



Building a business that really matters

Paul Dunn

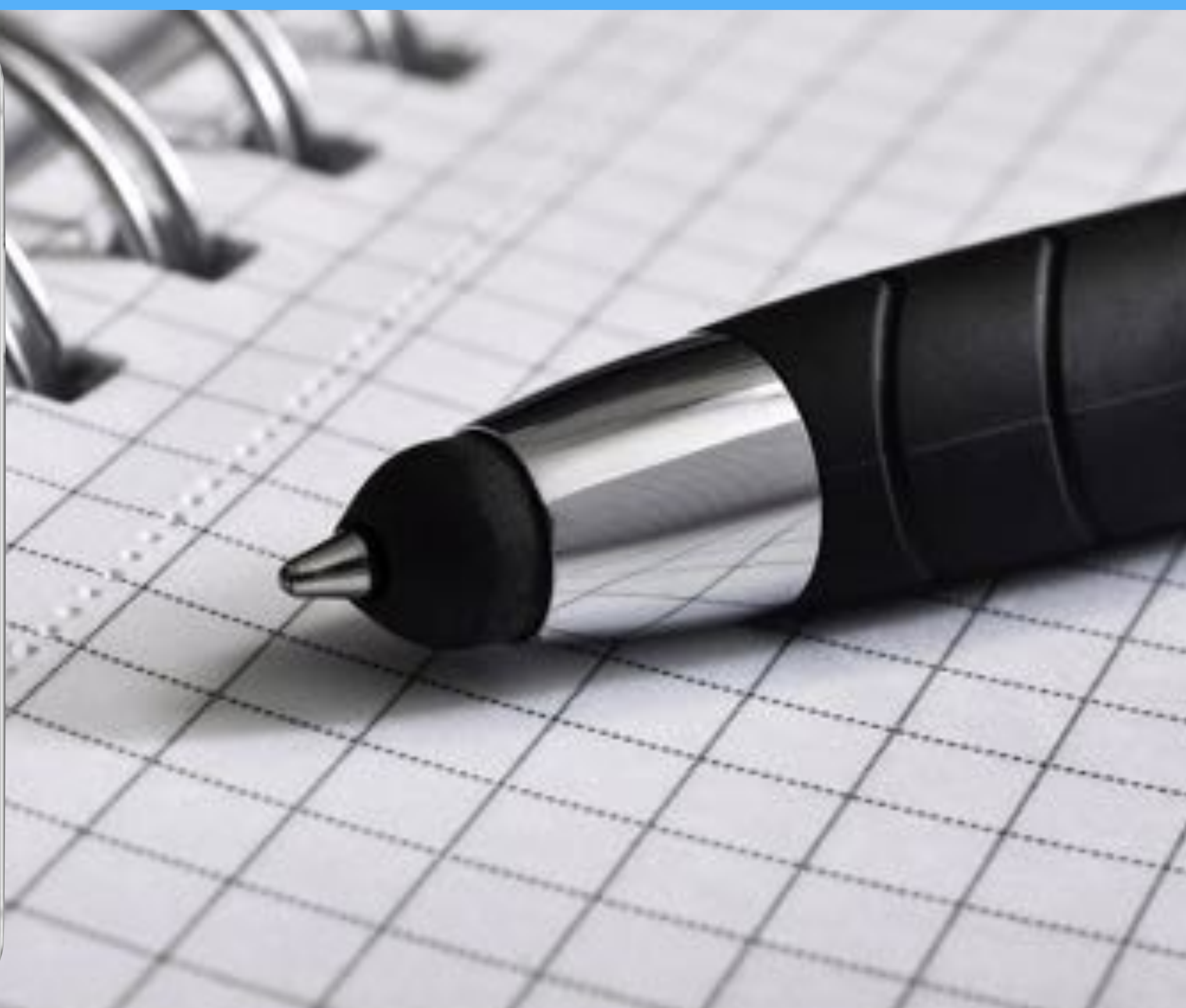


A photograph of two young women with long blonde hair talking outdoors at night. The woman on the left is in profile, looking towards the right, wearing a dark jacket with a light-colored fur collar. The woman on the right is seen from the back, looking towards the left, wearing a light-colored top. The background is dark with some blurred green foliage and a soft light source. The text "Take a minute to connect with your neighbor" is overlaid in white on the right side of the image.

Take a minute
to connect with
your neighbor

#QBConnect | WiFi: QBConnect





CONTEXT

1992

CONTEXT

17,700 ACCOUNTANTS BOOT CAMP

CONTEXT

17,700

ACCOUNTANTS BOOT CAMP

Central belief: Accountants change lives.

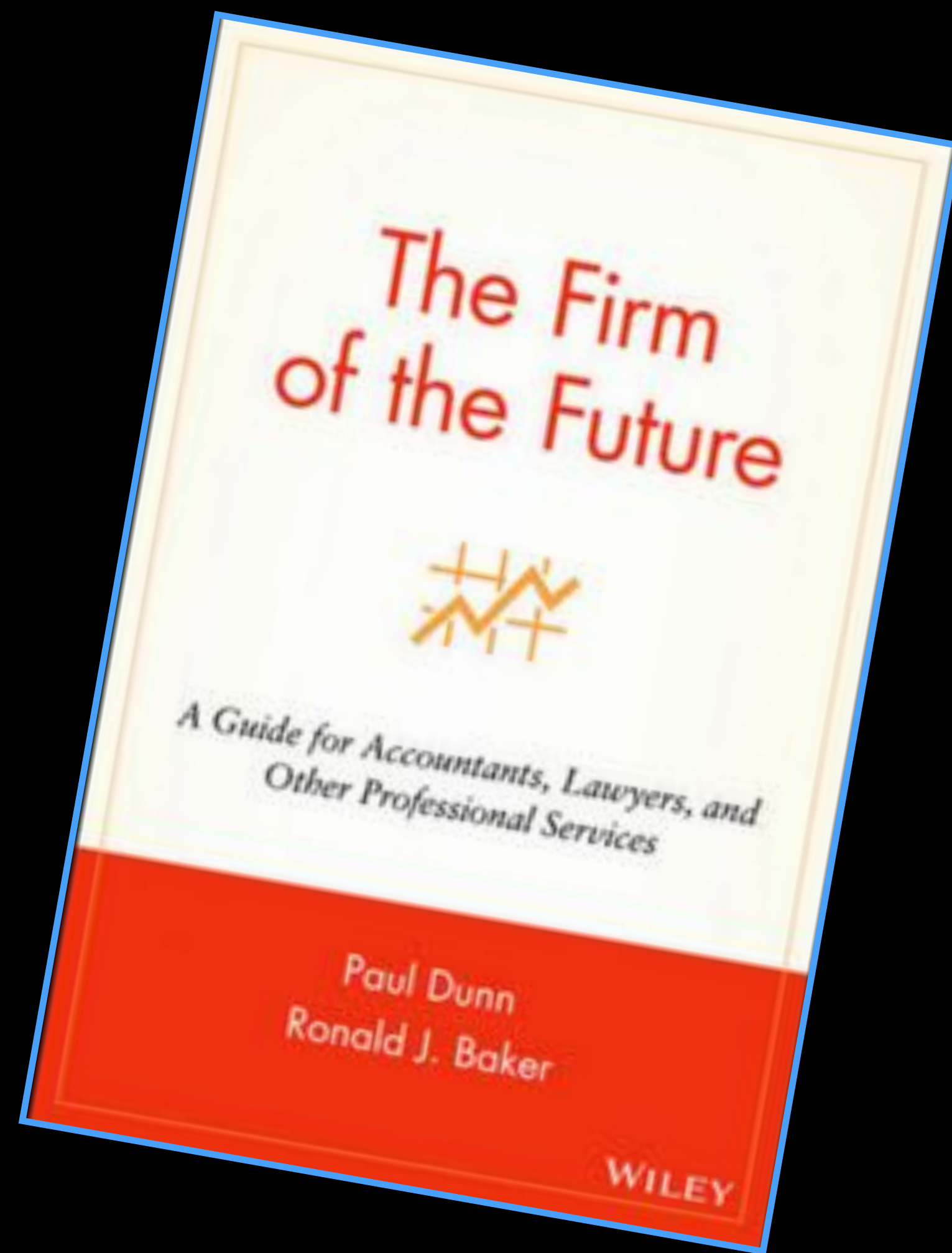
17,700

ACCOUNTANTS

BOOT CAMP

Central belief: Accountants change lives.

Central theme: you must must must move from reporting on history to helping your selected clients create history.



2003

The Firm of the Future



*A Guide for Accountants, Lawyers, and
Other Professional Services*

Paul Dunn
Ronald J. Baker

WILEY

2003

qb intuit
quickbooks.

CONNECT

#QBConnect

2015



2015

OUTSTANDING CONTRIBUTION TO ACCOUNTING



PAUL DUNN, RAS FOUNDER & B1G1 CHAIRMAN

At the forefront of management and marketing action for decades, Paul Dunn has helped successful businesses around the world and is passionate about giving back to social causes. His philanthropic legacy is ubiquitous within the accounting profession and beyond.

The chairman and founder of the B1G1 initiative, Paul is considered by many to be the godfather of practice development.

2015

OUTSTANDING CONTRIBUTION TO ACCOUNTING



PAUL DUNN, RAS FOUNDER & BIG1 CHAIRMAN

“His fingerprints are all over our Practice Excellence Programme and the initiatives put in place by the firms taking part in the awards and the networks they belong to. We could think of no better way to thank and acknowledge his contribution than by choosing Paul as the first recipient for our Outstanding Contribution Award.”




