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**PUBLIC
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2018
**TASMANIA
CONGRESS**
23–27 MAY

Welcome

Combating Your Client's Chronic Poverty Mindset

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Founder **businest®** & Make
the **SHIFT™**

How Big Is The Problem?

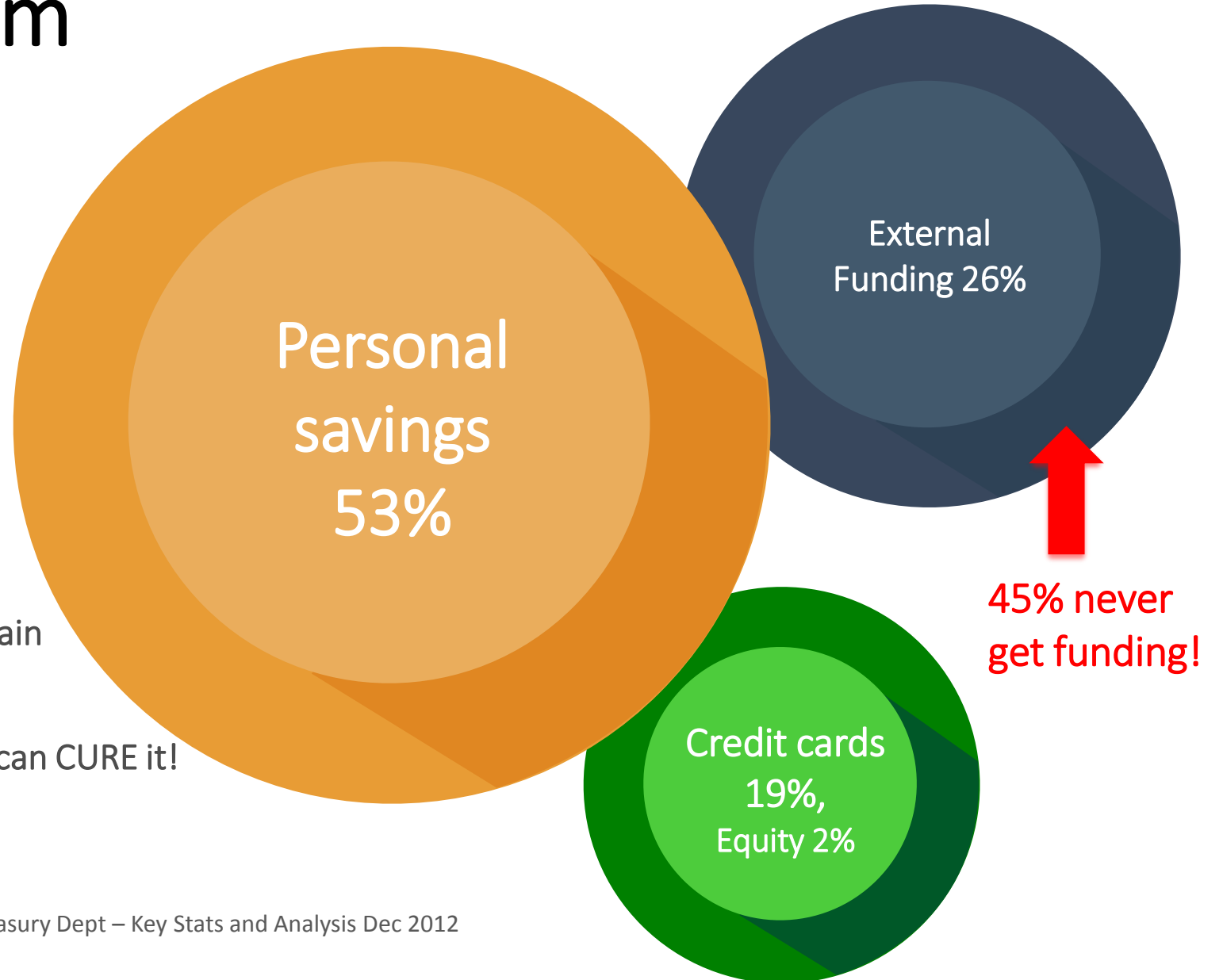


The Problem

2.1m SMEs

87 % have working capital/cash flow pain

With **training** and the **right skills**, YOU can CURE it!





