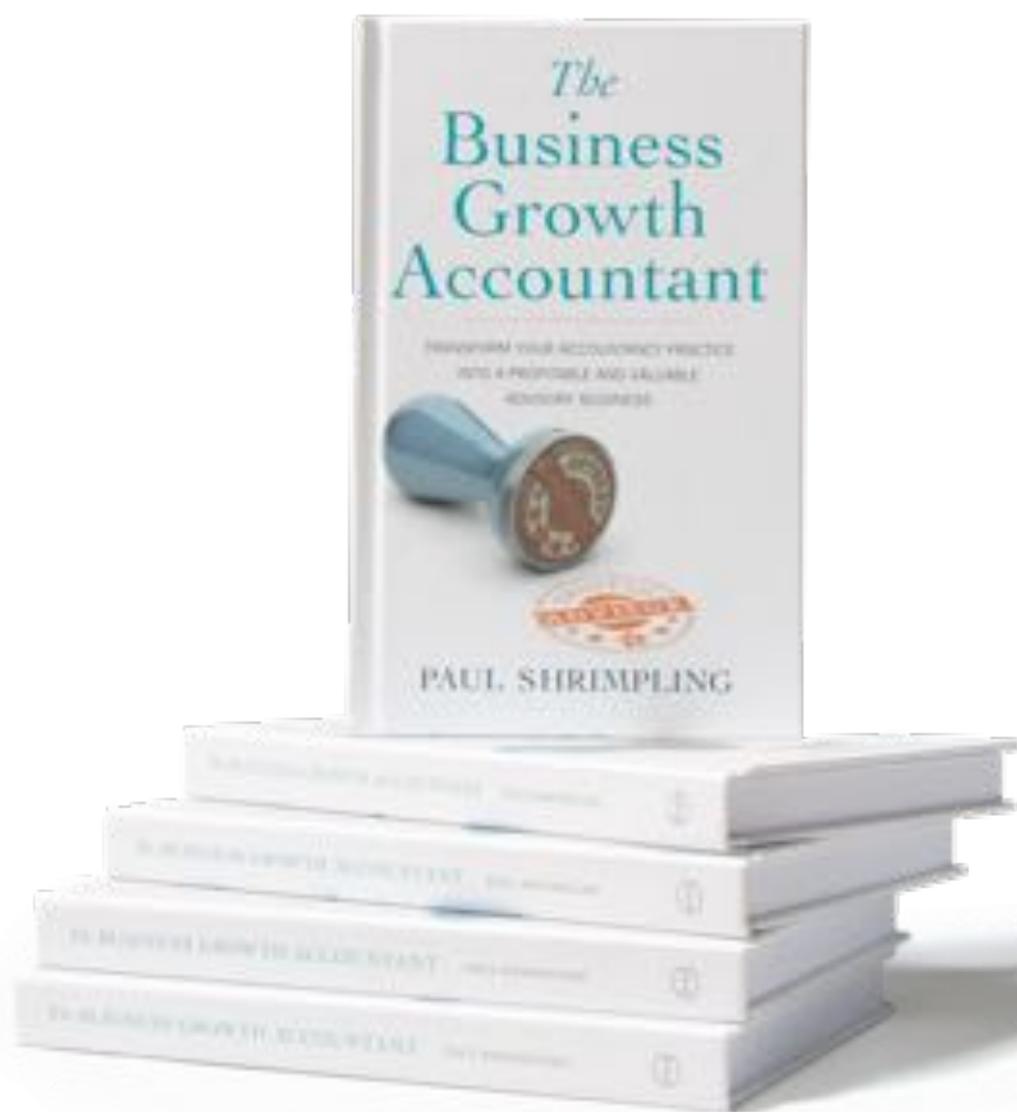
**Think**

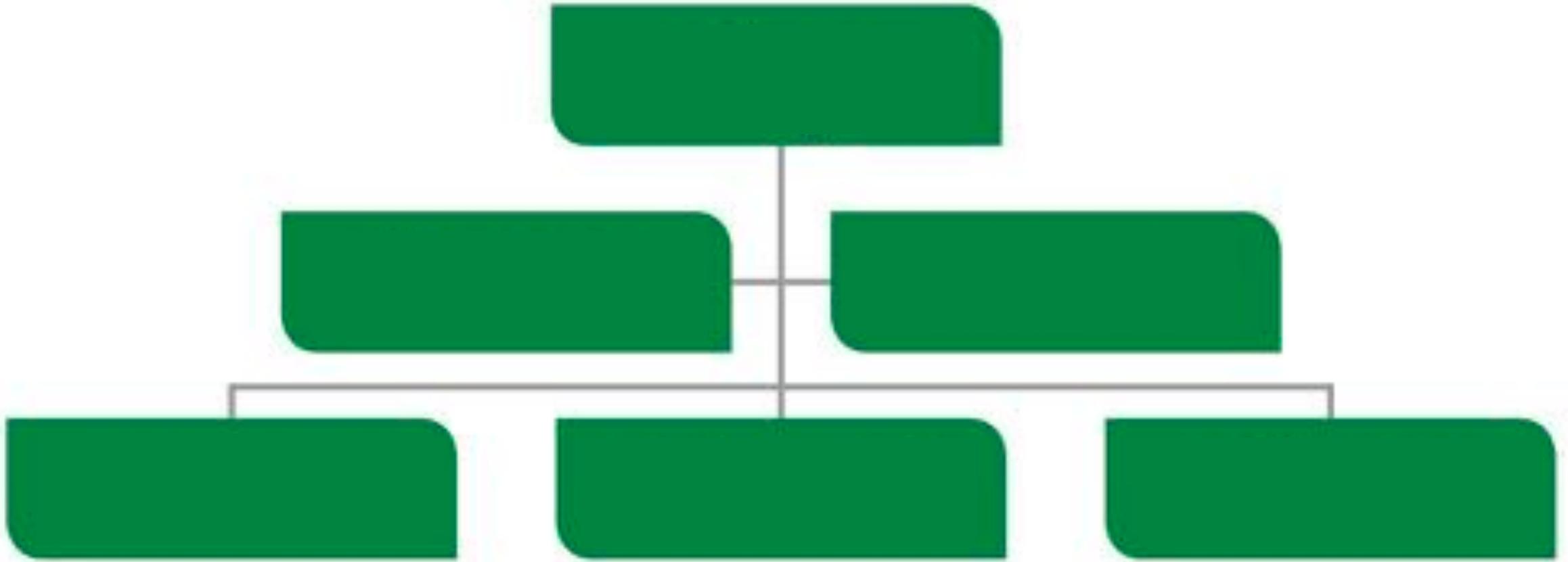
**Say**

**Feel**

**Do**









Is a person's intelligence, character, skill and creativity static or are these things that can be cultivated?"

Carol S. Dweck



**GreenStones**





## GreenStones

- Owner
- \$1.6 million
- 1 day a week
- 13 weeks holiday





Eric Hoffer



In times of change, learners inherit the earth,

Eric Hoffer



In times of change, learners inherit the earth, **while the learned**

Eric Hoffer



In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists.”

Eric Hoffer



In times of change, **learners inherit the earth**, while the learned find themselves beautifully equipped to deal with a world that no longer exists.”

Eric Hoffer

# Client relationships...

**Think**

**Say**

**Feel**

**Do**



# Weaker client relationships...

1. Loyalty?
2. Extra services?
3. Recommendations?
4. Price increases?

**Your fees, profits and capital value?**



**Think**

**Say**

**Feel**

**Do**



# Stronger client relationships...

1. Loyalty?
2. Extra services?
3. Recommendations?
4. Price increases?

**Your fees, profits and capital value?**



“



**Luke Smith**

Director, FCA, Purpose, Jersey

“



**Greg Smargiassi**

Managing Director, OurCFO,  
Australia

“



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**Greg Smargiassi**

Managing Director, OurCFO,  
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**Average fee \$36,500**

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**Luke Smith**

Director, FCA, Purpose, Jersey

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**Greg Smargiassi**

Managing Director, OurCFO,  
Australia

**Average fee \$51,000**



In times of change, **learners inherit the earth**, while the learned find themselves beautifully equipped to deal with a world that no longer exists.”

Eric Hoffer



**CAN  
YOU?**



**YOU  
CAN!**



Is a person's intelligence, character, skill and creativity static or are these things that can be cultivated?"