Building Businesses

that really
MATTER



Building Businesses

that really
MATTER

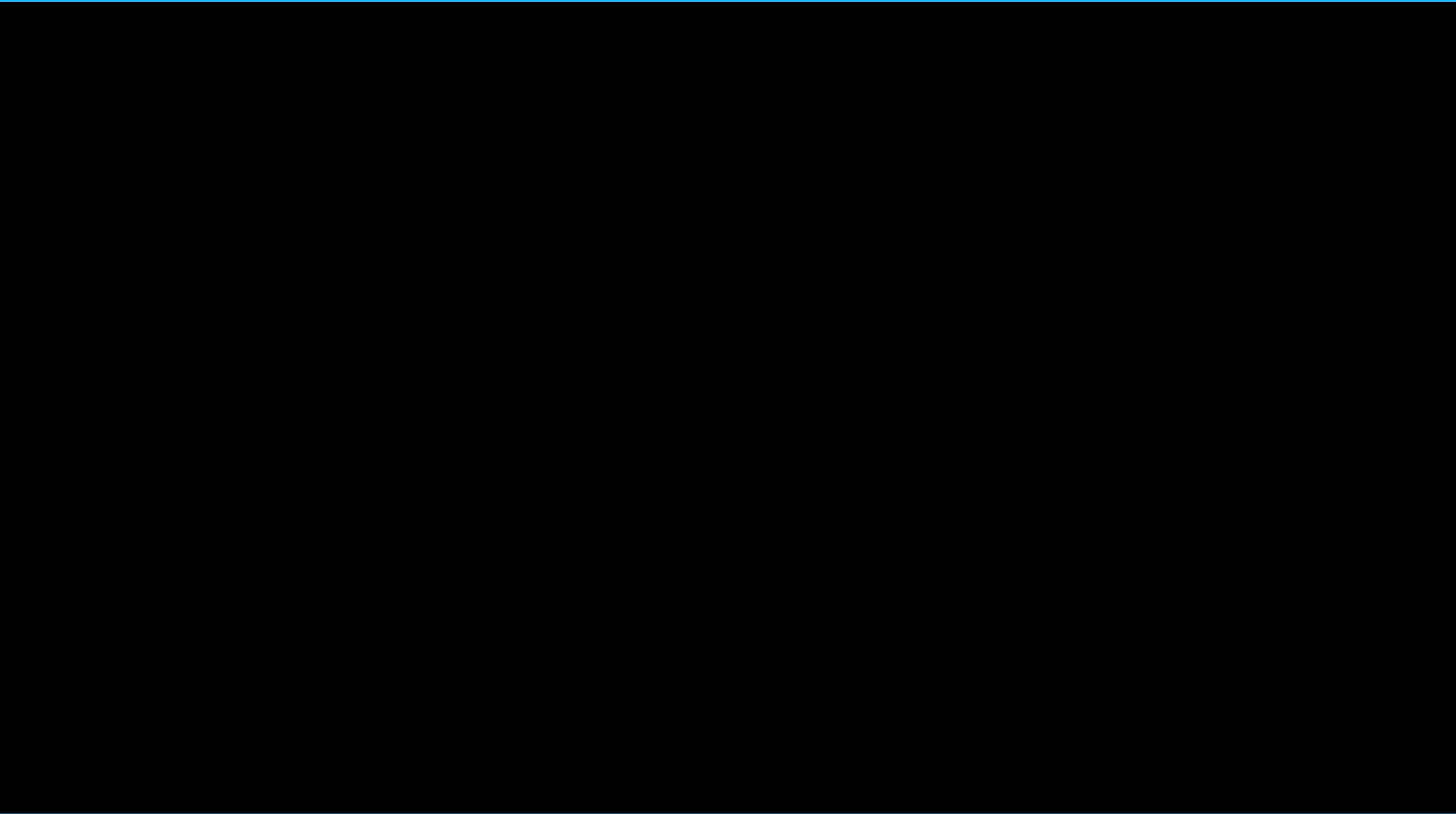



Building Businesses

that really
MATTER

2020 VISION

seeing your firm with new clarity



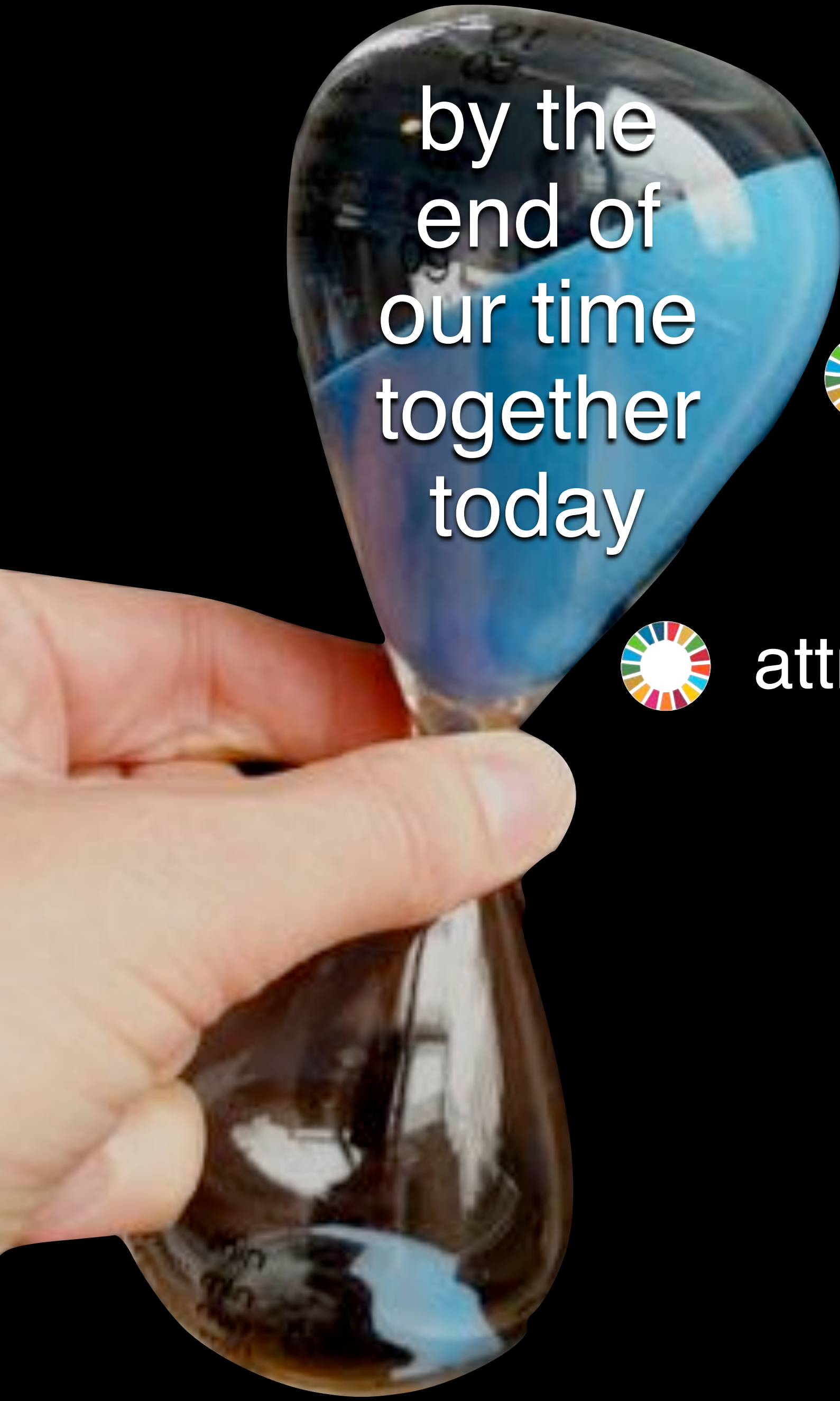


by the
end of
our time
together
today

you'll know how to:



attract and retain seriously great clients



by the
end of
our time
together
today

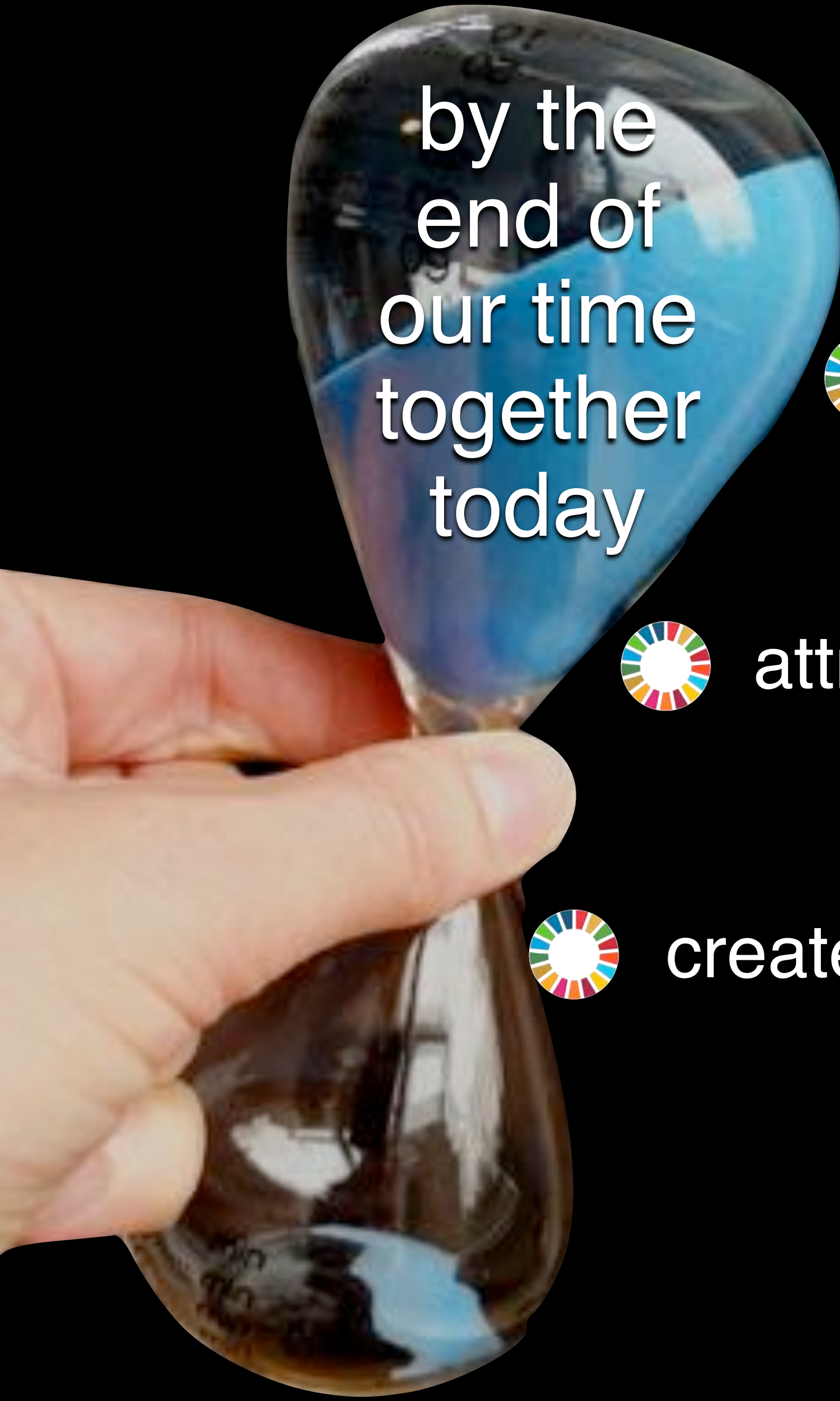
you'll know how to:



attract and retain seriously great clients



attract and retain fantastic team members



by the
end of
our time
together
today

you'll know how to:



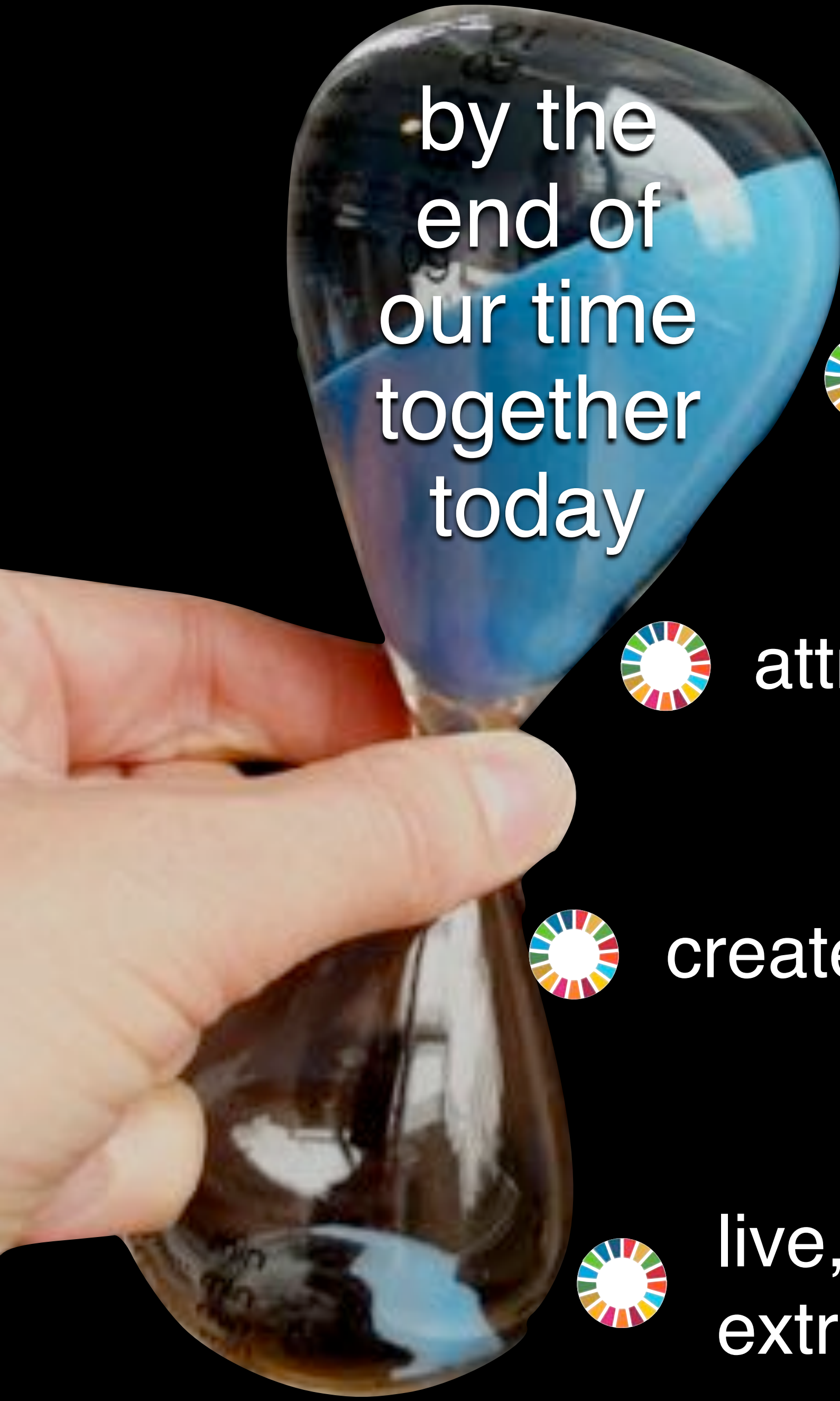
attract and retain seriously great clients



