

STRATEGIC

ACCOUNTING TIPS

Business owners often equate bookkeeping and accounting to housekeeping – administration rather than strategy.

But accounting is strategic. Good accounting can make the difference between success and failure.

Poor Financial MANAGEMENT:

- Negatively affects cash flow
- Causes late payments
- Damages relationships with business partners, customers and employees
- Prevents you from making timely strategic investments
- Hinders your growth
- Gets you in trouble with the IRS



Limit your
company's
growth



BAD FINANCIAL decisions can:

1. Hurt your bottom line
2. Keep your startup grounded
3. Put your company out of business



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