Carol S. Dweck





# **Your ride-a-bike skills...**

- 1. Stop**
- 2. Balance**
- 3. Steer**
- 4. Pedal**





“



**Luke Smith**

Director, FCA, Purpose, Jersey

**Average fee \$36,500**

“



**Greg Smargiassi**

Managing Director, OurCFO,  
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**1. Let's start a business growth conversation...**





**1. Let's start a business growth conversation...**

**“What's the goal you have for your firm?”**

**“What's your definition of winning for your firm?”**

**“What does success look like for your firm 3 years from now?”**







## **2. Let's start a business growth conversation...**

**“What obstacles are getting in your way?”**

**“What's holding you back from the results you want for your firm?”**

**“What do you think will get in the way of you achieving your 3 year goals?”**





**CAN  
YOU?**



**1. Let's start a business growth conversation...**

**“What's the goal you have for your business?”**

**“What's your definition of winning for your business?”**

**“What does success look like for your business 3 years from now?”**

## **2. Let's start an advisory conversation...**

**“What obstacles are getting in your way?”**

**“What's holding you back from the results you want for your business?”**

**“What do you think will get in the way of you achieving your 3 year goals?”**



**Think**

**Say**

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**Do**



THE  
SAME  
OLD  
THINKING

THE  
SAME  
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RESULTS







**1. Let's start a business growth conversation...**

**“What does success look like for your business 3 years from now?”**

## **2. Let's start an advisory conversation...**

**“What do you think will get in the way of you achieving your 3 year goals?”**

A faded background image of a man and a woman performing pull-ups on a wooden bar at an outdoor gym. The man is in the foreground, leaning forward with his arms on the bar, while the woman is behind him, also on the bar. A third person is visible in the background, crouching on the ground. The scene is set in a wooded area with trees and foliage.



Paul Kennedy

“

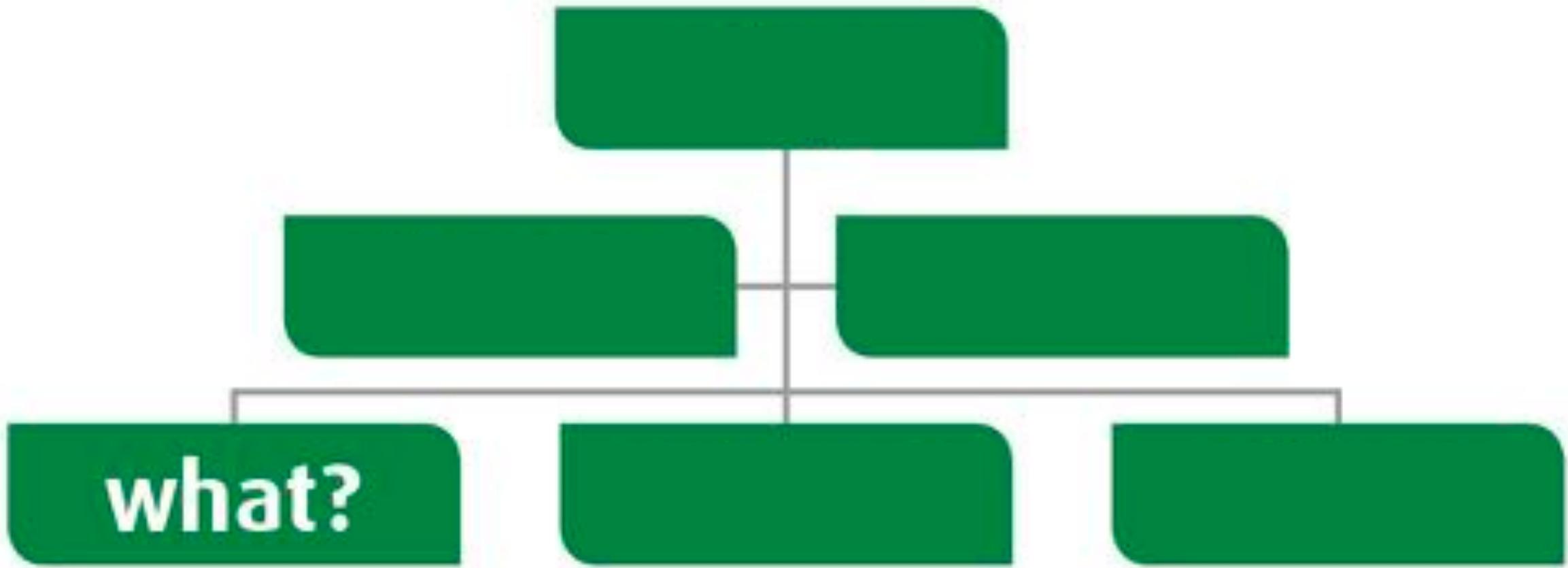
...just ask the big questions,

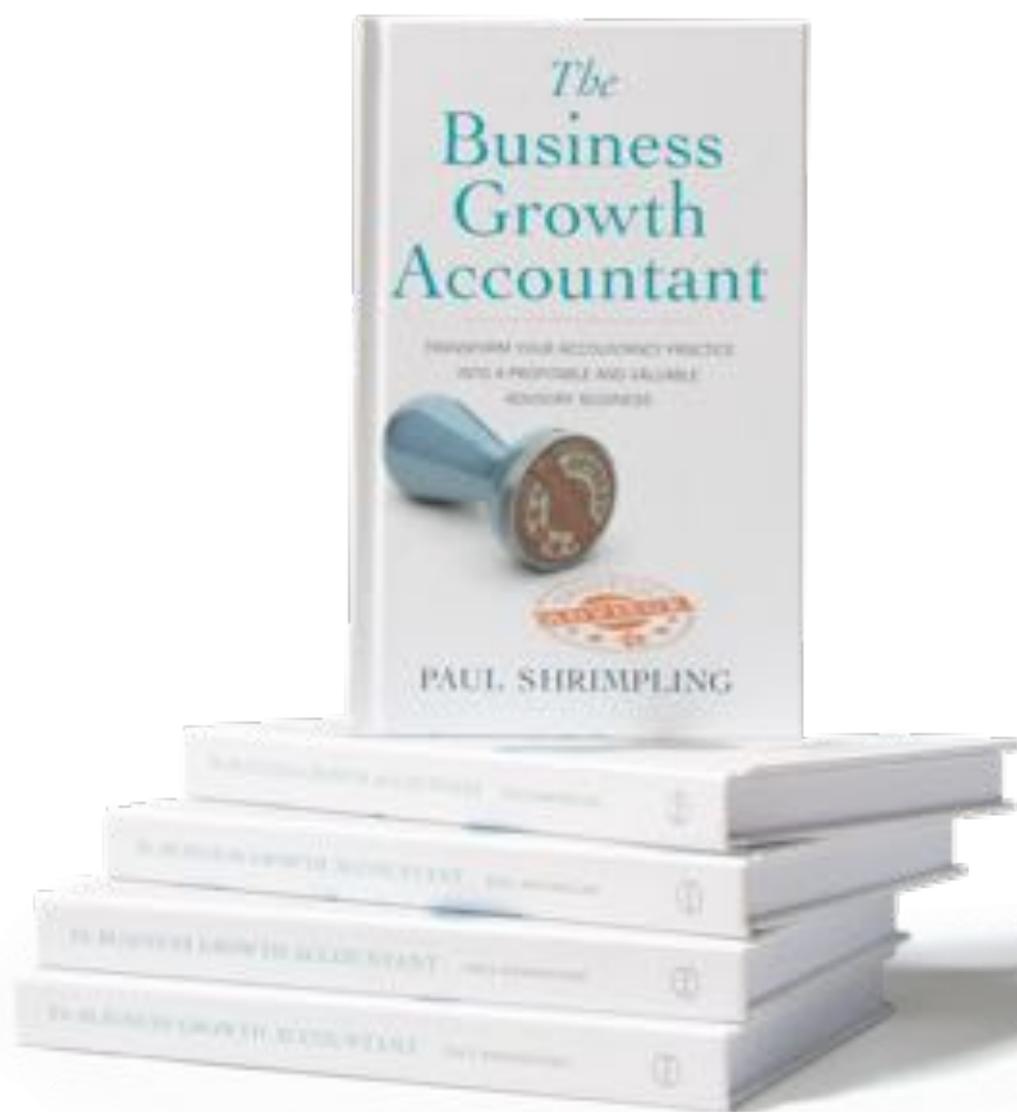
Paul Kennedy

“

...to start off with, it's  
what are you trying to achieve?"