attract and retain fantastic team members



create a great impact in your community and in our world



by the
end of
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today

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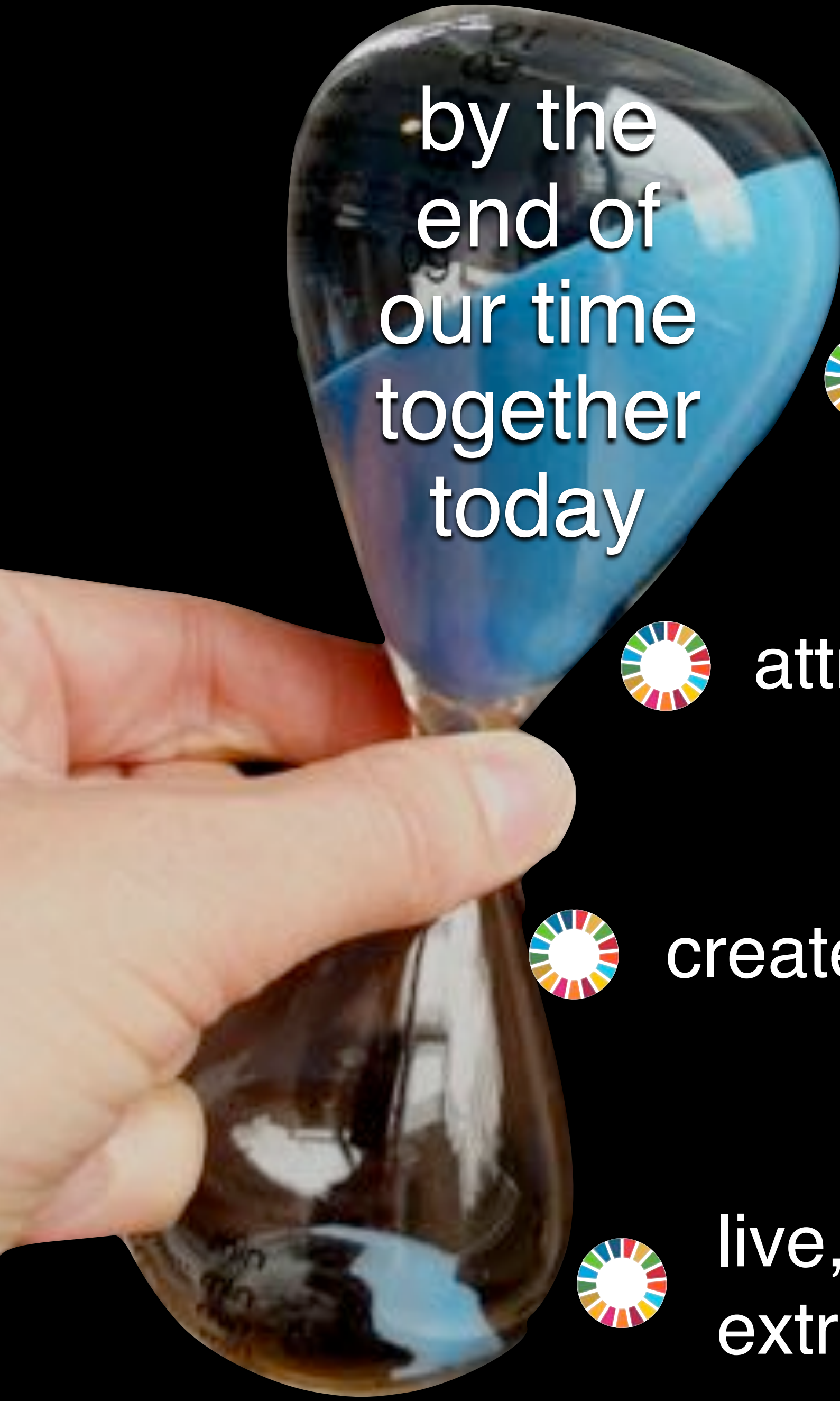
attract and retain fantastic team members



create a great impact in your community and in our world



live, leverage and leave a legacy of which you're
extremely proud



by the
end of
our time
together
today

you'll know how to:



attract and retain seriously great clients



attract and retain fantastic team members



create a great impact in your community and in our world



live, leverage and leave a legacy of which you're
extremely proud

us\$1/day



The challenge is not to be successful,
the challenge is to matter.



**THIS IS
MARKETING**
You Can't Be Seen Until You Learn to See
**SETH
GODIN**

The challenge is not to be successful,
the challenge is to matter.



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You Can't Be Seen Until You Learn to See
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you cannot be seen until you learn to see

The challenge is not to be successful,
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The challenge is not to be successful,
the challenge is to matter.

Move from being
DISPENSABLE
to becoming
INDISPENSABLE



The challenge is not to be successful,
the challenge is to matter.

Move from being
DISPENSABLE
to becoming
INDISPENSABLE

Instead of
marketing to
the masses, be
irresistible to a
specific group
of people.



The challenge is not to be successful,
the challenge is to matter.

Move from being
DISPENSABLE
to becoming
INDISPENSABLE

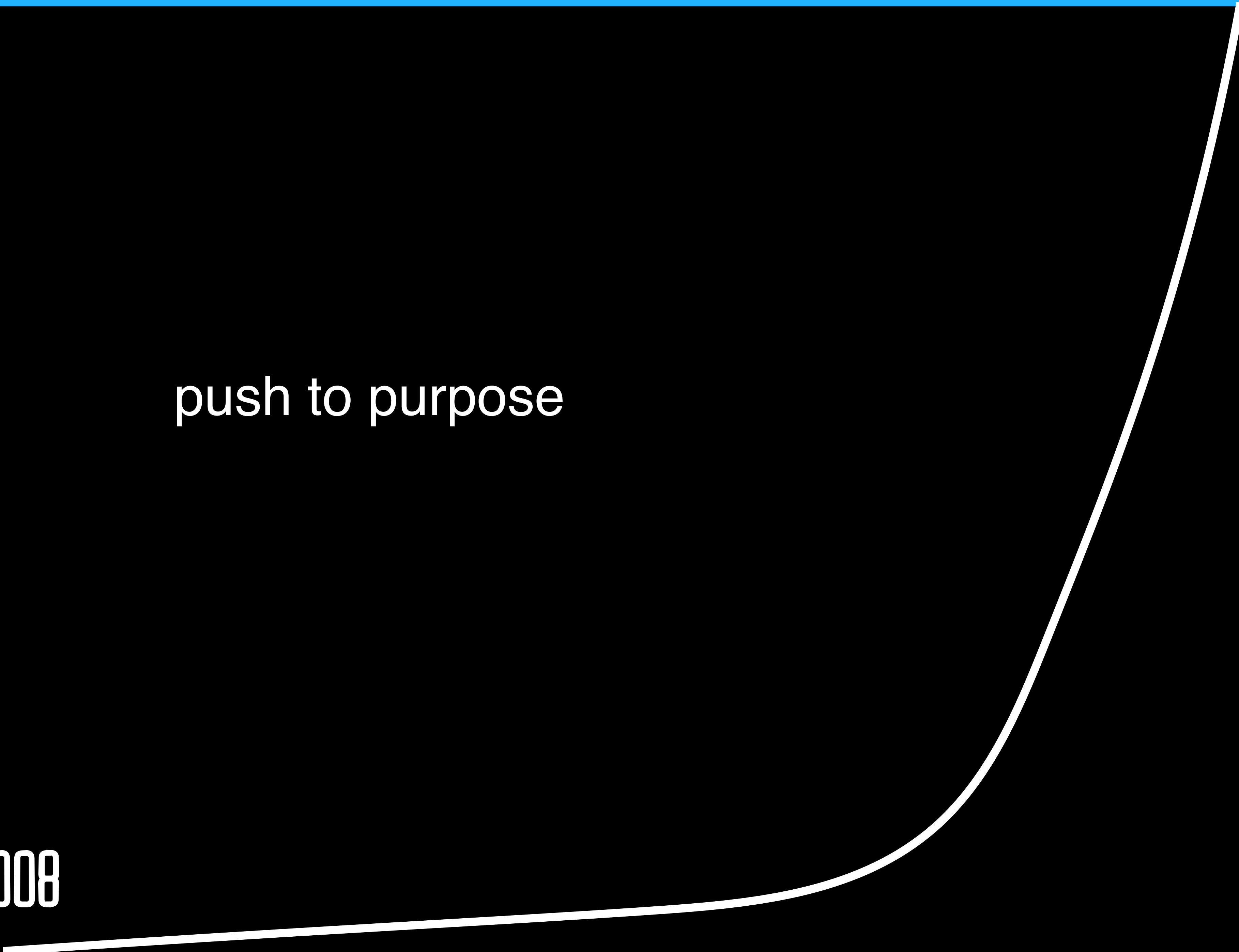
Instead of
marketing to
the masses, be
irresistible to a
specific group
of people.

And here's precisely how you do that ...