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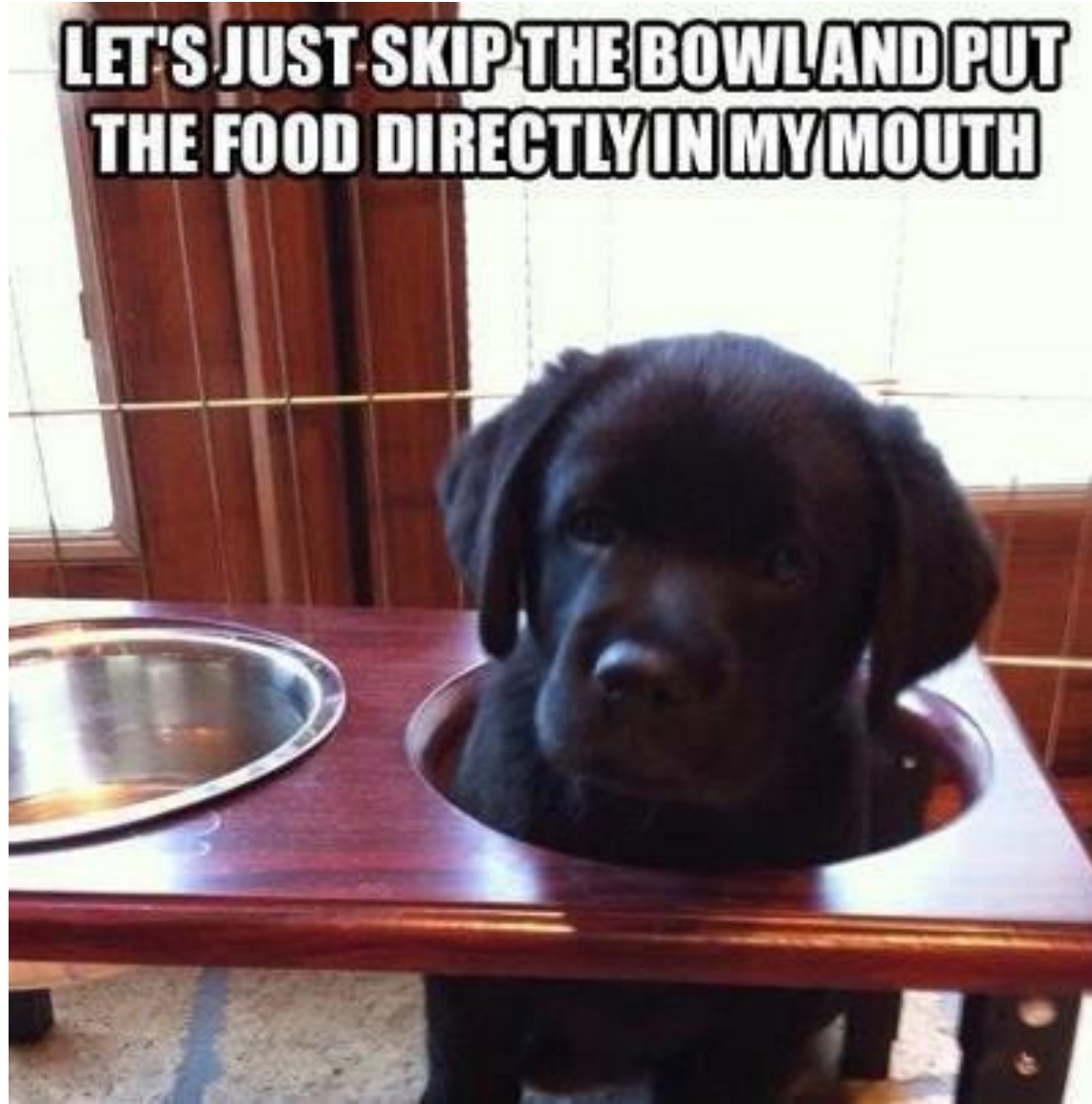
You Can't Put Lipstick on a Pig