Paul Kennedy





# **Your RIDE-A-BIKE skills...**

- 1. Stop**
- 2. Balance**
- 3. Steer**
- 4. Pedal**



**Your RIDE-A-BIKE skills...**



**Your BUSINESS GROWTH skills...**

**1. Constructive conversation**

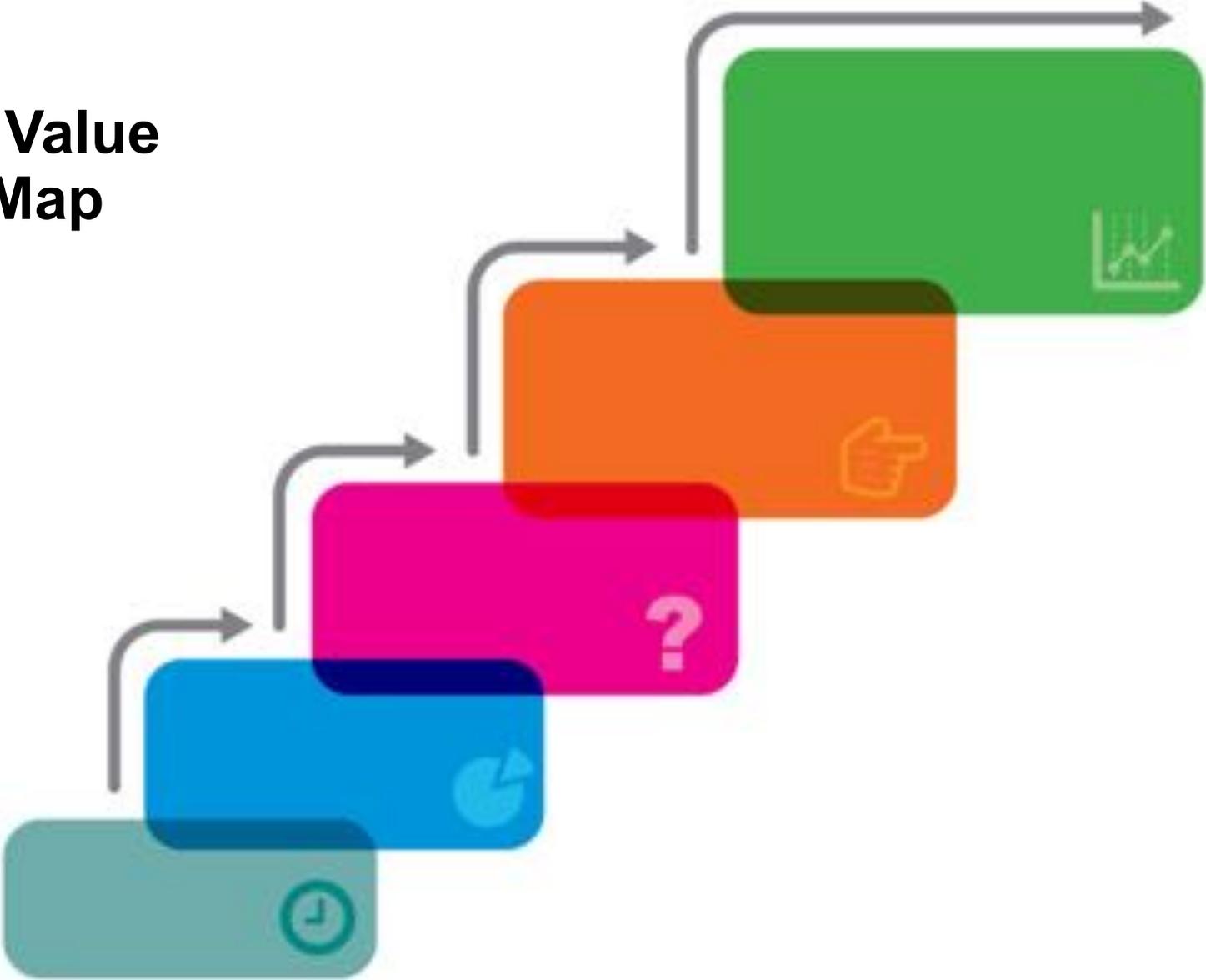


# **Your BUSINESS GROWTH skills...**

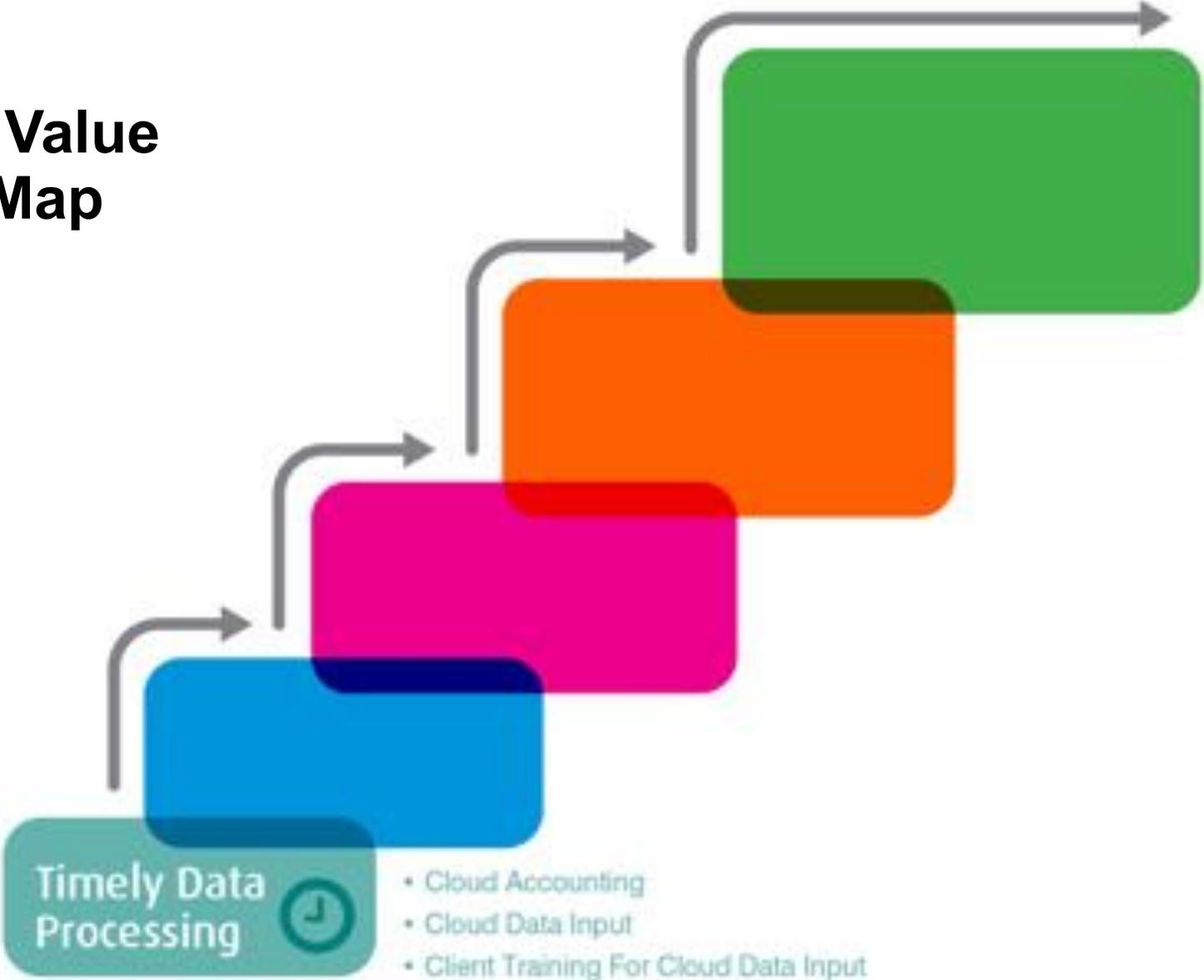
A young girl with long dark hair, wearing a white bicycle helmet and a light-colored jacket, is riding a bicycle. She is looking directly at the camera with a slight smile. The background is a blurred outdoor setting with trees and foliage.

- 1. Constructive QUESTIONS**
- 2. 3C LISTENING**
- 3. Decision making**
- 4. Accountability**