push to purpose

2008

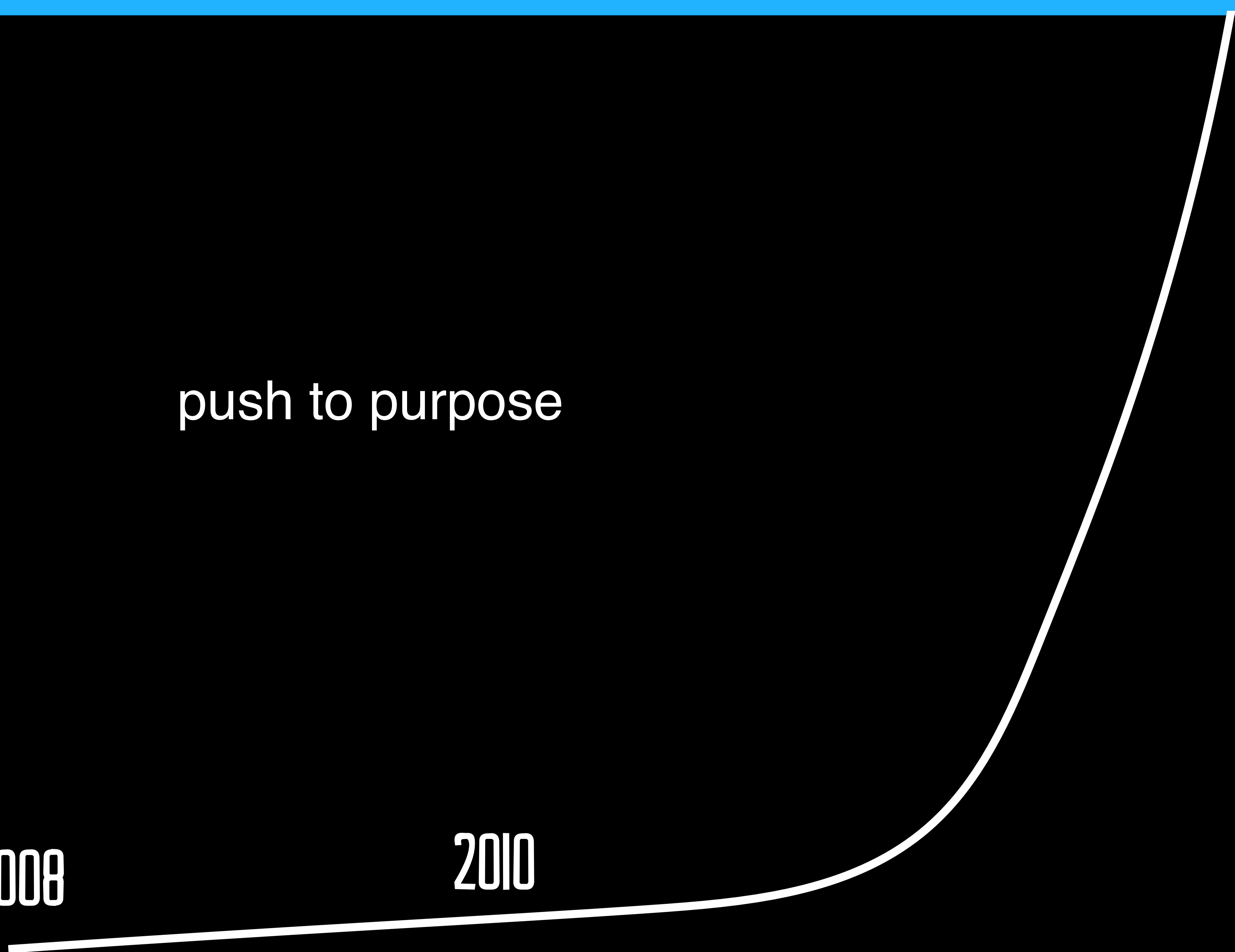
push to purpose



2008

2010

push to purpose

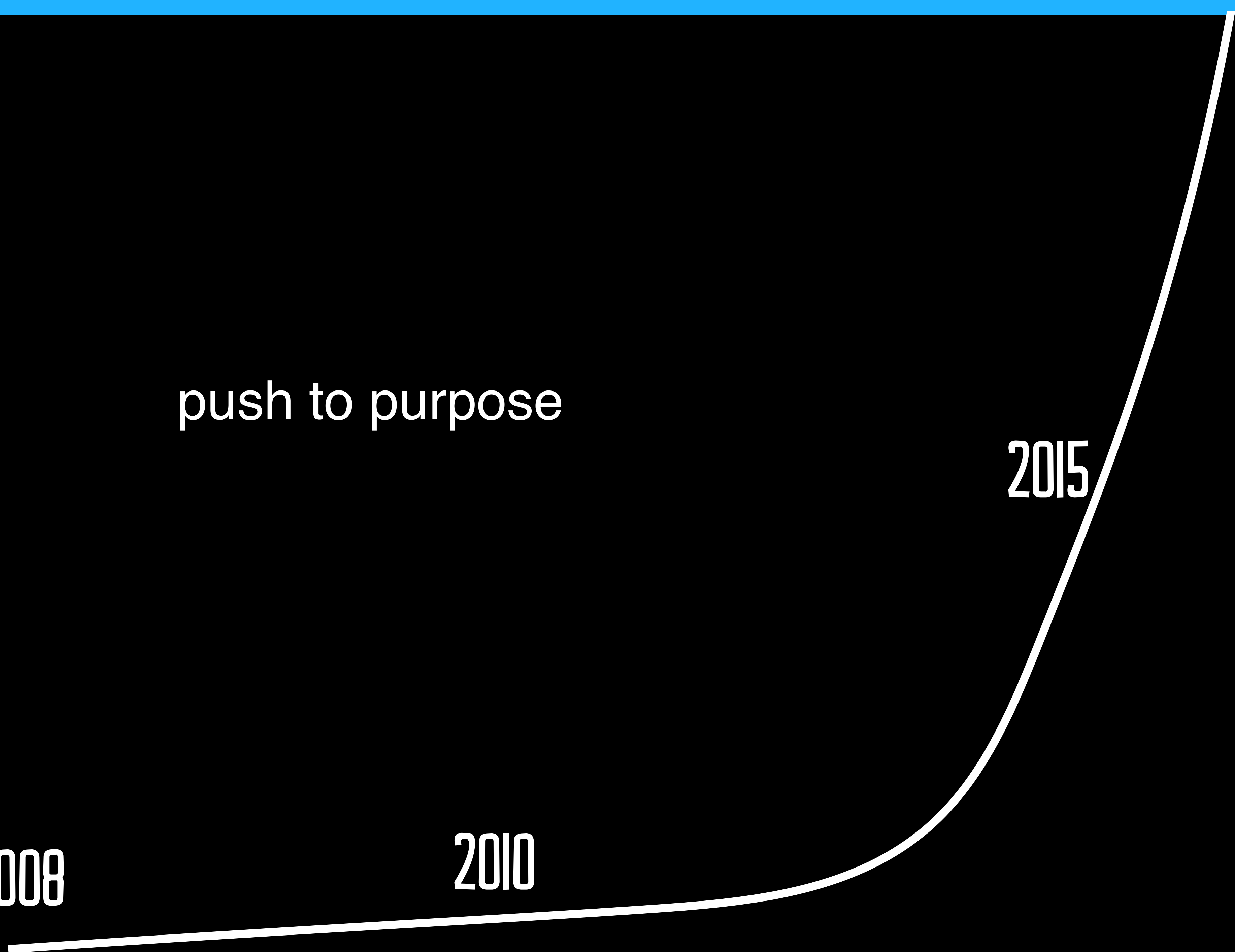


2008

2010

2015

push to purpose



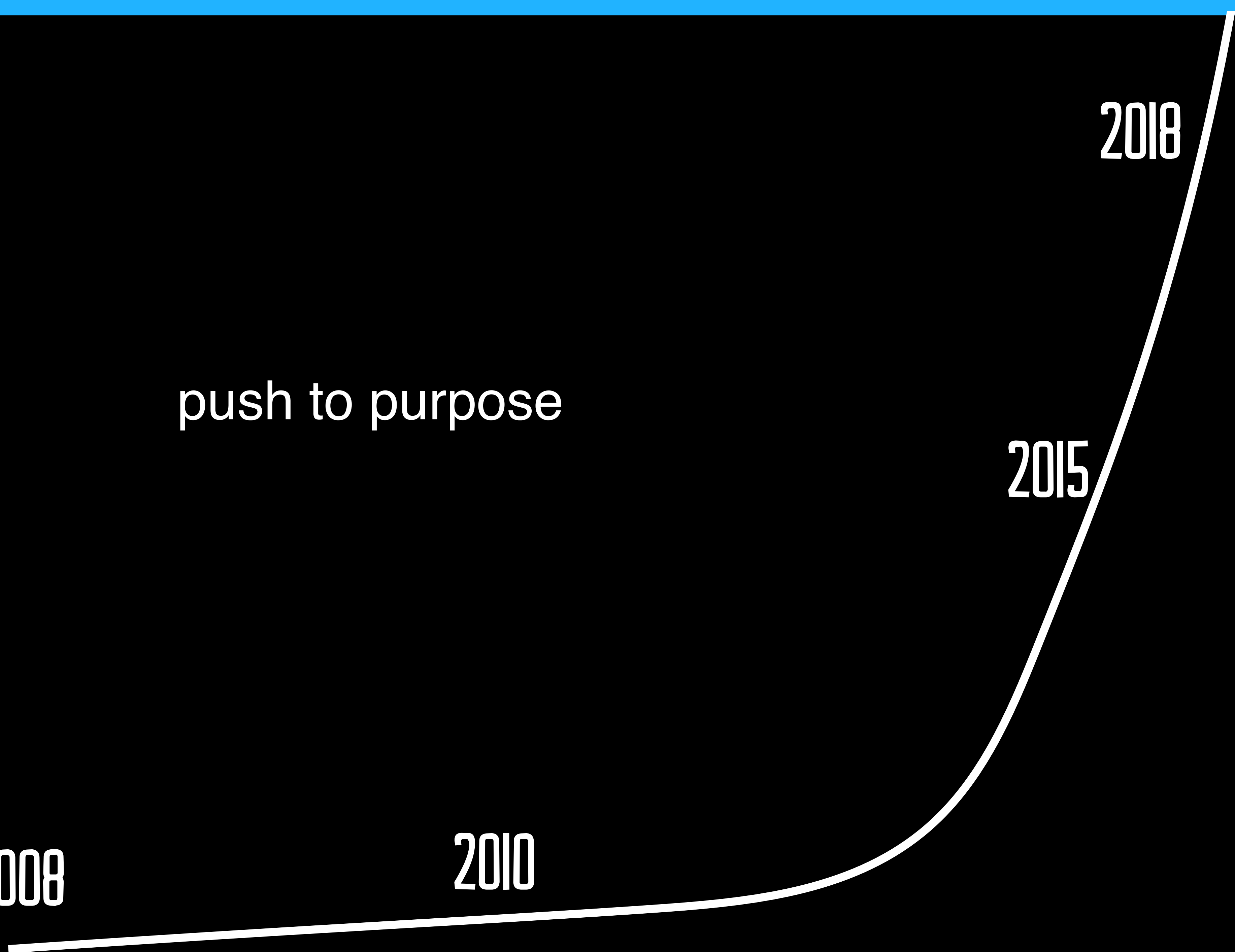
2008

2010

push to purpose

2015

2018



2018



Laurence Fink — CEO Blackrock

2018



2018



Laurence Fink — CEO Blackrock

“To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.”

2018



Laurence Fink — CEO Blackrock

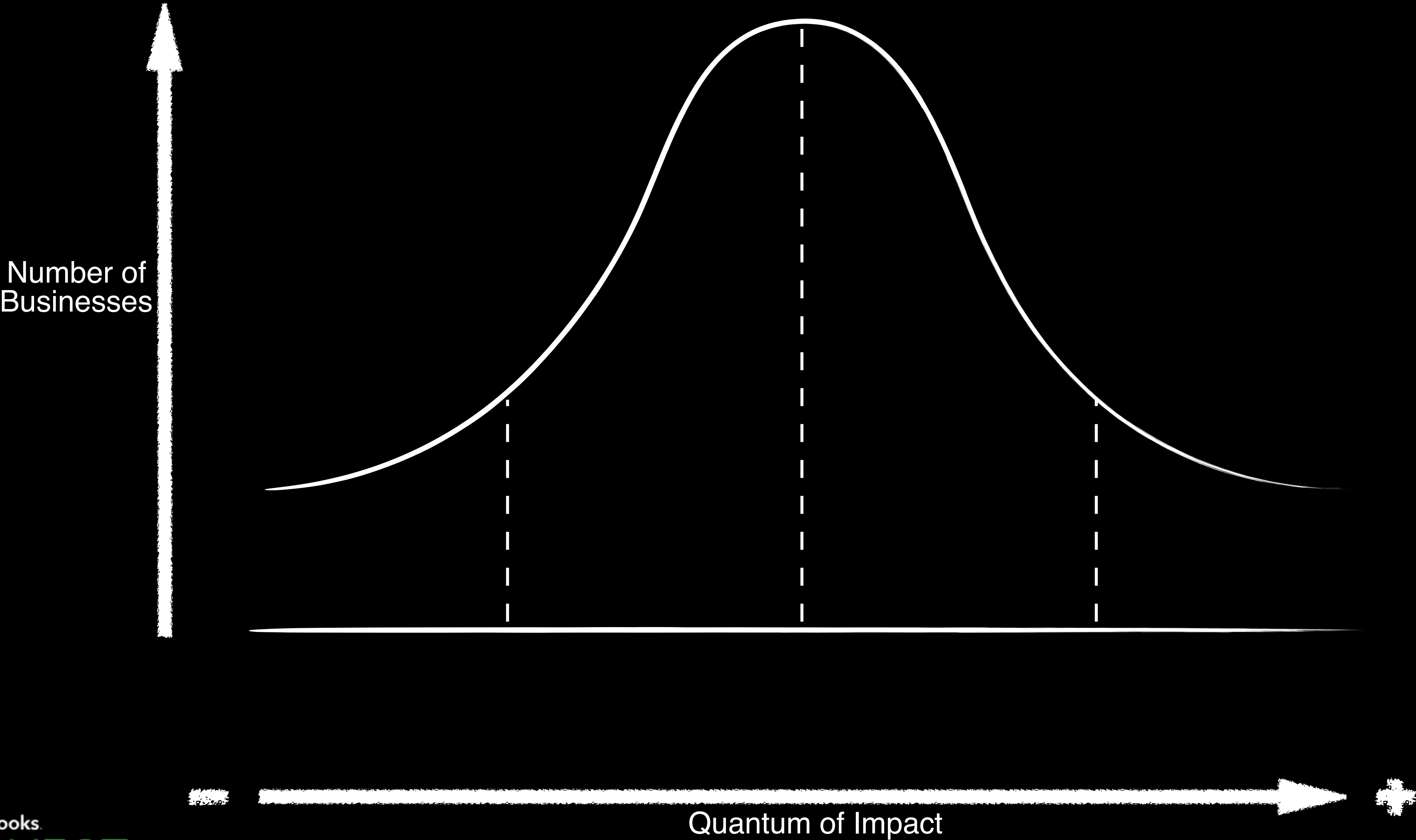
“To prosper over time, every company must not only deliver financial performance, but also show how it makes a positive contribution to society.”

“... and if you don’t do that, you will not get funding from us.”

