

intuit®

daring to dream

FIVE NEW FACES EMERGING

pursuing the dream

TECHNOLOGY TEARING DOWN BARRIERS

realizing the dream

POISED TO THRIVE IN ANY INDUSTRY, ANYWHERE

RESOURCES

Accountant.intuit.com

TaxAlmanac.com

JumpUp.com

SmallBizLabs.com

Intuit.com/community

dream

INTUIT FUTURE OF SMALL BUSINESS REPORT

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<http://www.intuit.com/futureofsmallbusiness/>

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INSTITUTE FOR THE FUTURE

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FIVE NEW FACES EMERGING

It is important to get them while they are young and before they venture into business without the proper advice. Here are some ideas...

- Tip 1:** Provide a free finance class for your clients' kids. The clients will love it and you will be getting them while they are young.
- Tip 2:** Do some free "starting a new business seminars" for Gen Y'ers in your community.
- Tip 3:** Hire some Gen Y'ers and learn from them.
- Tip 4:** Join online communities of Gen Y small biz owners and provide accounting help (think Facebook!).



GEN Y'ER



BABY BOOMER

The other end of the spectrum is the graying community. People who were born during the boomer era beginning in 1946. Boomers have unique concerns, none more important than outliving their nest eggs.

- Tip 1:** Tailor your services around "keeping your wealth" rather than "accumulating wealth."
- Tip 2:** Boomers will be working during their retirement. Think about hiring retirees. They make great employees and might even work just for health insurance.

Women in the workplace have special needs, so be sure you are accommodating them.



CAREERPRENEUR

- Tip 1:** Mompreneurs need flexible hours. They have children and other homemaking priorities that keep them from scheduling appointments during normal business hours.
- Tip 2:** Mompreneurs and female Careerpreneurs often like to work with female accountants who feel they are better aligned to their needs. Think female doctors for female patients.



MOMPREENEUR



IMMIGRANT

Immigrants will represent a greater share of the small business community in coming years — be ready for them.

- Tip 1:** Start hiring multi-lingual accountants.
- Tip 2:** Understand their culture.
- Tip 3:** Help them fit in.

APPLYING THE LEARNING

Insight

The face of entrepreneurship is changing and expanding.
New entrepreneurs depend on and seek expert advice.
Running a business can be an afterthought to pursuing a dream.

Application

Be relevant and flexible to adopt demographic work styles.
Diversify the way you provide counsel to become the de facto financial ambassador.
Develop financial best practices to support the longevity of their vision.

pursuing the dream

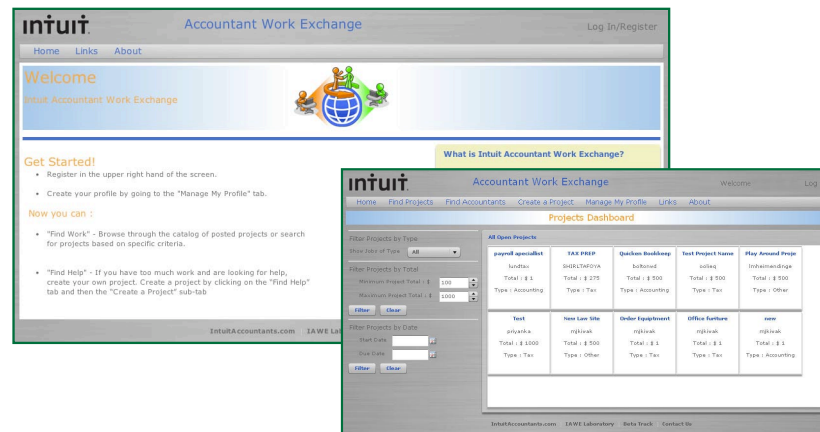
TECHNOLOGY TEARING DOWN BARRIERS

Go electronic and go virtual. Take your firm to the next step by moving to electronic processes.

- Tip 1:** Send out links in e-mail with teaser text that links to your Web site and the rest of the message or article.
- Tip 2:** Make it easy to share information by moving to electronic documents.
- Tip 3:** Hire a virtual workforce. Take advantage of the fact that you're no longer limited by geography.
- Tip 4:** Network online with clients, prospects and peers.

NEW: Introducing Accountant Work Exchange

- A free online exchange to help balance the workload of accounting professionals who have too much work for existing staff by matching them with professionals who have extra capacity or the desire to take on more work.
- The exchange addresses critical problems, including: (1) shortages of trained staff and (2) assisting accountants to run and grow their practices.



[HTTP://WORKEXCHANGE.INTUIT.COM](http://workexchange.intuit.com)

APPLYING THE LEARNING

Insight

Social networking is a viable and sustainable business platform.
Technology is lowering the cost of doing business and changing the rules of the game.
Peer professional development is bigger and better than ever before.

Application

Interact the way your clients do... create an online presence.
Be an expert on navigating business processes in an open and exposed business environment.
Build your own network of resources to help increase your value-add.

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POISED TO THRIVE IN ANY INDUSTRY, ANYWHERE

Tips to Help You Guide Your Clients Through Economic Impact of New Trends.

- Tip 1:** Institute best practices in inventory management, outsourcing and system controls.
- Tip 2:** Help your customers identify new costs, be seamless and scale.
- Tip 3:** Big companies will have formal financial reporting requirements – this represents a huge opportunity for accountants.

APPLYING THE LEARNING

Insight

Small businesses have a big value prop for corporations.
Lightweight technologies are playmakers for small businesses.
Connective technologies lower barriers and increase opportunities for small businesses to go global.

Application

Develop standards of excellence for formal requirements.
Help your customers identify new costs, scale and be seamless.
Help them navigate business and tax laws for borderless commerce, and provide insight into international accounting standards.



Present INTUIT'S FUTURE OF SMALL BUSINESS speech to your clients, prospects, and business organizations. Electronic copies of the slides (along with presentation notes) and this brochure are available at http://accountant.intuit.com/practice_resources/seminar_resources/index.aspx.