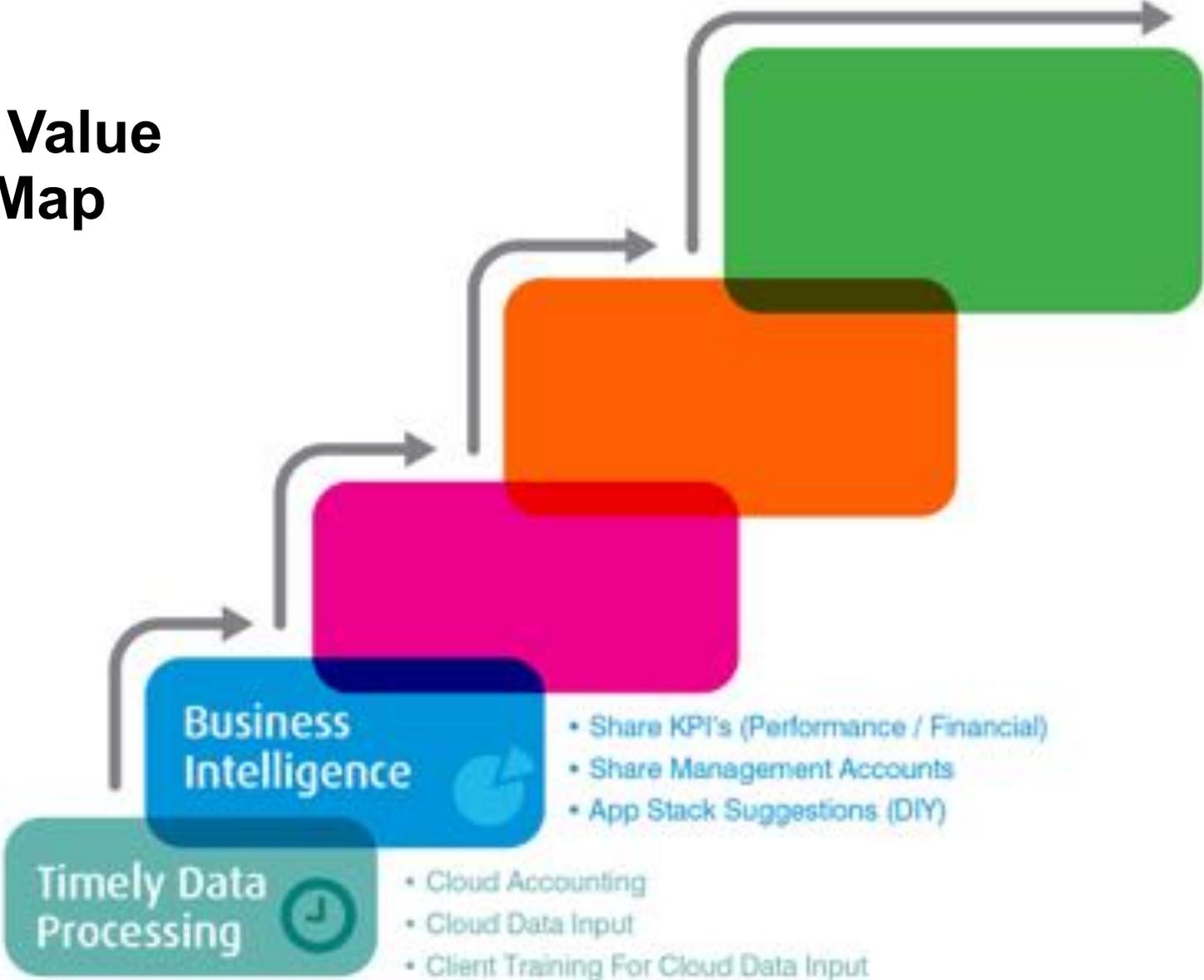
# Higher Value Route Map



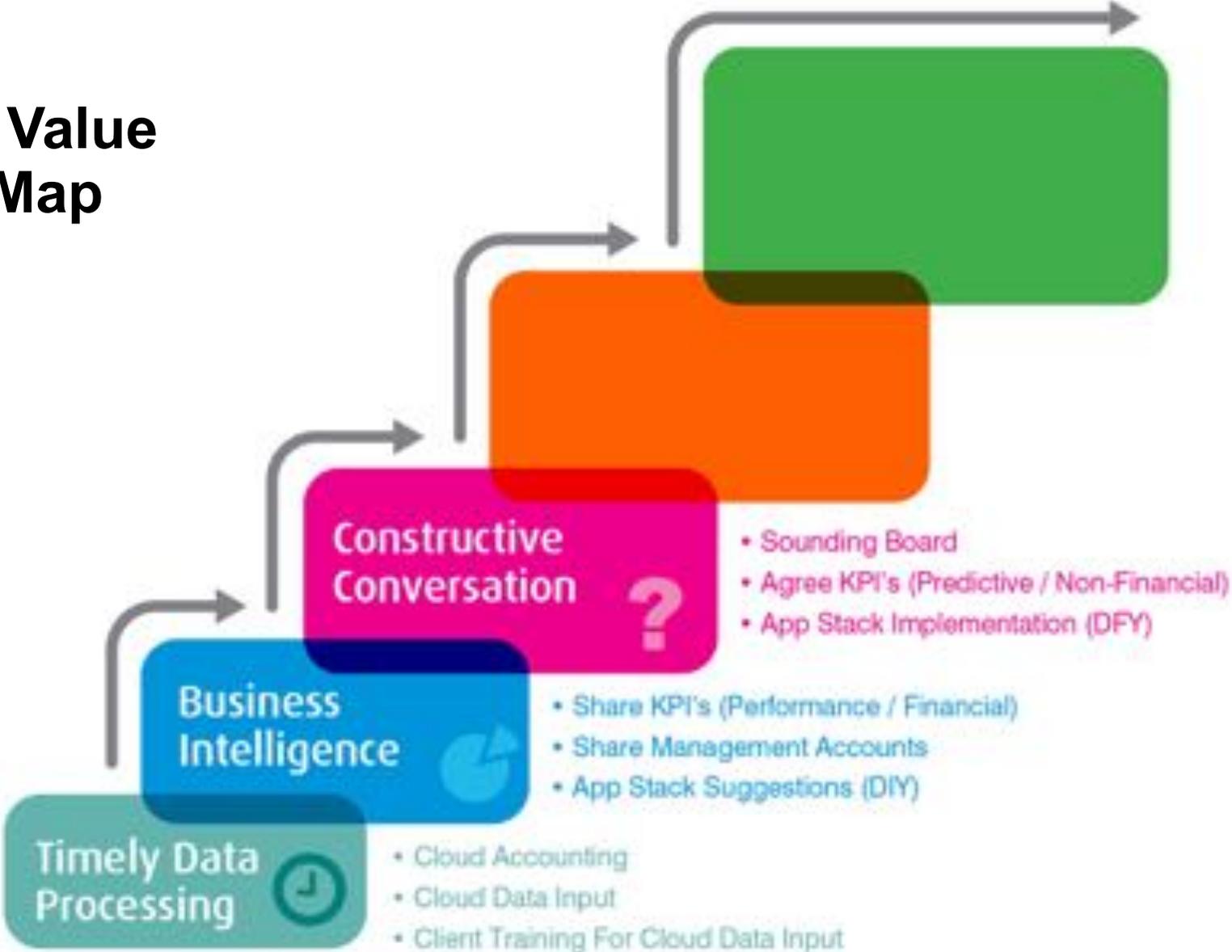
# Higher Value Route Map



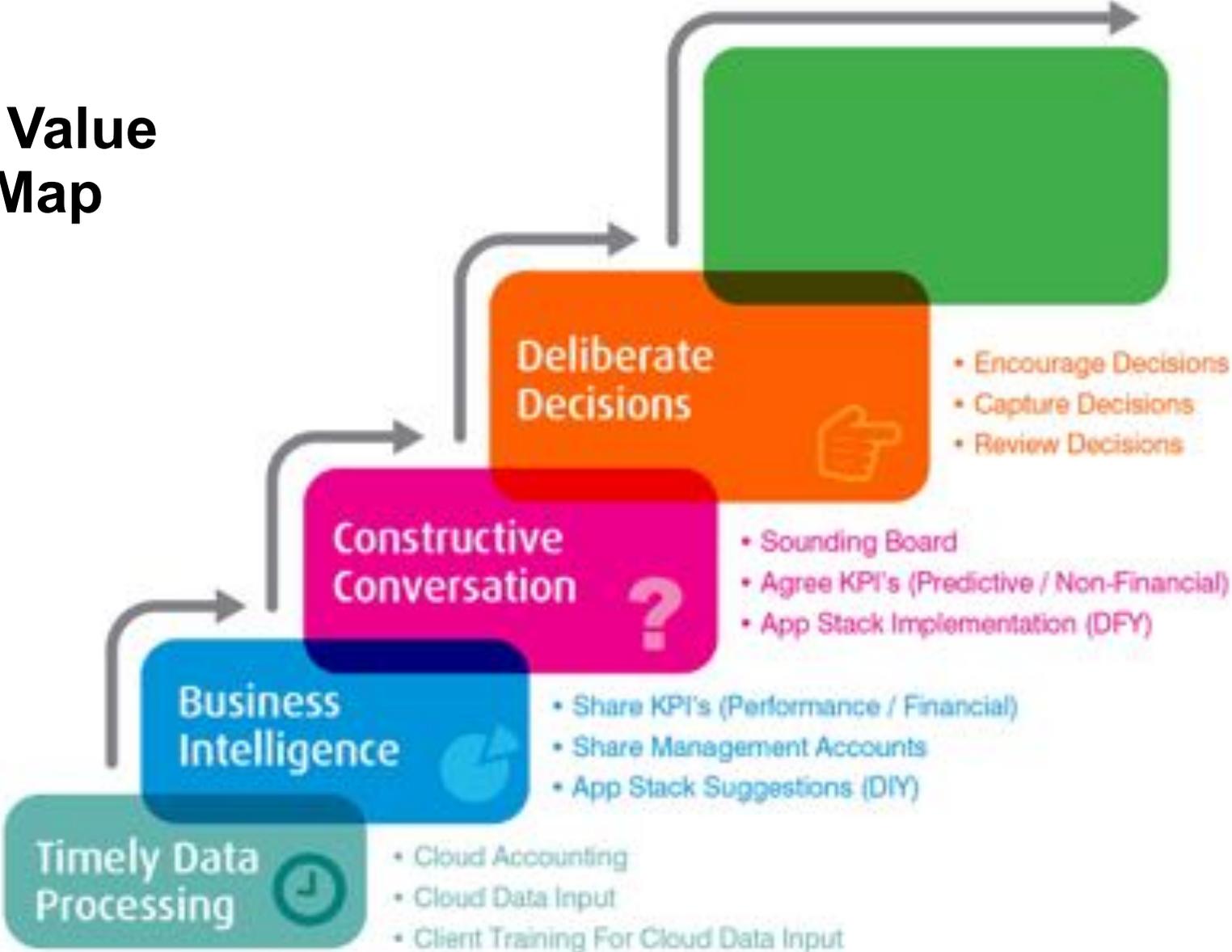
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Is a person's intelligence, character, skill and creativity static or are these things that can be cultivated?"

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# **Your BUSINESS GROWTH skills...**

A young girl with long dark hair, wearing a white bicycle helmet and a light-colored jacket, is riding a bicycle. She is looking directly at the camera with a slight smile. The background is a blurred outdoor setting with trees and foliage.

