

# A Country Practice Webinar Series

## Business Advisory - Steps in the Journey

### 'The Accounting firm who does Business Advisory with ease'

A Country Practice, Thrive Advice and Teach It Forward would like to present, this exciting new Webinar series to help demystify and simplify Business Advisory.

Hear from two champions who have implemented and rolled this out over a decade, they will talk frankly about,

- The successes and challenges they've experienced to ultimately provide you with guidance and direction so that you don't make the same mistakes they've made along the way.
- The simple steps you can take to IMPLEMENT effectively
- How to align your team members to share your Advisory vision

So If you've been wondering if Business Advisory is the next logical step for your Firm to take but, to date, you've not been able to upsell your clients to services you know they need or you're not sure that your team have the right skill set to support you, or Business Advisory just plain scares you and you don't know how to take the next logical step. Then come along because this webinar series is for you.

Mike and Trent have been doing this successfully for years and rather than them TELLING you what you ought to be doing! They will discuss and demonstrate the simple steps you need to take to get started. You will leave each session with Practical steps you can take to so that you can QUICKLY start and maintain your successful foray into Business Advisory.

### What will be covered

**Session 1** - How to create capacity – really!

**Session 2** - What are the business advisory services you can use AND what is the best order to roll them out in?

**Session 3** - What is best practice to roll out BD services – ala, when you start, HOW do you actually do it?

**Session 4** - What people do you need in your firm to run a successful advisory side of the business?

**Session 5** - What is the best practice for offering/selling business advisory services, so that the clients want to buy and don't feel like they are being sold to?

### What firms would this suit?

- Firm owners who are open to creating new lines of income outside of compliance
- Firm owners who are realising that the service they want to and need to give to their client base going forward needs to progress
- Firm owners who are keen to stretch their current way of thinking about running their accounting firm
- Firms wanting to pivot beyond COVID19

### The 4 benefits you will receive

1. Practical steps to advance your Advisory journey
2. Increased confidence in new pathways forward as a leader, and as a firm
3. Hearing real life wins and stuff ups Mike and TT have made, so you do not have to repeat in your firm
4. A sense of Community as you all grow together



**Trent Taylor**  
**Teach it Forward**

Trent's passion is to help mum and dad business owners thrive so that they get to spend those important, early, formative years with their children. As a child, Trent missed out on having his parents side line at his footy matches so, he wanted this to change. First Trent coached business owners directly and then he realised that Accountants had far greater reach and depth with Businesses so, he turned to coaching Accountants to coach their clients and hence Teach It Forward was born.

For 12 years now, Trent, has been ONLY coaching Accountants to be the hero to their clients.

## **Your presenters**



**Mike Crowley**  
**Thrive Advice**

Mike has had 40 years' experience in various business management and accounting roles. Founding director of Mike Crowley & Associates in 1991, now known as Thrive Advice, it is a business and financial advisory practice based in the thriving city of Orange in regional NSW. Mike has a breadth of experience and strong interest in helping small to medium business owners to grow and create sustainable long term businesses.

He genuinely believes that the success of small and medium businesses is at the heart of prosperity for Australia. It is our mission to help the families and individuals within these businesses thrive.

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