



Speaker Kit

1 March 2019

Objective.

Small accounting firms, those with 1-2 partners and less than 10 staff, make up 85% of all firms, yet we rarely speak to their needs nor hear from people who understand that space. Growth, sales, marketing, etc are all issues facing larger firms. Small firms have strong referral systems yet are overwhelmed by the level of tax compliance needed for their clients and despite the rhetoric, technology isn't replacing.

My objective is to mentor small accounting firms to embrace technology and realise their potential. By using the already strong values and skills that firms possess, I use real life experience to help firms make small but impactful change. I provide a real world connection to the changes the audience is experiencing. A translator of technology.

The industry is inundated with negative sentiment around the future of technology and many of the loudest (and most negative) voices in the industry have never worked in accounting.

Whether this sentiment is around the future services accountants should offer or the rise of robots, I share my experiences in a positive and practical manner.

Guarantee.

I won't be selling a book, application or service during the presentation. Your attendee's will walk away informed, inspired and entertained. A guarantee that they will walk with actionable items they can implement into their firm.

Services.

As well as presenting I'm able to **emcee** the event or conference or **contribute to any panel session** in one of my topic fields.

Having emceed on many occasions, organisers appreciate my engagement with the speakers, assisting in managing questions, ensuring the agenda runs smoothly and on time, as well as being able to ask questions if and Q&A sessions have the invariable lull.

As a panel presenter, I am engaging and seek to contribute varying opinions so that the panel doesn't have that "I agree with all the other speaker" vibe. I'm also able to think on my feet and am open and honest about my experiences.

PAUL MEISSNER

About Paul.

Paul is a confident high-energy speaker. In the last 3 years he has been presenting keynote discussions online and around Australia to 1,000+ accountants focusing on 3 key areas.

To help firms earn more money in less time, attract high value / high quality clients and provide an amazing client experience that makes a real difference.

His role at 5ways group, one of Australia's first 100% cloud based accounting firms, has seen him navigate the largest period of technological change in accounting. His firm was an industry leader in removing time sheets, publishing subscription pricing on their website, embracing remote working and launched the first accounting firm iPhone app for clients in the Southern Hemisphere.

Paul also co-hosts an entertaining podcast for accountants that has had over 250,000 downloads and is enjoyed by a global audience. From the Trenches, Real life in the Accounting Industry, is an honest look at what is happening in the accounting industry.

Working in accounting firms in client facing roles for over 20 years, Paul is one of the most practical experienced speakers on the market. Many other speakers don't offer the real life experience and have observed from the outside and can often be biased toward selling their software solution.

He has a strong social media presence and following in the Accounting Professionals demographic including a LinkedIn influencer score in the top 1% of the industry. He has worked with all major industry bodies including CA, CPA, IPA, ICB, ABN, AAT and spoken with or alongside many other great accounting thought leaders in the industry. The likes of Wayne Schmidt, Chris Hooper, Guy Pearson, Steph Hinds, Aynsley Damery and the list goes on.

When you're looking for an experienced, dynamic, disruptive speaker. Please keep Paul in mind. You won't be disappointed.

Speaker Topics.

All content can be customised to suit your requirements, from timing to learning outcomes.

- **How Technology saved my compliance firm / Why robots won't take our job**

I discuss the 5 areas where my firm wasn't fulfilling the ideals I had and how technology overcame them. There are 5 main pinpoints in small accounting firms:

- Not earning the profit you deserve,
- Spending far too much time working,
- Engaging the right clients,
- Making a difference for clients
- Managing the most important part of the firm, the people.

- **Pricing accounting services in the digital age**

Probably my most impactful talk that gives the audience the exact process I used to grow revenue 30% without doing any more work. It's not a gimmick, it's just getting paid for what you do.

- **The digital nomad life / the remote working firm**

Here I outline the way I structured my firm to spend 3 months of the year travelling and working remotely. This session includes the practical systems and structures I used and also looks honestly at the challenges.

- **Time Billing / Value Pricing / Fixed Fees**

One of the most misunderstood debates in relation to small accounting firms. Time billing is actually rarely used in small firms with value pricing being used (although they don't know it). This session helps firms understand their pricing structure and provides a practical guide to one of the most successful implementations of fixed fee billing.

- **Removing time sheets and being an 'Agile' manager**

Staff are overwhelmingly the greatest asset in the firm and the timesheet debate seems to rage on. As someone who implemented a no timesheet policy 9 years ago, I cover the methods I used to overcome the 5 main uses of timesheets.

PAUL MEISSNER

Event Promotion.

- Promote your event on 'From The Trenches' podcast, Australia's number one accounting industry podcast.
- Social media channel promotion prior to the event.
- Social promotion of your event while in attendance.

Social Profile.

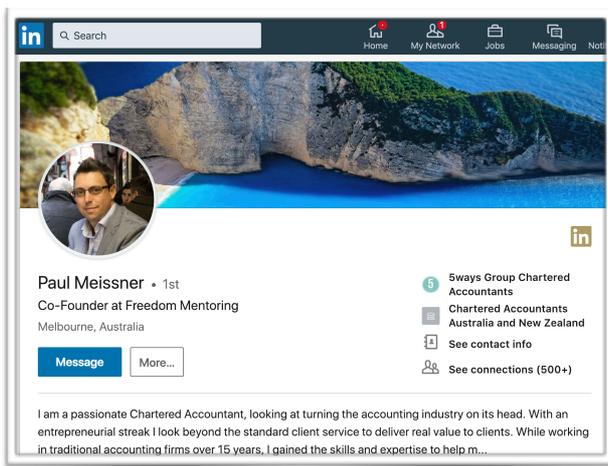
Australia's number one accounting industry podcast.

9,000 monthly listeners.



FROM THE TRENCHES
Real Life in the Accounting Industry

6,000+ Direct LinkedIn contacts



3,000+ Twitter followers.



Bio.

Name

Paul Meissner

Title

Practitioner, Podcaster and Pragmatist

Company

5ways Group, Chartered Accountants

Website

<https://www.5waysgroup.com.au>

Twitter

@PaulMeissner_

Awards

Winner - 100% Cloud, Xerocon 2014

From the Trenches has hit #1 on the iTunes podcast charts under Business news

From the Trenches was a featured podcast on iTunes

Bio

Paul Meissner is the next generation of Accountant. His firm, 5ways Group, were one of the first to operate 100% in the cloud. Paul has a passion for the small-medium business market and using technology to streamline how businesses operate. Paul is also using his 20+ years as a practicing Accountant to support accountants around the world through online mentoring and his entertaining podcast.