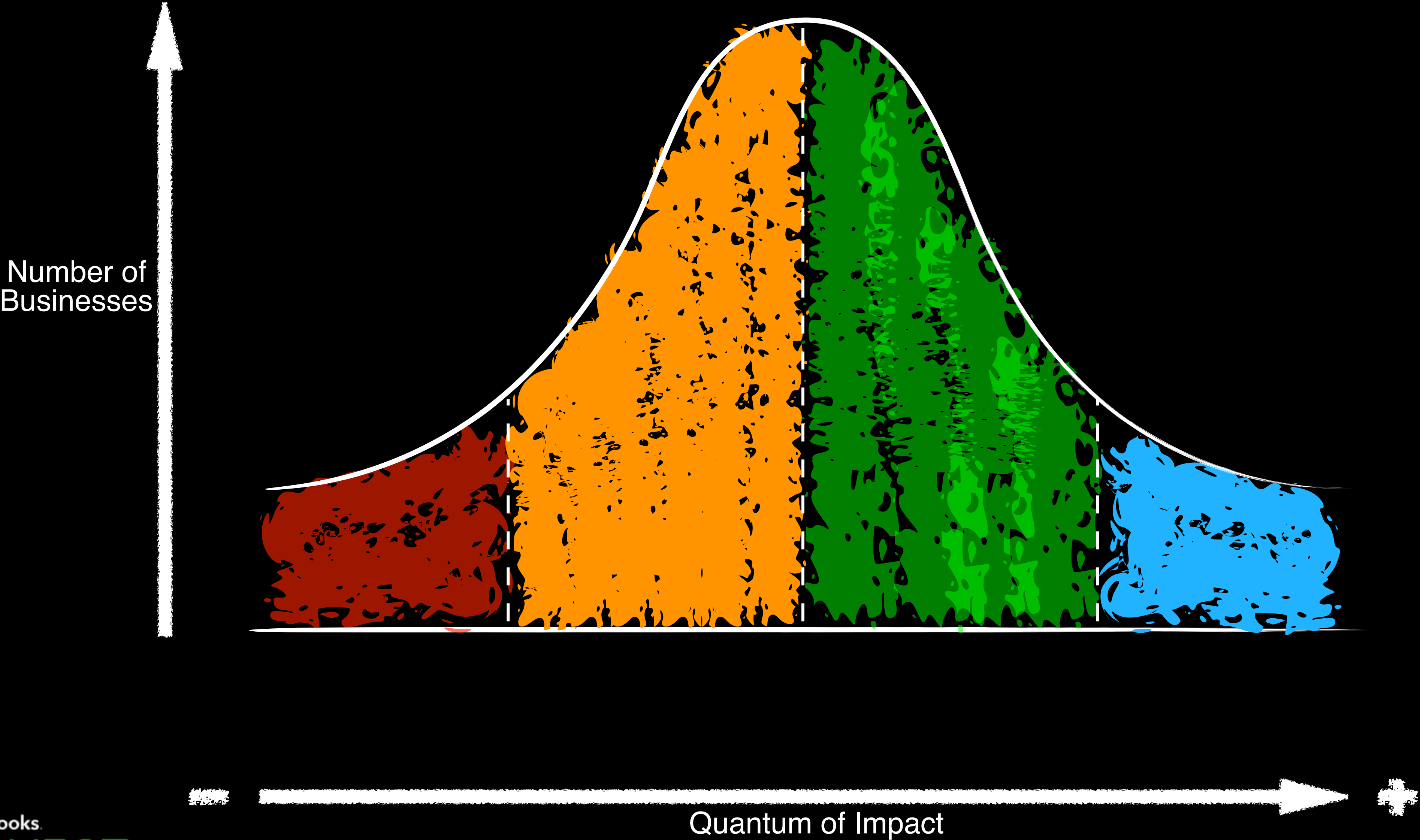
We need a **new**
model

THE LEGACY MODEL

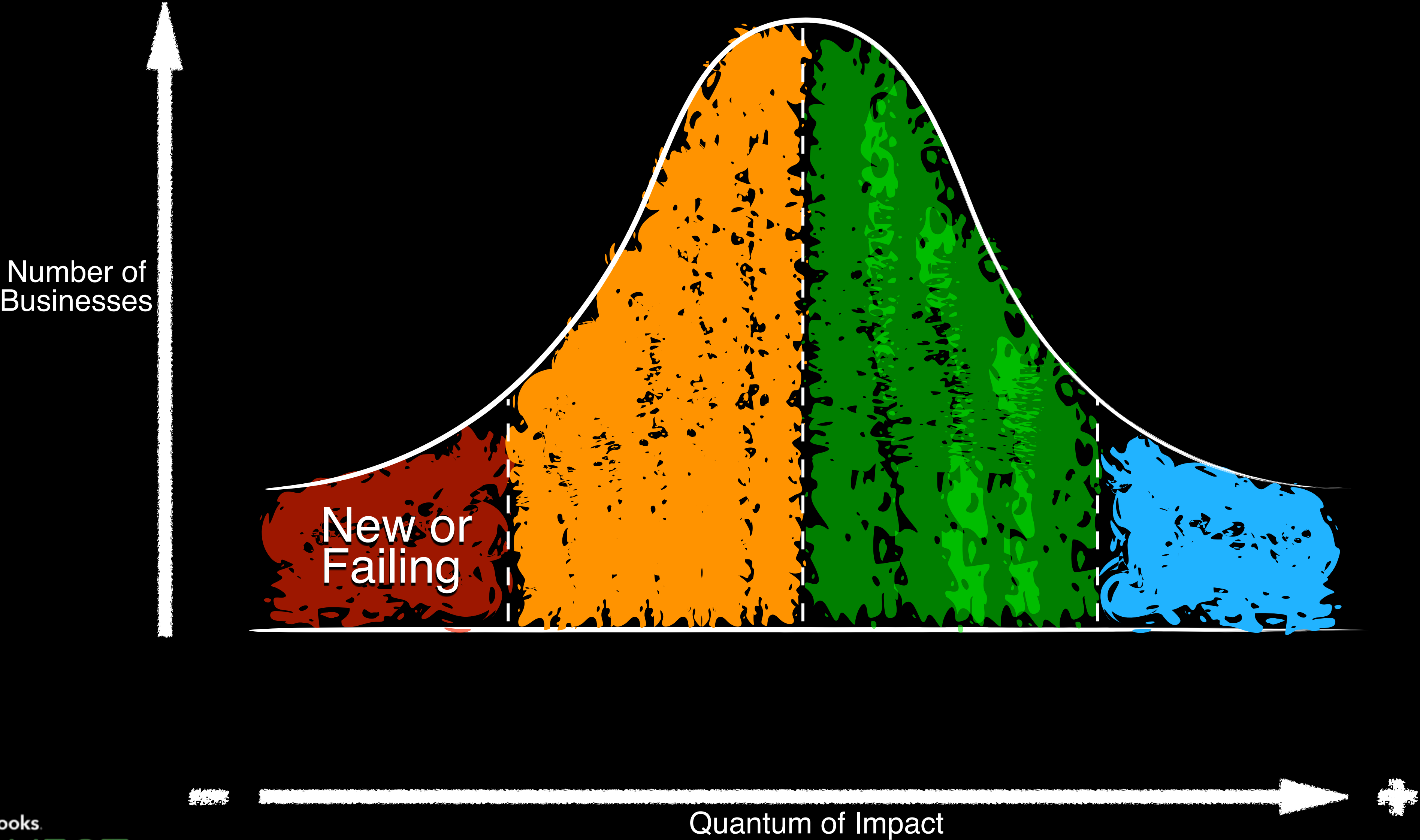
THE LEGACY MODEL



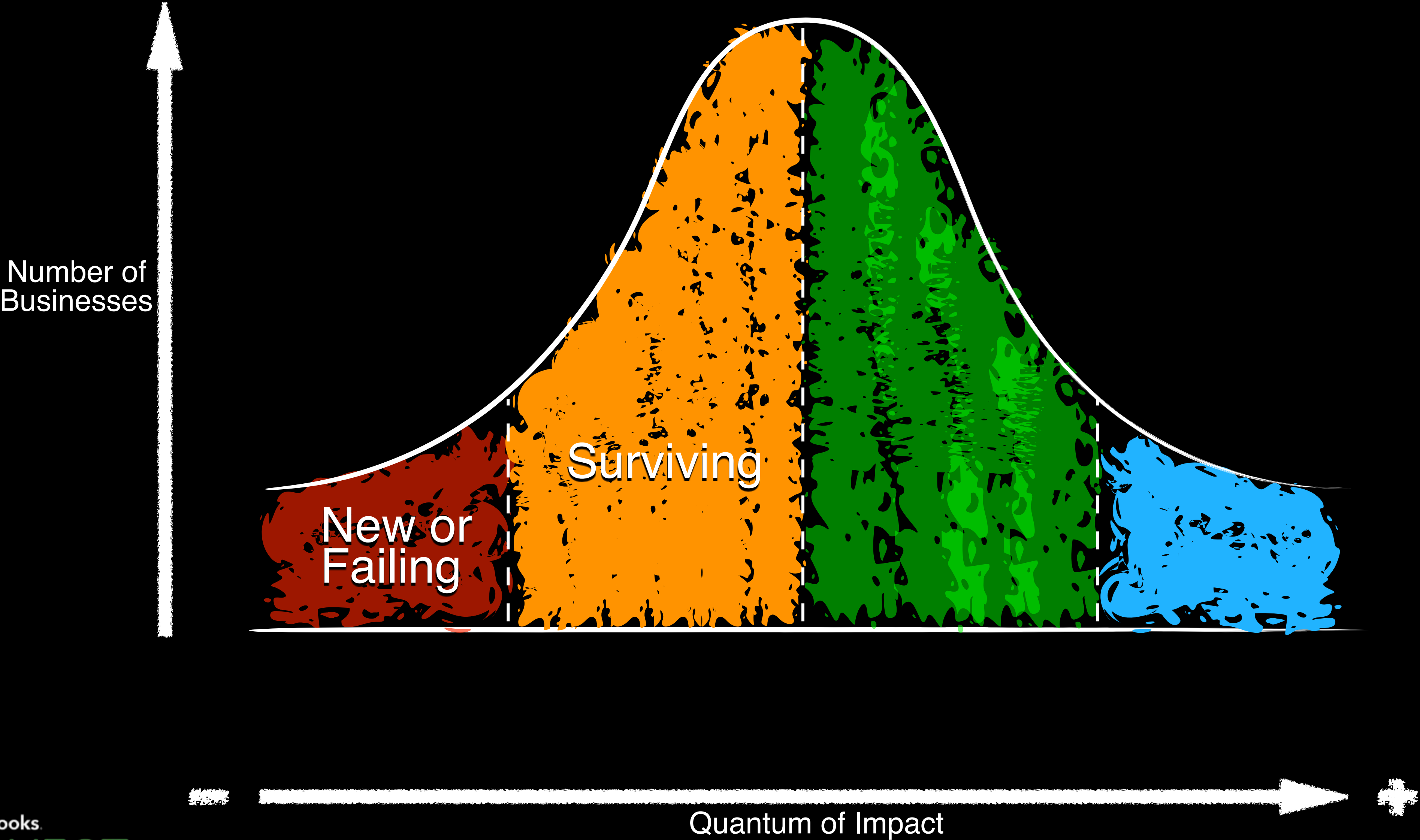
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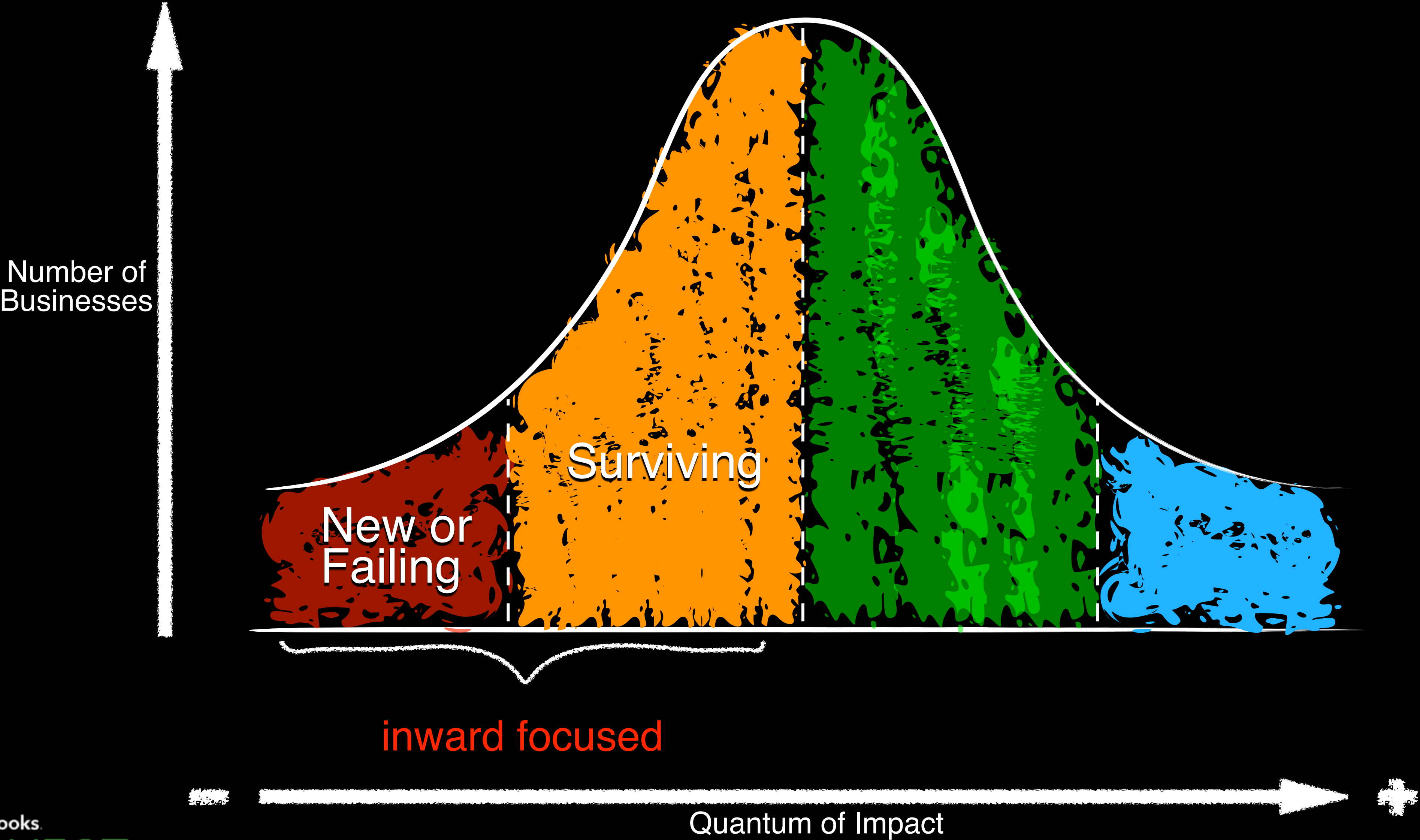