- 1. Constructive QUESTIONS**
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**Your BUSINESS GROWTH skills...**

**1. Constructive QUESTIONS**





...the important discovery that the best path to helping people learn

Edgar H Schein



...the important discovery that the best path to helping people learn **is not to tell them anything**

Edgar H Schein



...the important discovery that the best path to helping people learn is not to tell them anything **but to ask the right questions and let them figure it out.”**

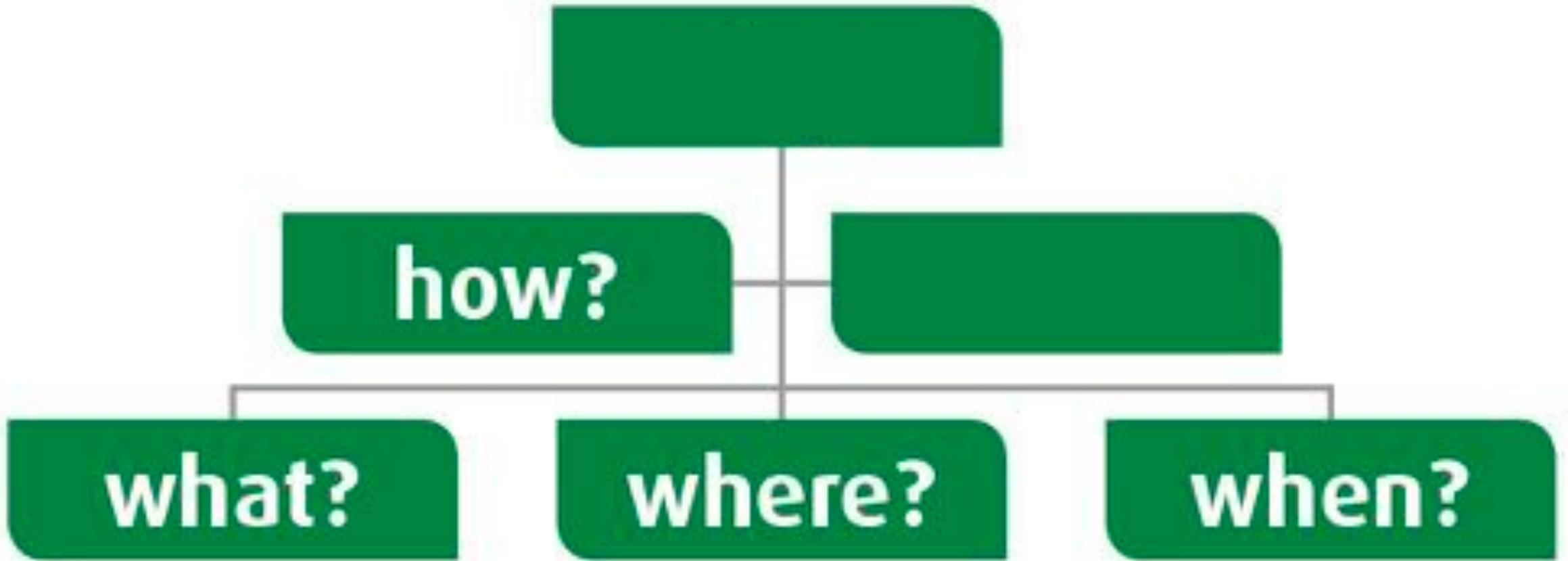
Edgar H Schein

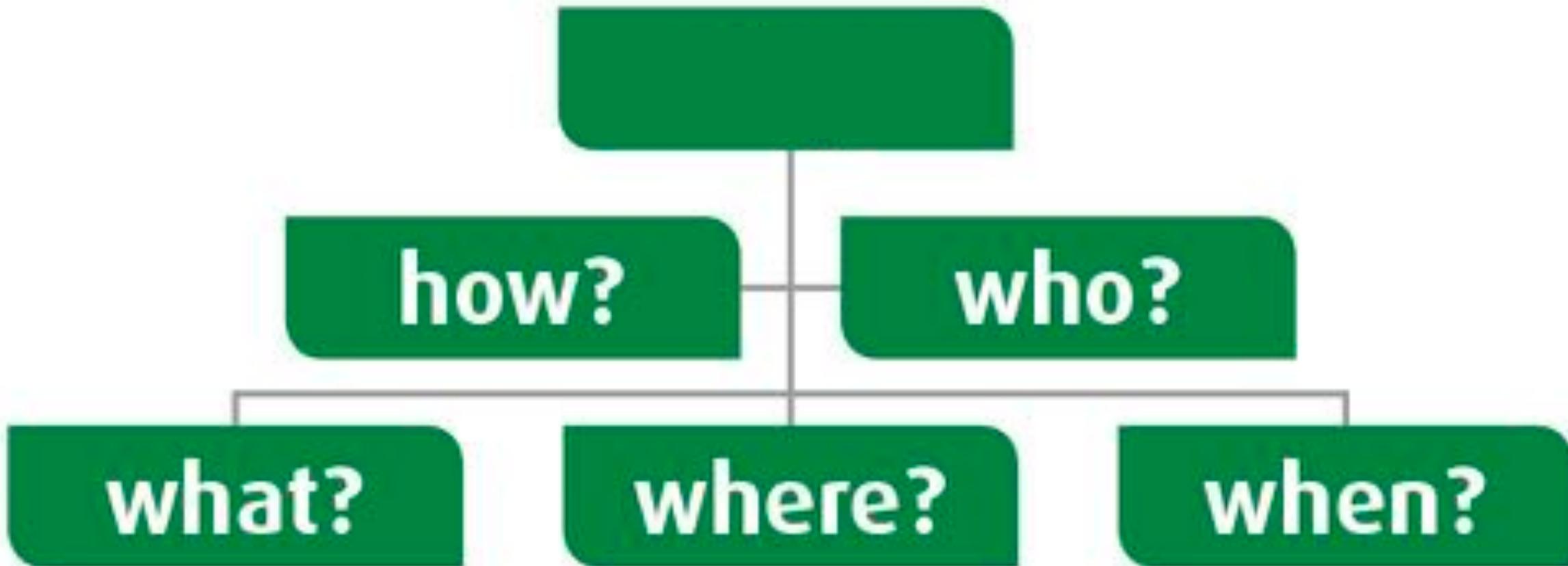












**why?**

**how?**

**who?**

**what?**

**where?**

**when?**



...just ask the big questions,

Paul Kennedy



...just ask the big questions, and then you get more and more granular once you start to understand the landscape...

Paul Kennedy

“

...but to start off with, it's

“what are you trying to achieve?”

Paul Kennedy

“

...and then you start to hone in on the detail.”

Paul Kennedy



TRY

TRY



FAIL

TRY

FAIL

TRY AGAIN

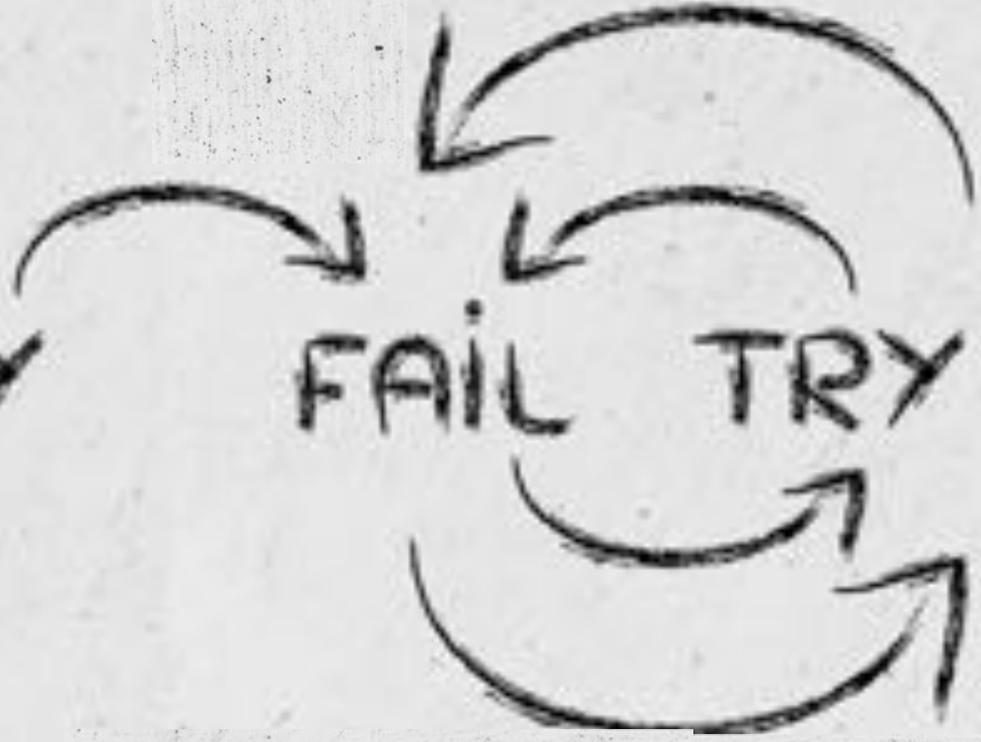


TRY

FAIL

TRY

AGAIN





**Think**

**Say**

**Feel**

**Do**





When you operate on the edge of your ability,

Daniel Coyle



When you operate on the edge of your ability, when you are reaching,

Daniel Coyle



When you operate on the edge of your ability, when you are reaching, failing,

Daniel Coyle



When you operate on the edge of your ability, when you are reaching, failing, reaching again,