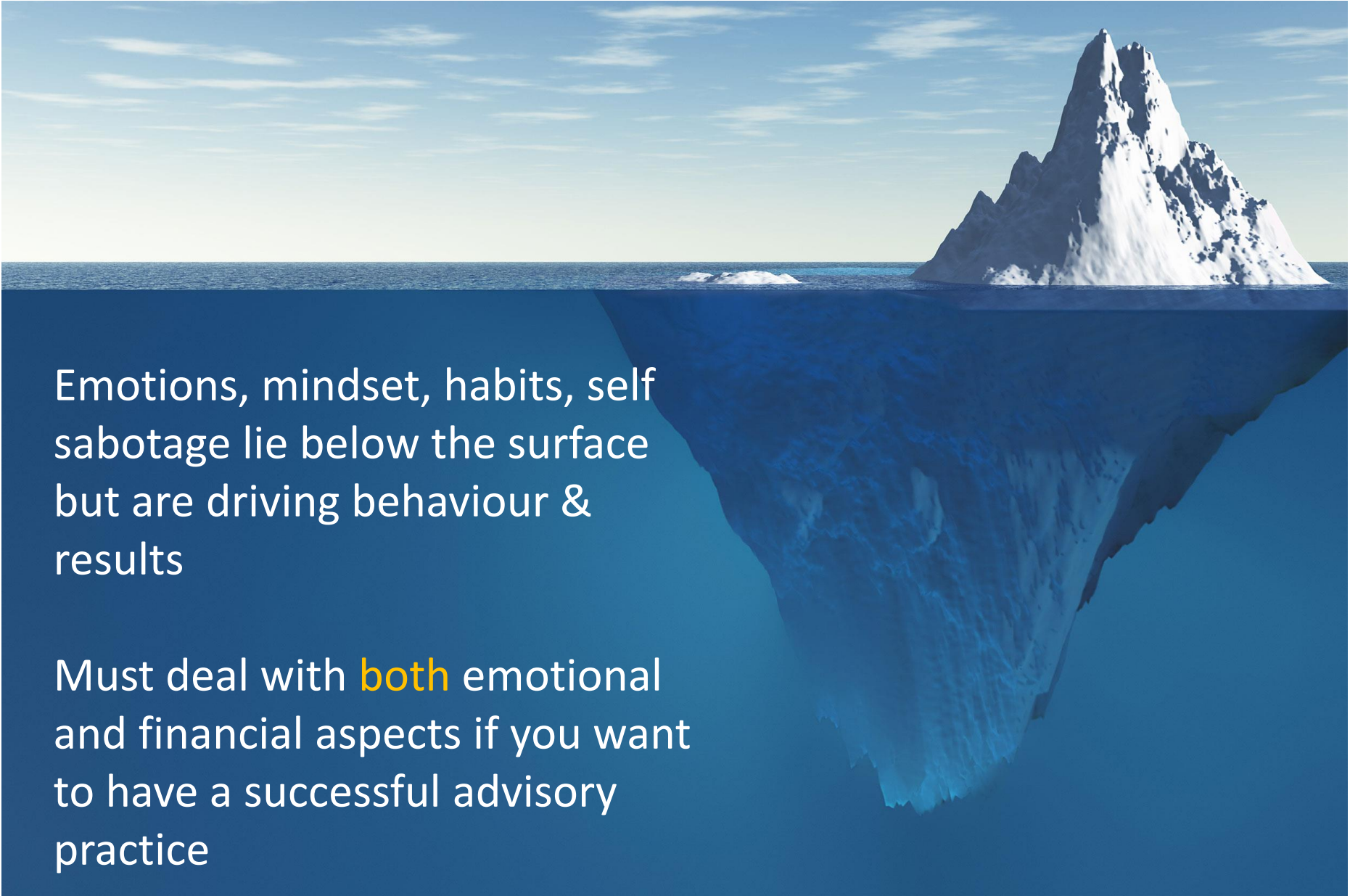


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Your Clients are Financially Illiterate



If 87 % have cash flow or
working capital pain...
what's your **solution**?



Emotions, mindset, habits, self sabotage lie below the surface but are driving behaviour & results

Must deal with **both** emotional and financial aspects if you want to have a successful advisory practice



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What We Are Going To Cover

- Why it's impossible to fix chronic cash flow problems with dashboards/tech alone
- 5 Symptoms of Chronic Poverty Mindset
- Tangible solutions to CURE cash flow pain

Chronic Poverty Mindset – 5 Symptoms

1. Profit, tax, & money are bad
2. Penny wise, pound foolish
3. Scarcity mentality
4. Entrepreneurship is hard
5. Not feeling worthy



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1. Profit, Tax, & Money Are Bad



2. Penny Wise, Pound Foolish





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3. Scarcity Mentality





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4. Entrepreneurship is Hard



Starting a business is a huge amount
of hard work... You had better enjoy
it.

— *Richard Branson* —

AZ QUOTES



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5. Not Feeling Worthy





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What Can You Do?