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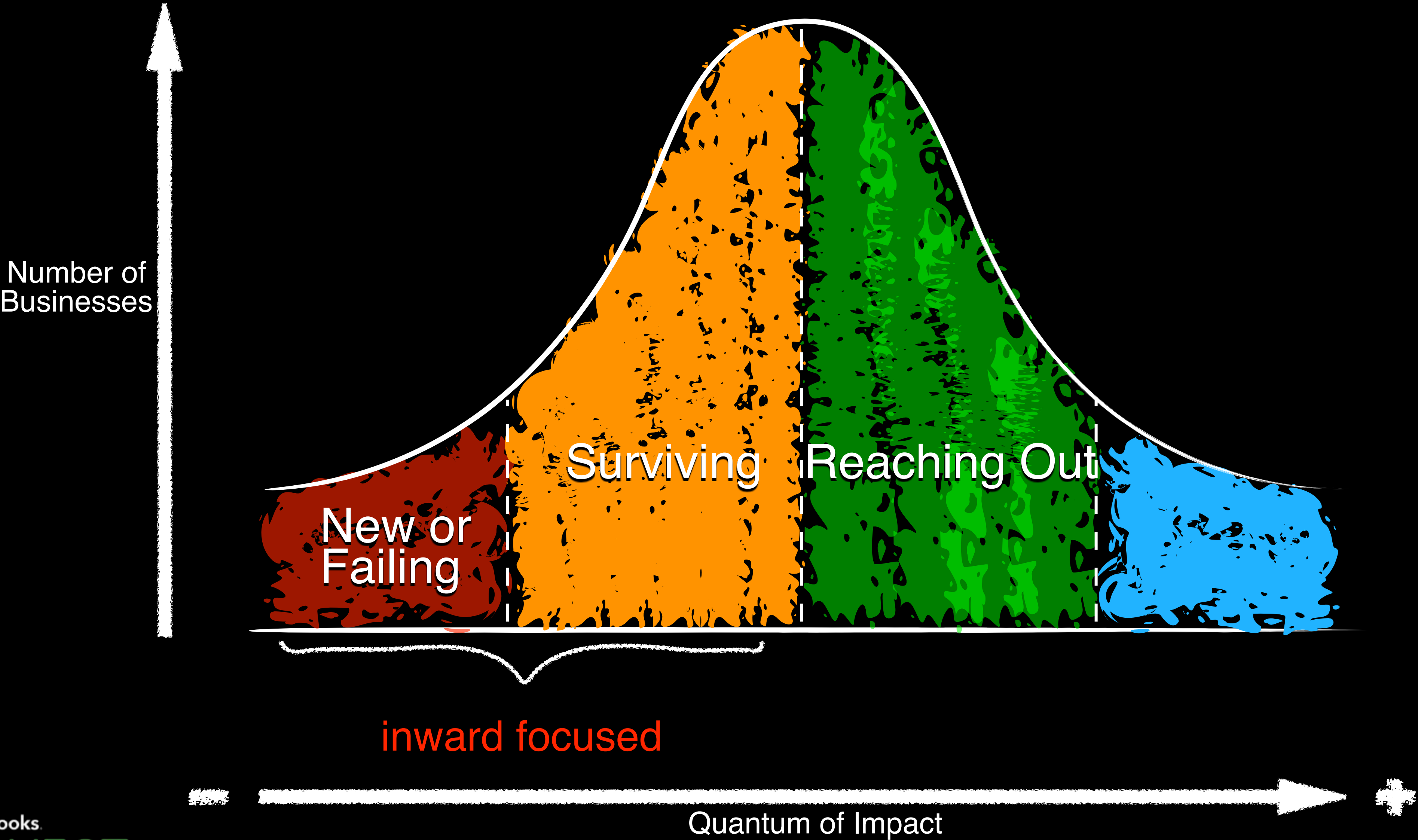
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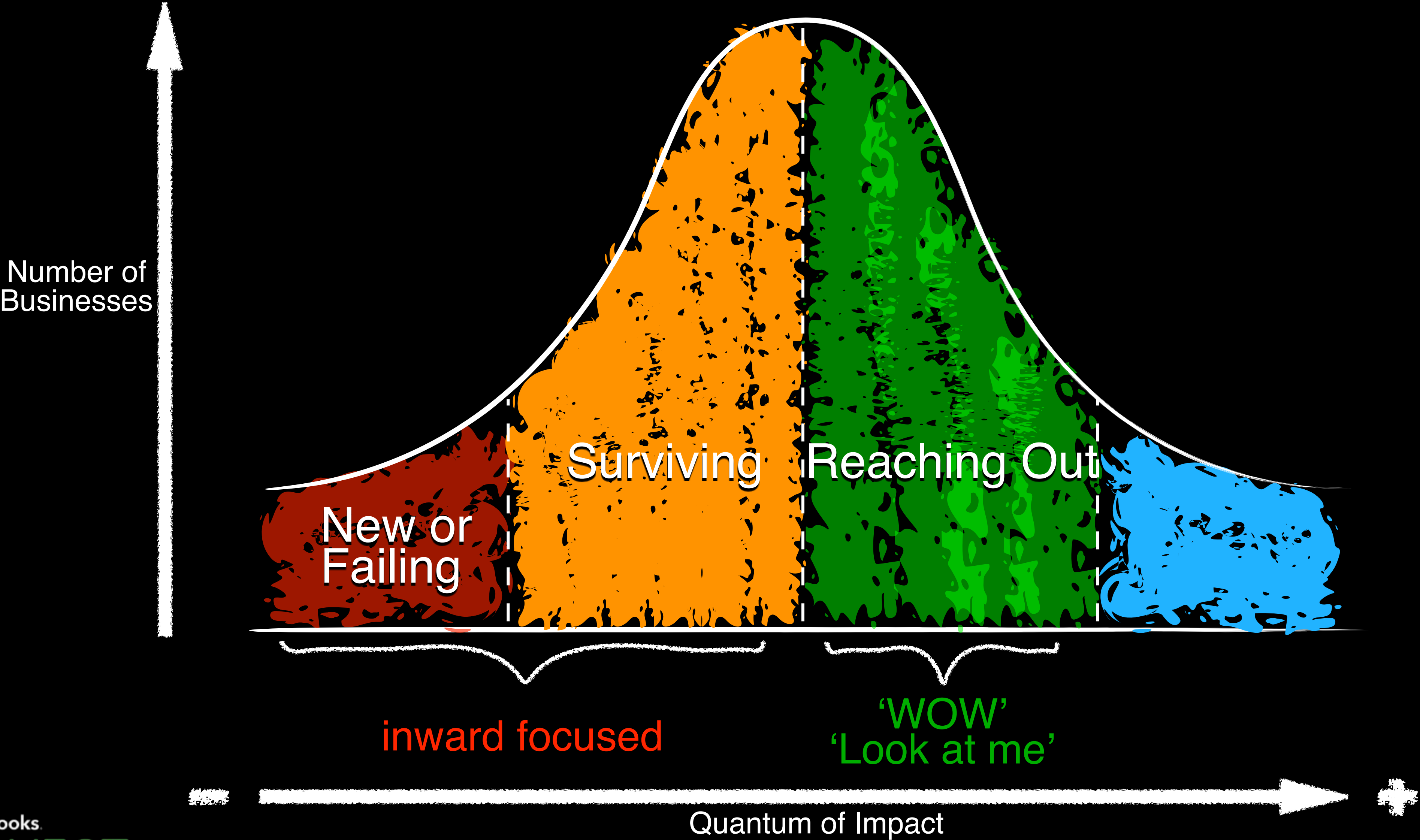