Daniel Coyle



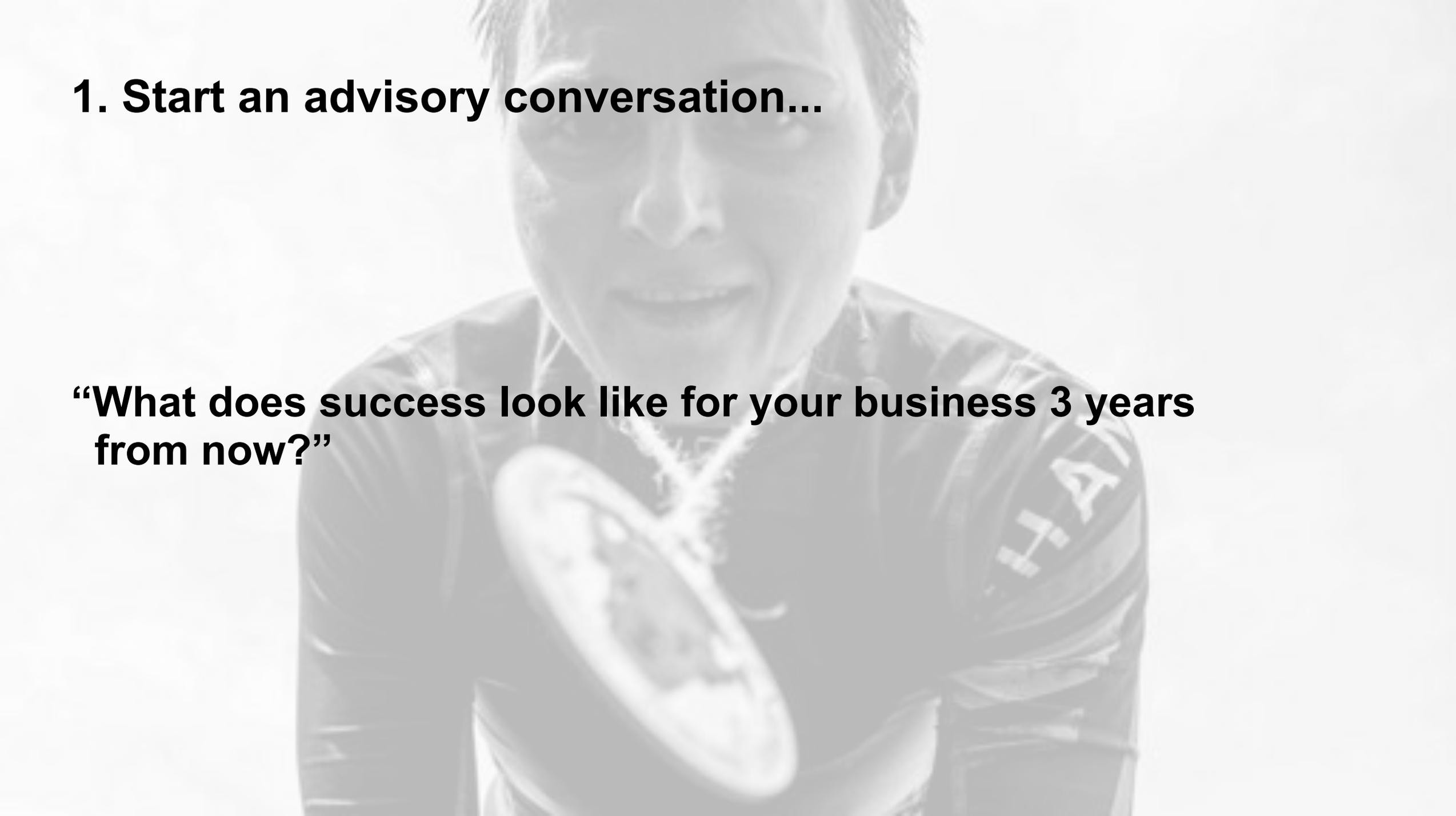
When you operate on the edge of your ability, when you are reaching, failing, reaching again, **learning velocity goes up.**

Daniel Coyle



When you operate on the edge of your ability, when you are reaching, failing, reaching again, **learning velocity goes up. It goes way up.**”

Daniel Coyle



# **1. Start an advisory conversation...**

**“What does success look like for your business 3 years from now?”**

## **2. Start an advisory conversation...**

**“What do you think will get in the way of you achieving your 3 year goals?”**





# **Your BUSINESS GROWTH skills...**

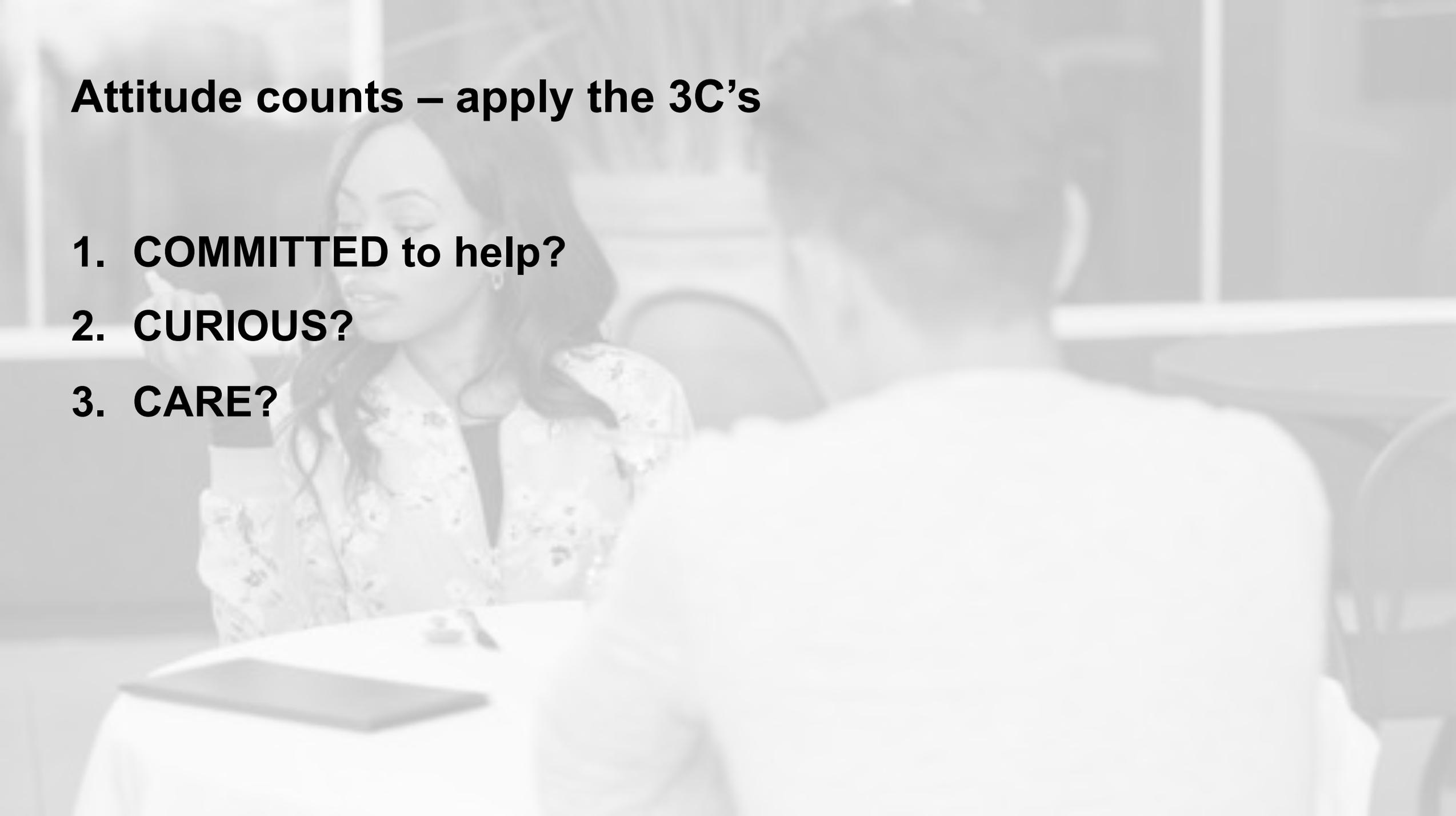
- 1. Constructive QUESTIONS**
- 2. 3C LISTENING**
- 3. Decision making**
- 4. Accountability**

# Your **BUSINESS GROWTH** skills...



1. Constructive **QUESTIONS**
2. **3C LISTENING**
3. Decision making
4. **Accountability**





## **Attitude counts – apply the 3C's**

- 1. COMMITTED to help?**
- 2. CURIOUS?**
- 3. CARE?**



A grayscale photograph of two women sitting at a table, engaged in conversation. The woman on the left is looking towards the woman on the right. The woman on the right is gesturing with her hands while speaking. The background is blurred, showing other people at tables.

