

5 on the Fly Friday*29th May 2020*

I cannot believe how quickly this week has gone! Have you felt the same?

I'm on a mission to simplify things and slow things down in 2020/2021 so I can enjoy my life even more and still help even more practice owners. The isolation and the craziness of COVID-19, together with the fact that I'm in the last year of my 40's has certainly given me even more perspective, motivation and momentum to be selective with **how** I spend my precious time and **who** I spend my precious time with, both professionally and personally.

It's definitely contagious, as the practice owners I've had coaching calls with this week have well and truly embraced the mindset of ditching clients, services and pricing that's not serving them and their vision.

Here's this week's "5 on the Fly Friday" to keep you informed, inspired and balanced!

Amanda

**LAST WEEK I SPOKE OF THE 38-HOUR WEEK, WHAT ABOUT THE 4 DAY WORK WEEK?**

From "5 on the Fly Friday" archives, 27 July 2018

Would you consider trialling a four day work week in your practice?

This week I read a [Business Chick's story](#) about an innovative workplace trial by a New Zealand company. The four day working week for five days' pay was declared a resounding success, with 78% of employees saying they were better able to manage their work-life balance.

Productivity was maintained, employees felt better about their job, they were more engaged and generally reported greater work-life balance and less stress!

2020 Update

Definitely a 2020/2021 goal of mine and Jason's to work a 4 day week. We actually did this quite a lot and with much success when the boys were in boarding school, but the adage of [Parkinson's Law](#) has seen us revert to a 5 day work week again!

I know I can get us back to that with better diary and time management.....



HOW TO ENHANCE AND STRENGTHEN YOUR RELATIONSHIP WITH YOUR SME CLIENTS

It's been a pleasure to present on Peter Towers' ESS BIZTOOLS' "COVID-19 Survival Panel" webinar series over the last six weeks. I'm also a very proud and honoured affiliate of Peter's.

Last Friday I presented a 20 minute session on "How to Enhance and Strengthen Your Relationship with Your SME Clients".

You can click [here](#) to view the webinar.

My key messages included:

- How you can reset for the new financial year
- Some metrics of a contemporary and profitable accounting practice to benchmark yourself too
- An overview of why clients leave accountancy firms
- Strategies to consider implementing for the new financial year.

I actually referred to an article that was written in 1994 which offered suggestions to accountants on how to run successful practices - 26 years later nothing much has changed!

ESS BIZTOOLS has some amazing resources for accounting practice owners and there's certainly no need for you to re-invent the wheel!

Click [here](#) to find out more and feel free to contact me about the resources. Here's a lovely EOFY bonus for you too - a 20% discount if you use my discount code 'AMGASY'.



2020 FY COUNTDOWN - LET'S DO THIS!!!!

Here's a few "getting ready for tax time tips" that you can start communicating with your business clients via social media, SMS, email or in your June newsletter.

Add some more of your own and keep them in a safe place to use again next year!





2020 FY COUNTDOWN - YOUR PRACTICE

Next week it's Week 4 of my current courses - **Redesigning Your Practice** and **Revising your Practice and Profit Model**.

We've been crunching numbers, KPI's, practice management reports and 2020/2021 price lists like there's no tomorrow.

I know many of you don't have a spare 5 weeks up your sleeve and you're under the pump right now, but I also know that you do not want any *Déjà vu* feelings next May/June of what "could have been".

I'm considering running both of these courses as 1 day online workshops with the first one starting Monday 8 June. If you are keen for some express but highly tailored coaching and mentoring in this space with a handful of other likeminded practice owners, please send me an [email](#) letting me know which course(s) you are interested in. The content will be exactly the same as the 5 week courses however we will be doing all of the exercises plus a few added surprises on the day and you will walk away with your complete 2020/2021 plan!

Your investment will be \$997 for the day.

"Don't waste another year of your life" - Kobe Bryant





*Empowering and Enabling Accounting Practice
Owners To Have Better Practices and Better Lives*

Keep safe and well and best wishes for the week ahead.

Amanda