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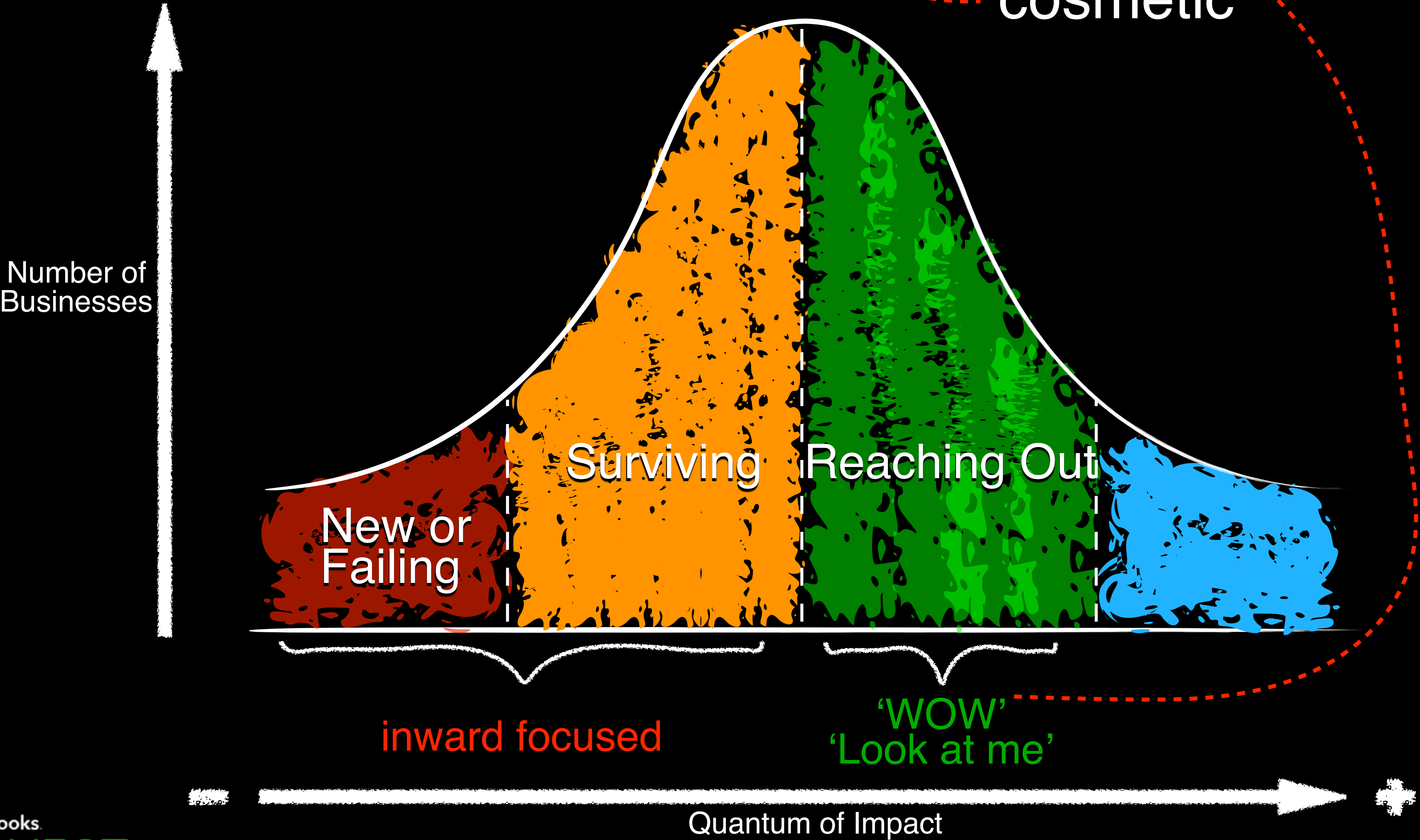
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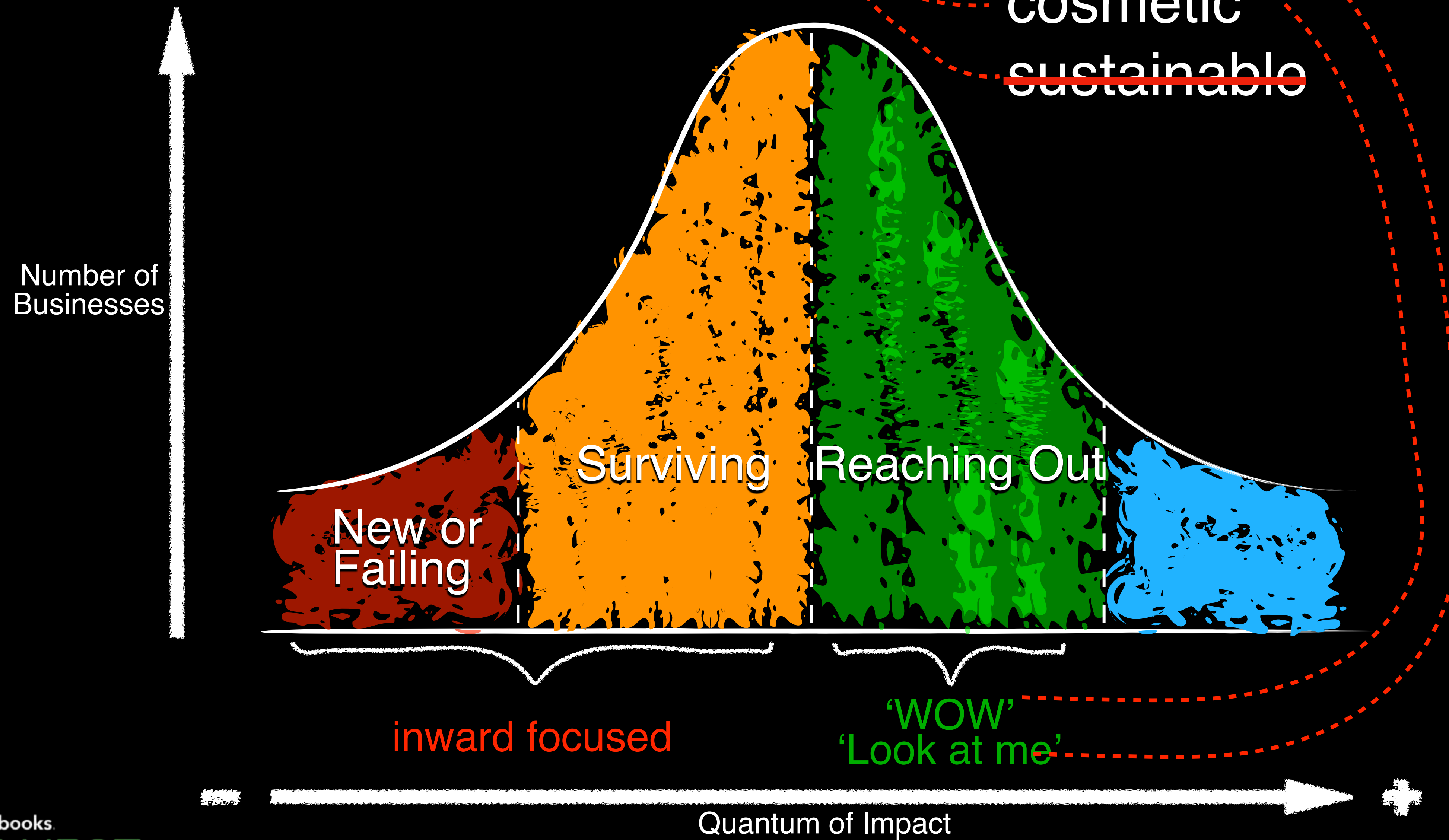
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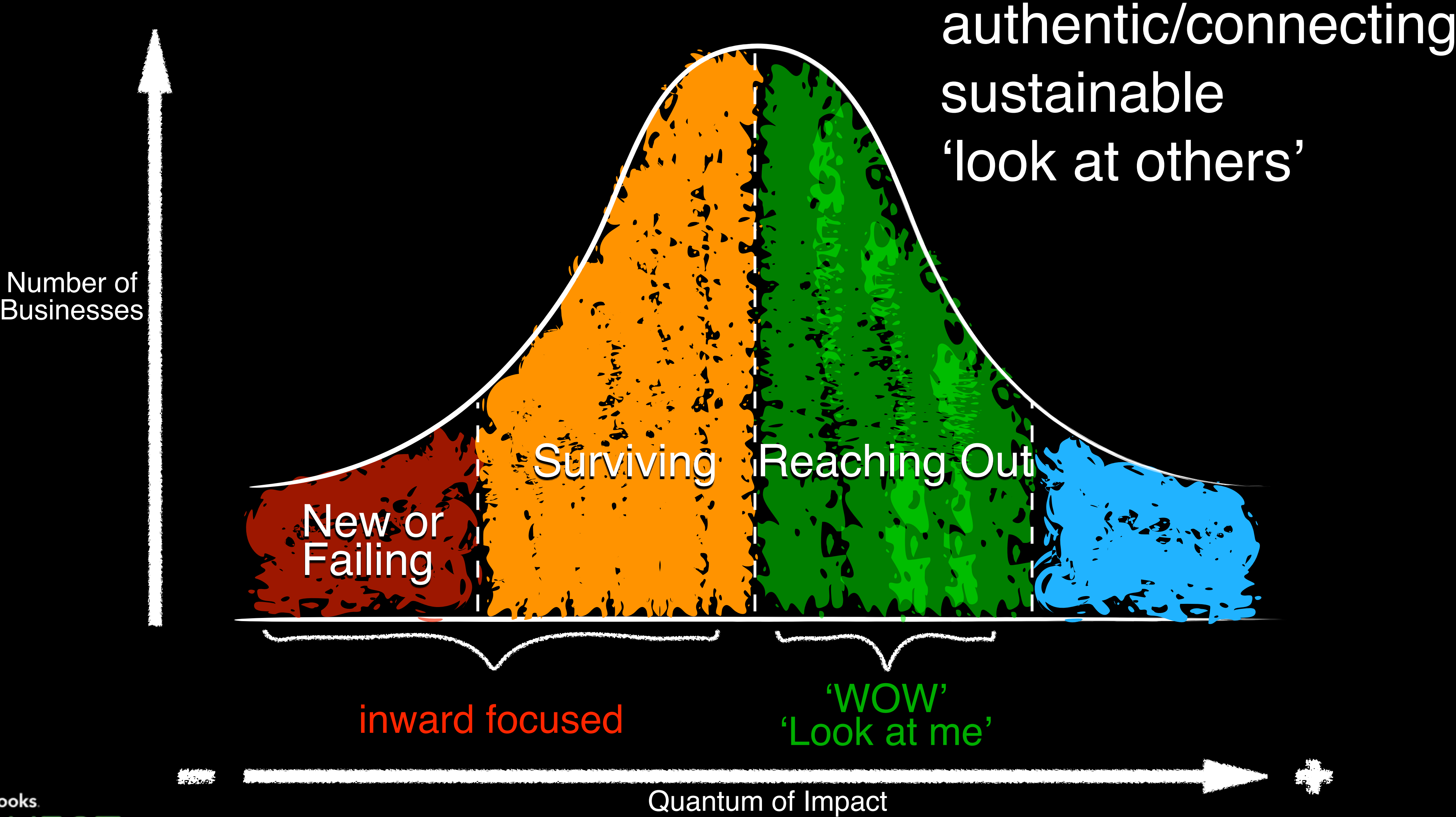