## **Attitude counts – apply the 3C's**

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- 3. CARE**

# Stronger client relationships...

1. Loyalty?
2. Extra services?
3. Recommendations?
4. Price increases?

**Your fees, profits and capital value?**



# **Listen with intent**

**4. Wait to speak**

**5. Ignore**

**6. Pretend**



# Listen with intent

**3. Hear what's in it for you**

4. Wait to speak

5. Ignore

6. Pretend



# Listen with intent

- 1. Empathic listening – feelings**
- 2. Empathic listening – content**
3. Hear what's in it for you
4. Wait to speak
5. Ignore
6. Pretend



# Listen with intent

- 1. Empathic listening – feelings**
- 2. Empathic listening – content**
3. Hear what's in it for you
4. Wait to speak
5. Ignore
6. Pretend



A grayscale photograph of two women sitting at a table, engaged in conversation. The woman on the left is a Black woman with short hair, wearing a white lace-trimmed top and large hoop earrings. The woman on the right is a white woman with long hair, wearing a dark top with a decorative neckline and a necklace. They are both looking towards each other. The background is blurred, showing other people at tables.

## **Attitude counts – apply the 3C's**

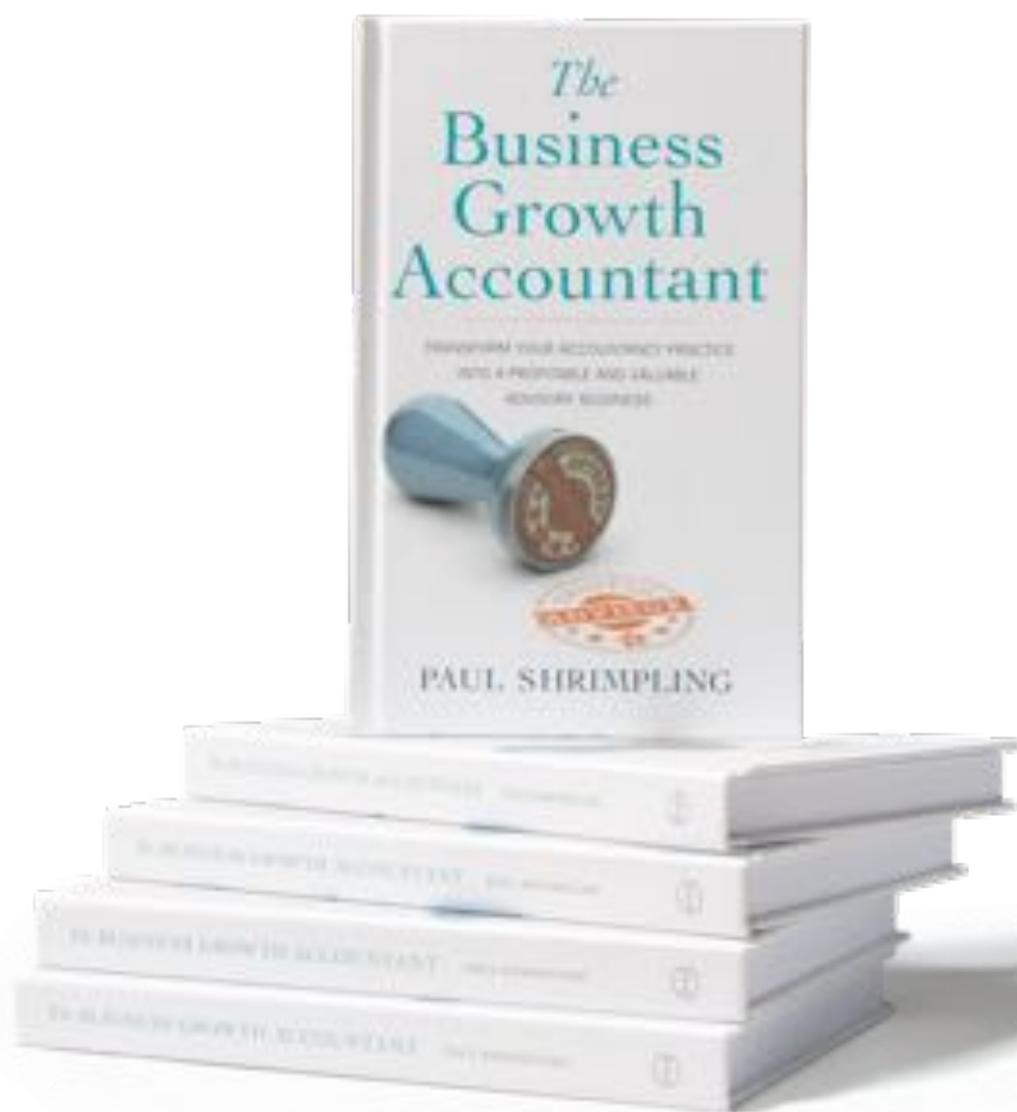
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**Think**

**Say**

**Feel**

**Do**



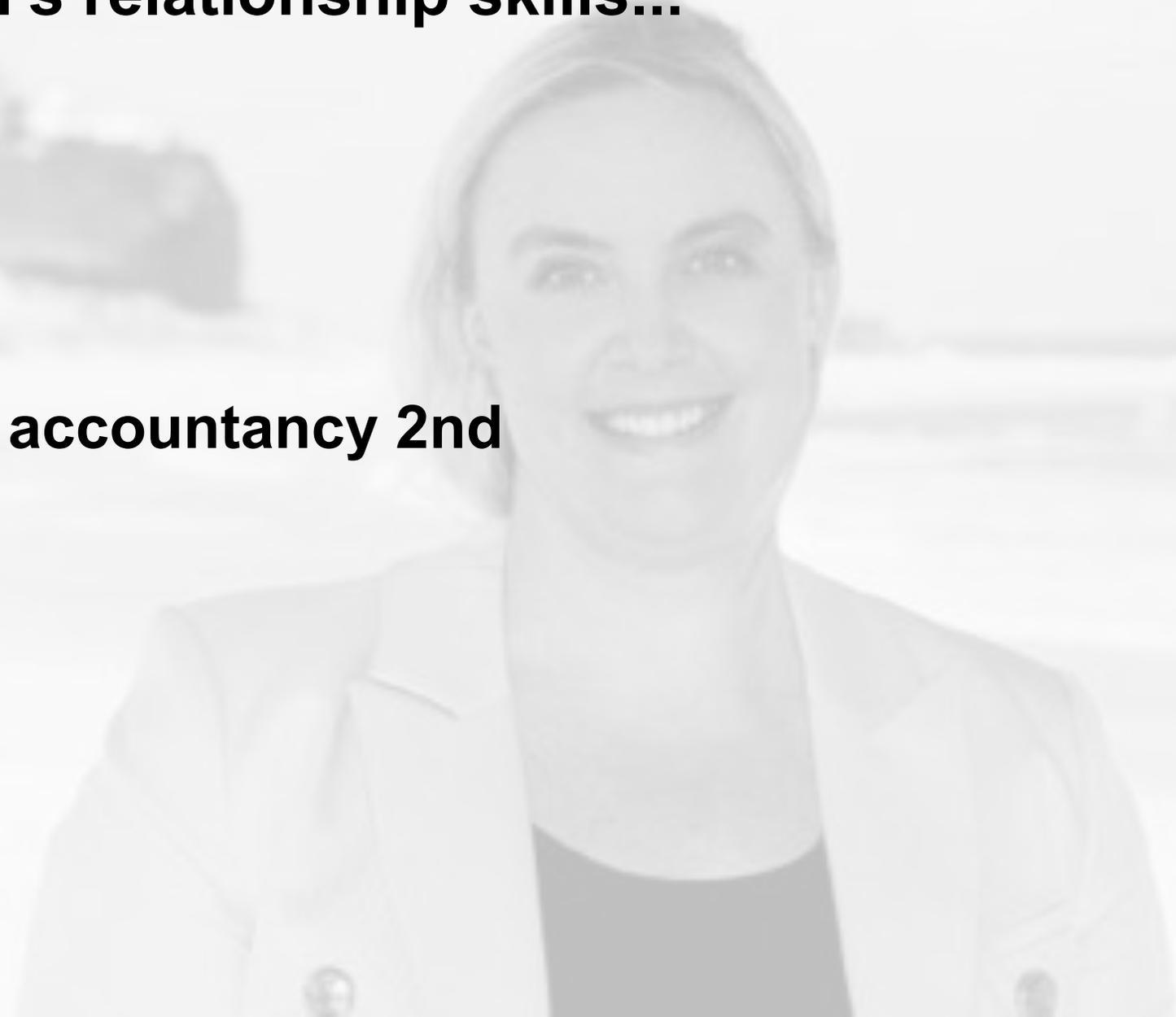


growthwise™



# **Build your team's relationship skills...**

- **Every week**
- **30 weeks**
- **Advisory 1st, accountancy 2nd**



**Think**

**Say**

**Feel**

**Do**





# **Your BUSINESS GROWTH skills...**

- 1. Constructive QUESTIONS**
- 2. 3C LISTENING**
- 3. Decision making**
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# Higher Value Route Map