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Strategies and Solutions

- Awareness – actively listen
- Create new meanings
- Habits take 21 days to form
- Focus on abundance/gratitude
- Create intentional systems
- Niche down



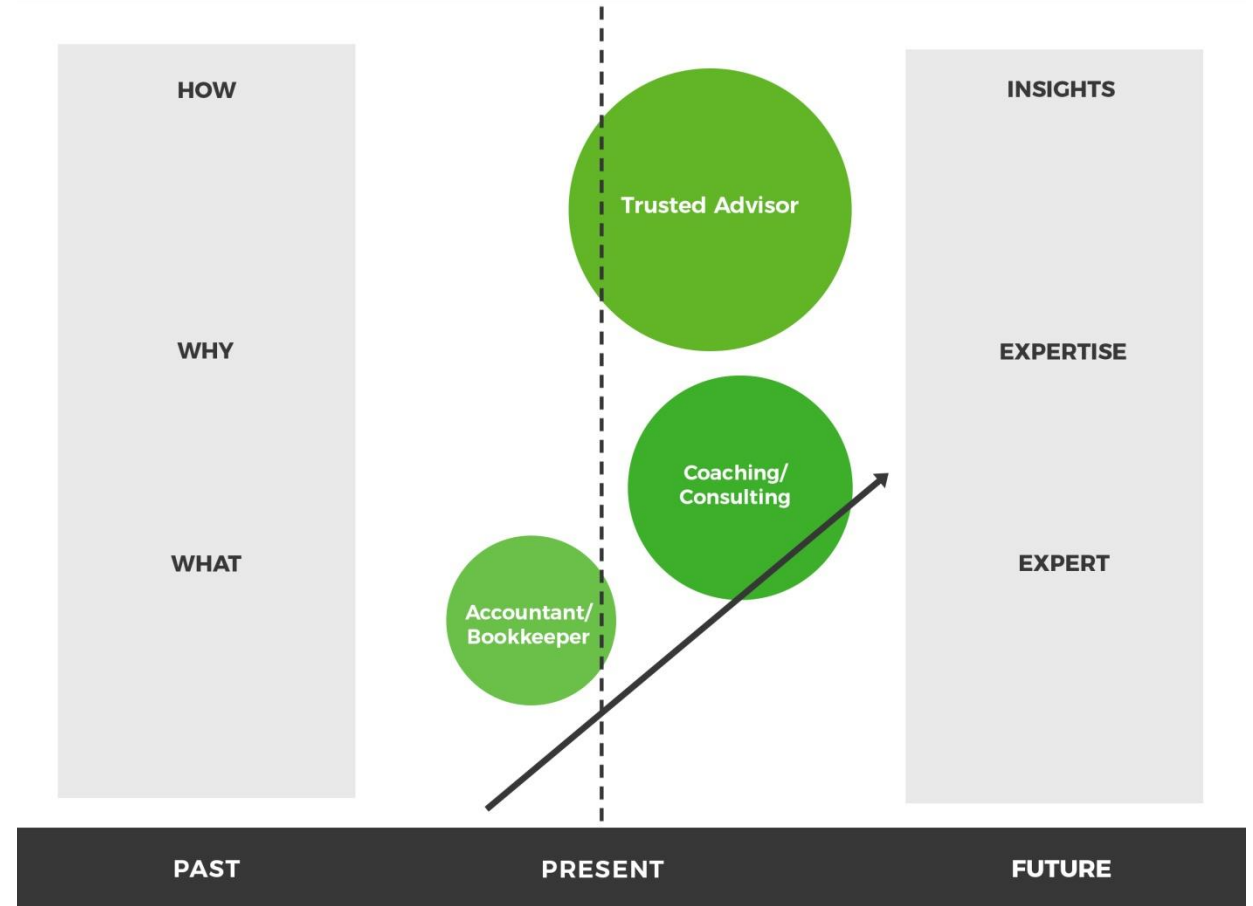
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SHIFT™ Advisory Model

5 strategies & 25 soft skills
to transition successfully:

- Solve problems
- How to
- Invest
- Focus
- Time is your enemy

Figure 1 - SHIFT™ Your Practice





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Next Steps

Assess Your Skills

1

Are ready to discover key areas where you need soft skills training?

Chronic Poverty

2

3 clients – make a list of negative self-talk, thoughts & behaviors

**No Lipstick on
Pigs**

3

Gain leverage and influence your clients to act

Start Failing Today

4

Prepare for ups/downs. The second best time to start is today!

Reach Out & Connect



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Thank you