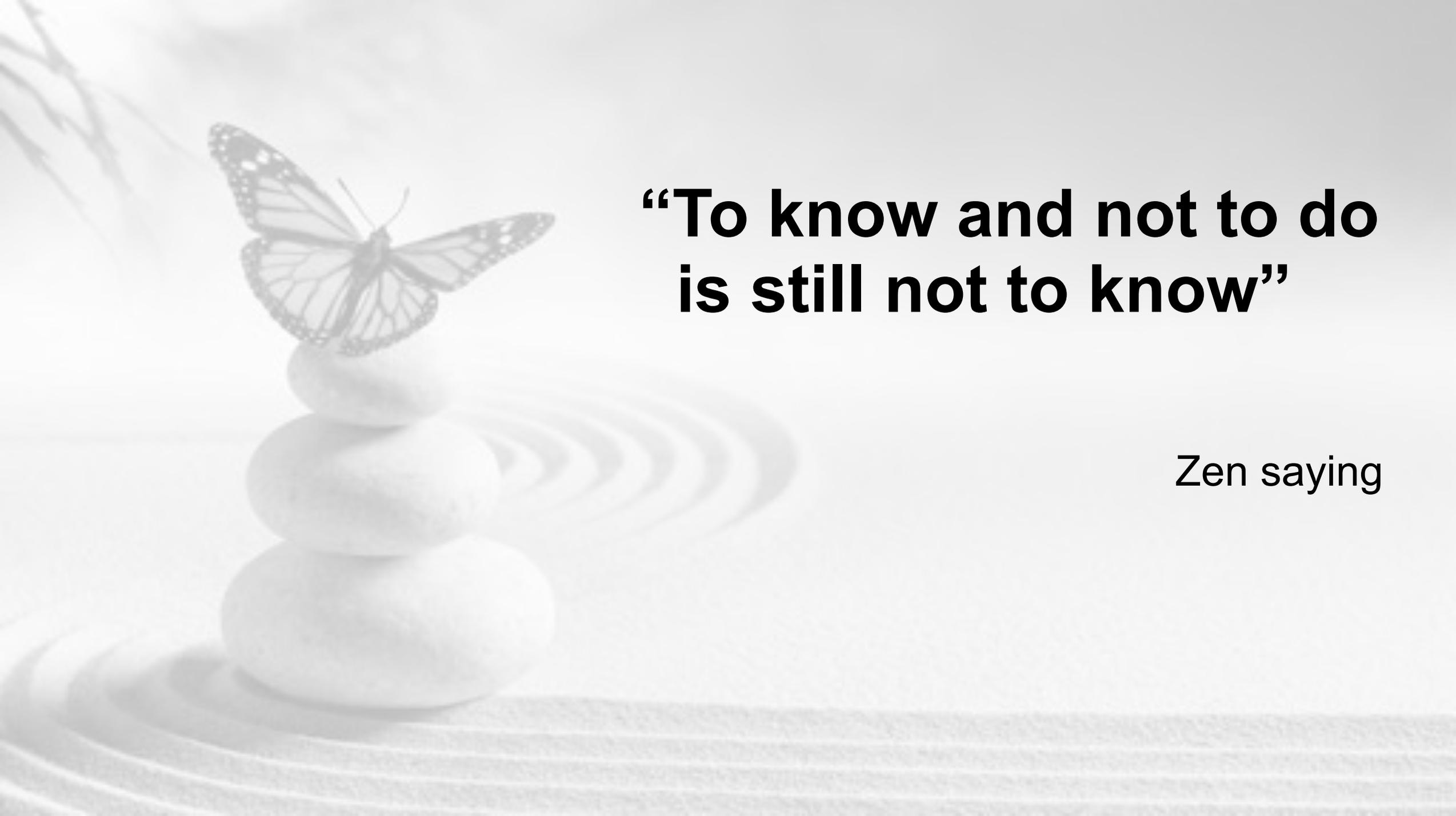


# Stronger client relationships...

1. Loyalty?
2. Extra services?
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4. Price increases?

**Your fees, profits and capital value?**



A black and white photograph of a butterfly perched on a stack of four smooth, white stones. The stones are stacked on a sandy beach, and the sand shows concentric ripples. The background is a soft, out-of-focus landscape with a horizon line. The text is overlaid on the right side of the image.

**“To know and not to do  
is still not to know”**

Zen saying

**Think**

**Say**

**Feel**

**Do**



# Your BUSINESS GROWTH skills...

1. Constructive QUESTIONS
2. 3C LISTENING
3. Decision making
4. Accountability



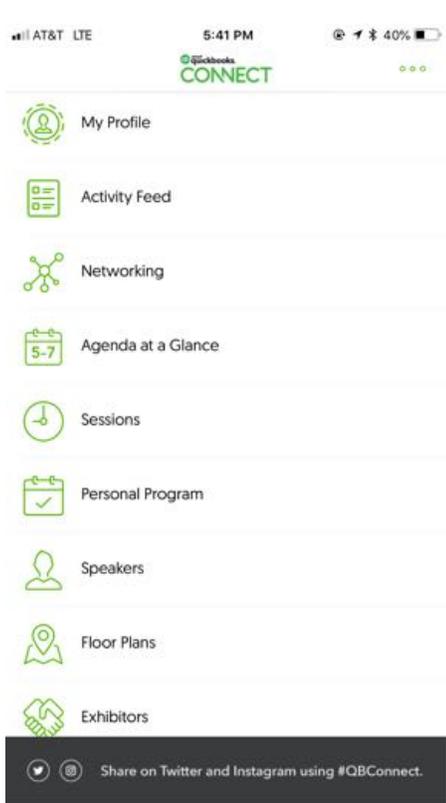
<http://bit.ly/QBCnov2018>

# Questions?

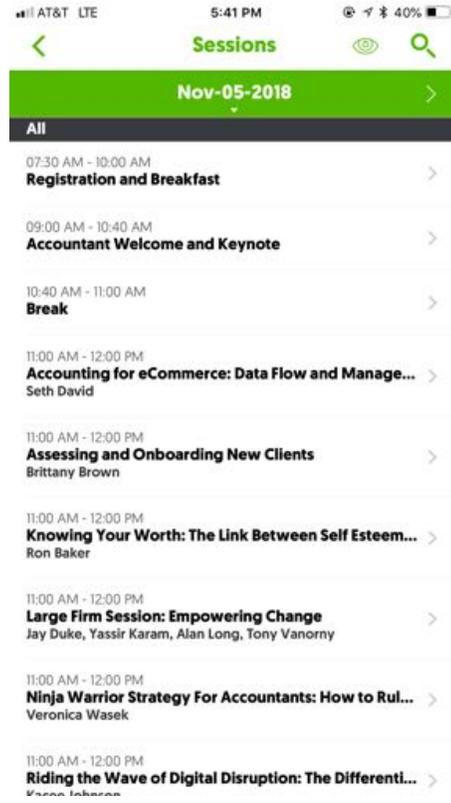
#QBConnect | WiFi: QBConnect Password not required

# Rate this session

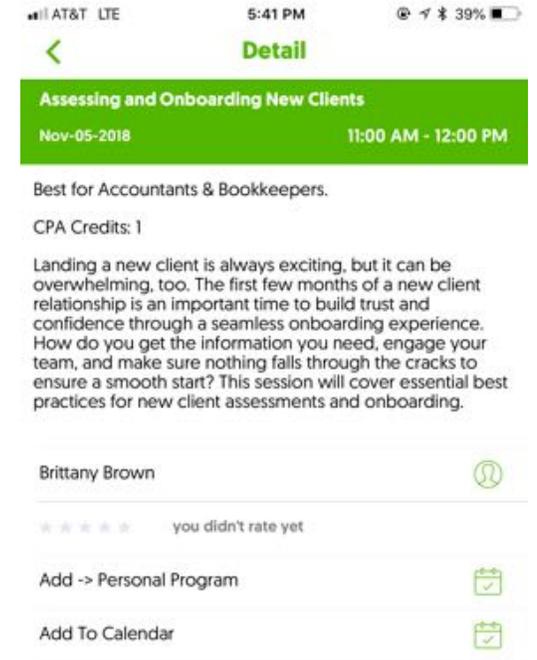
## 1. Select Sessions



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11:00 am-12:00 pm

## Breakout Sessions

Exhibits, Activations and Connections	+
HR Essentials: 5 Steps to a Compliant Workplace	+
Building Compassion: The Role We All Play in Creating Unbiased Businesses • session repeats	+
Freelance Finance: A Toolkit for the Self-Employed • session repeats	+
The Fine Print: Legal Know-How for New Businesses	+
Get Bossy: Develop Next-Generation Leadership Skills	+
No Stone Unturned: New Funding Sources to Fuel Business Growth	+
Marketing Your Business Part 1: Customer Acquisition	+
Digital Savvy: Nurturing Your Online Brand • session repeats	+



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