THE LEGACY MODEL

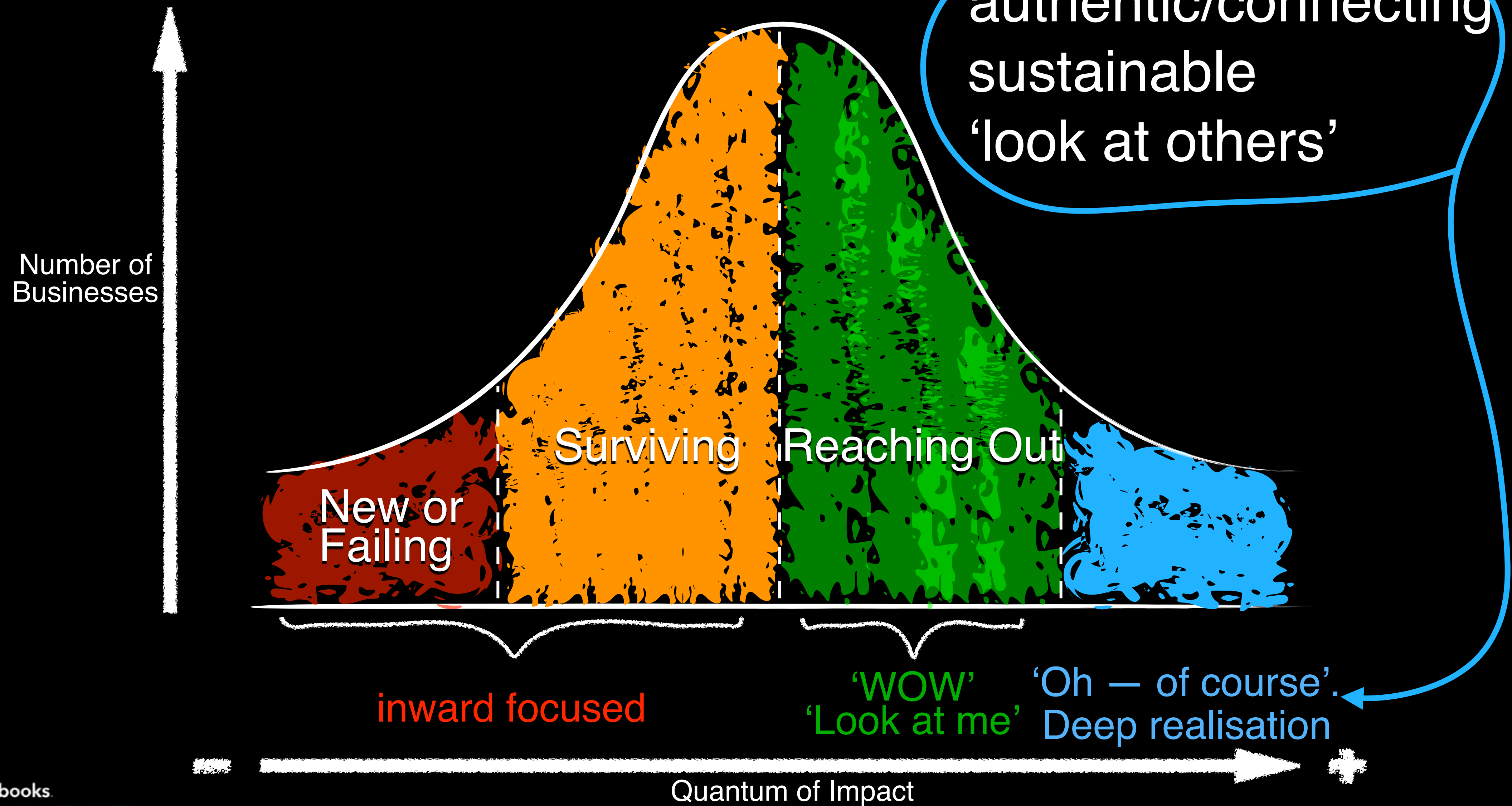


THE LEGACY MODEL

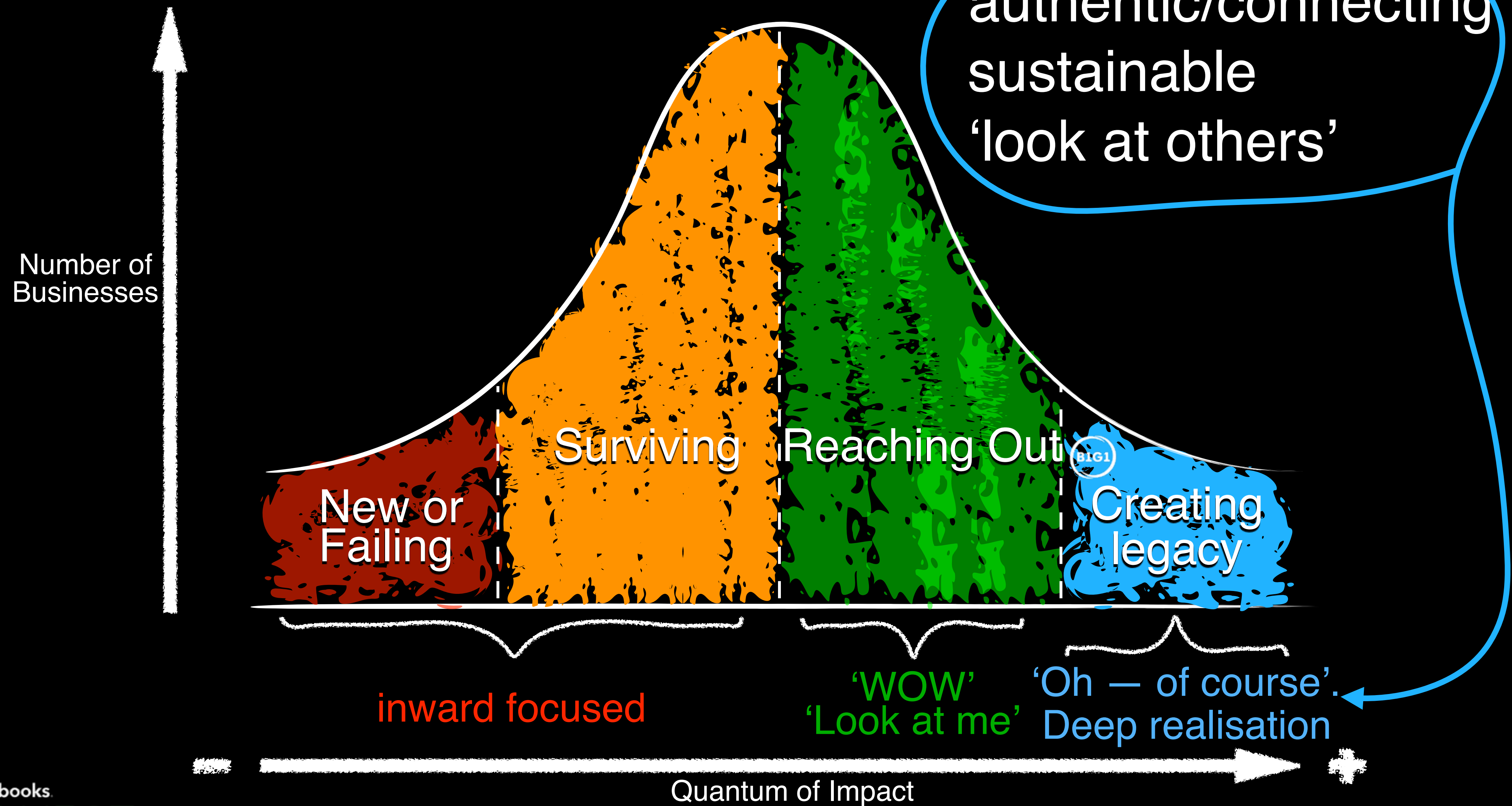




THE LEGACY MODEL



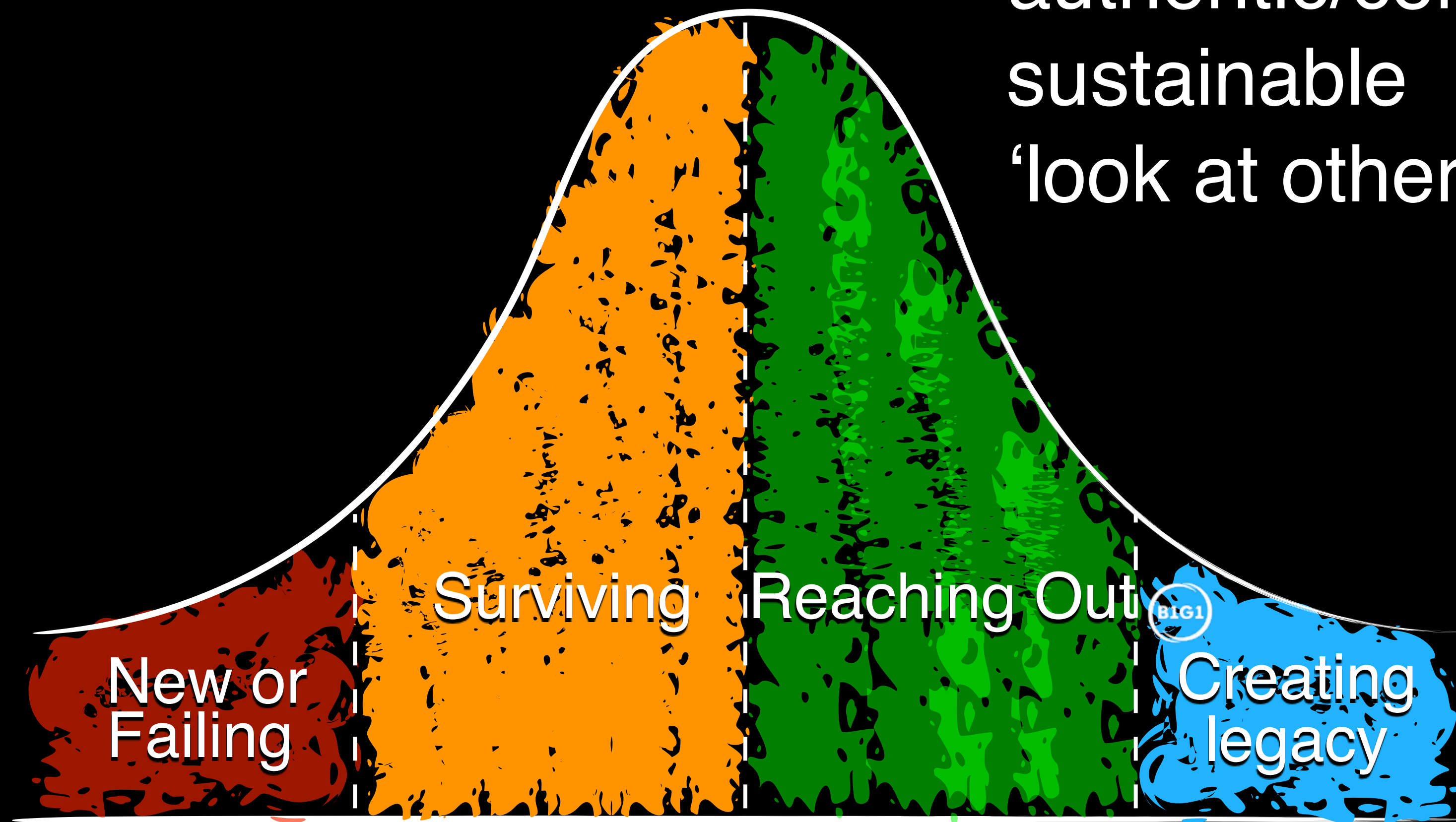
THE LEGACY MODEL



THE LEGACY MODEL

authentic/connecting
sustainable
'look at others'

Number of
Businesses



owner realises that
this commitment
to legacy inspires
customers and
the entire team.

inward focused

'WOW'
'Look at me'

'Oh — of course'.
Deep realisation

Quantum of Impact

THE LEGACY MODEL

authentic/connecting
sustainable
'look at others'

FULLY
on
Purpose

owner realises that
this commitment
to legacy inspires
customers and
the entire team.

New or
Failing

Surviving

Reaching Out

Creating
legacy

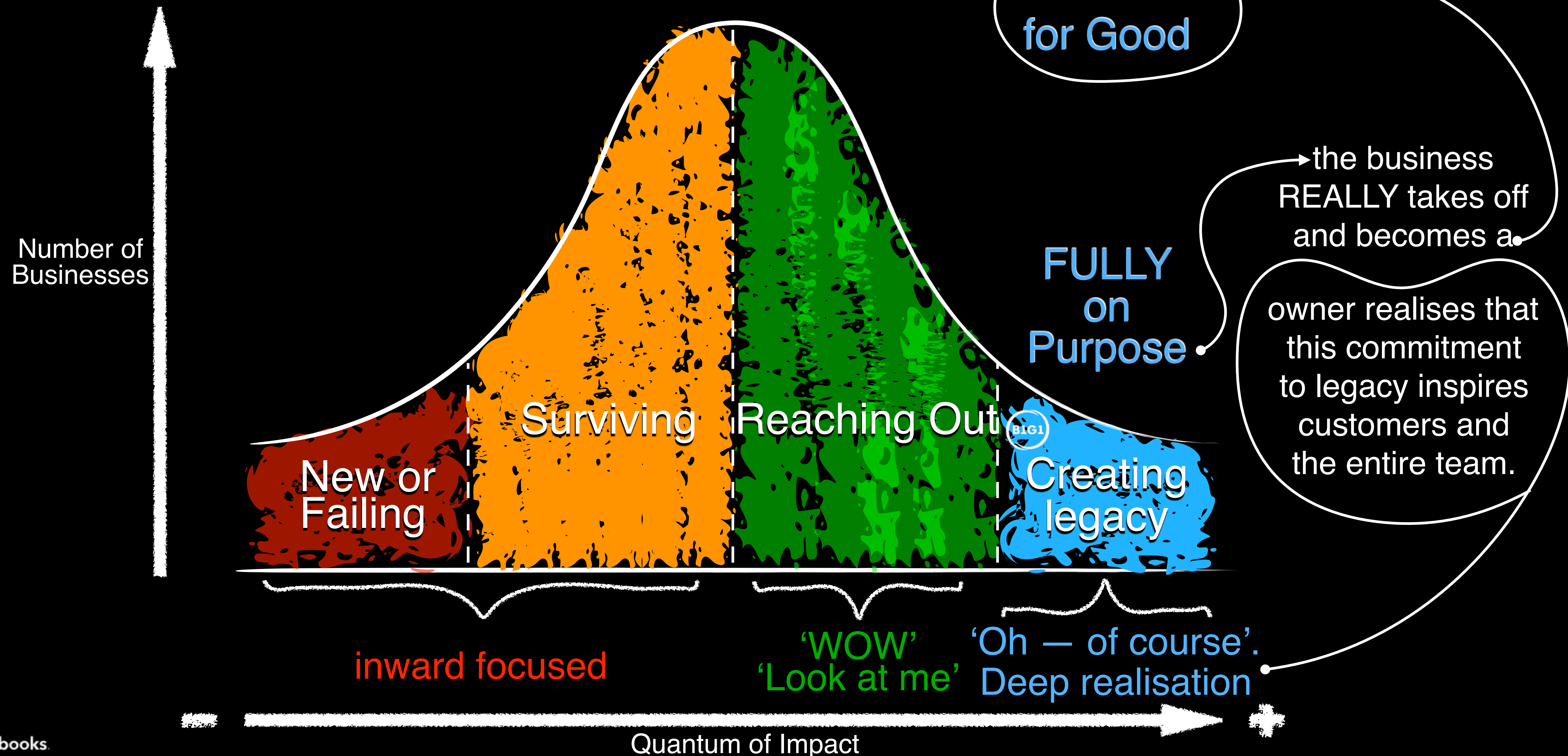
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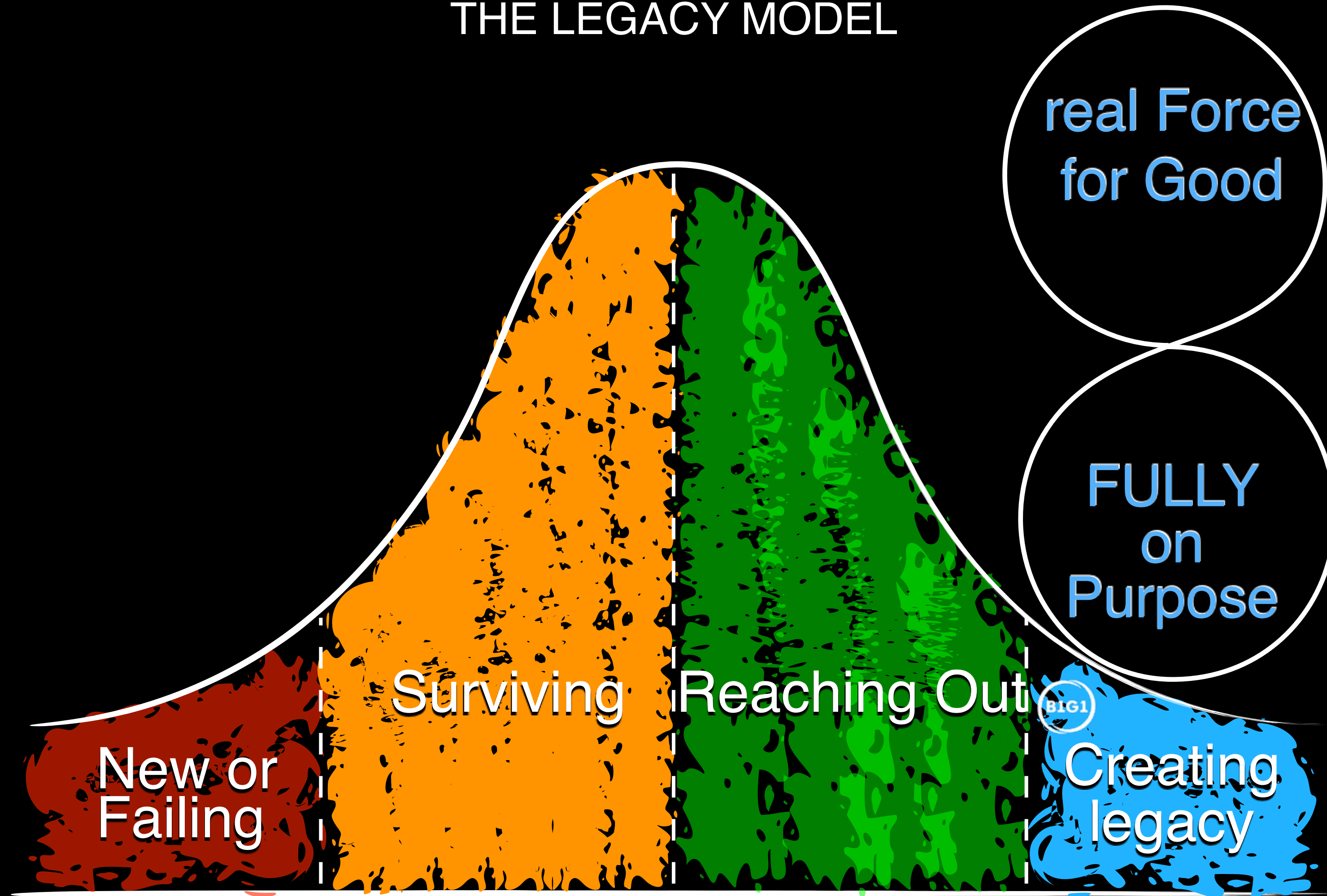
Quantum of Impact

THE LEGACY MODEL



THE LEGACY MODEL

Number of
Businesses



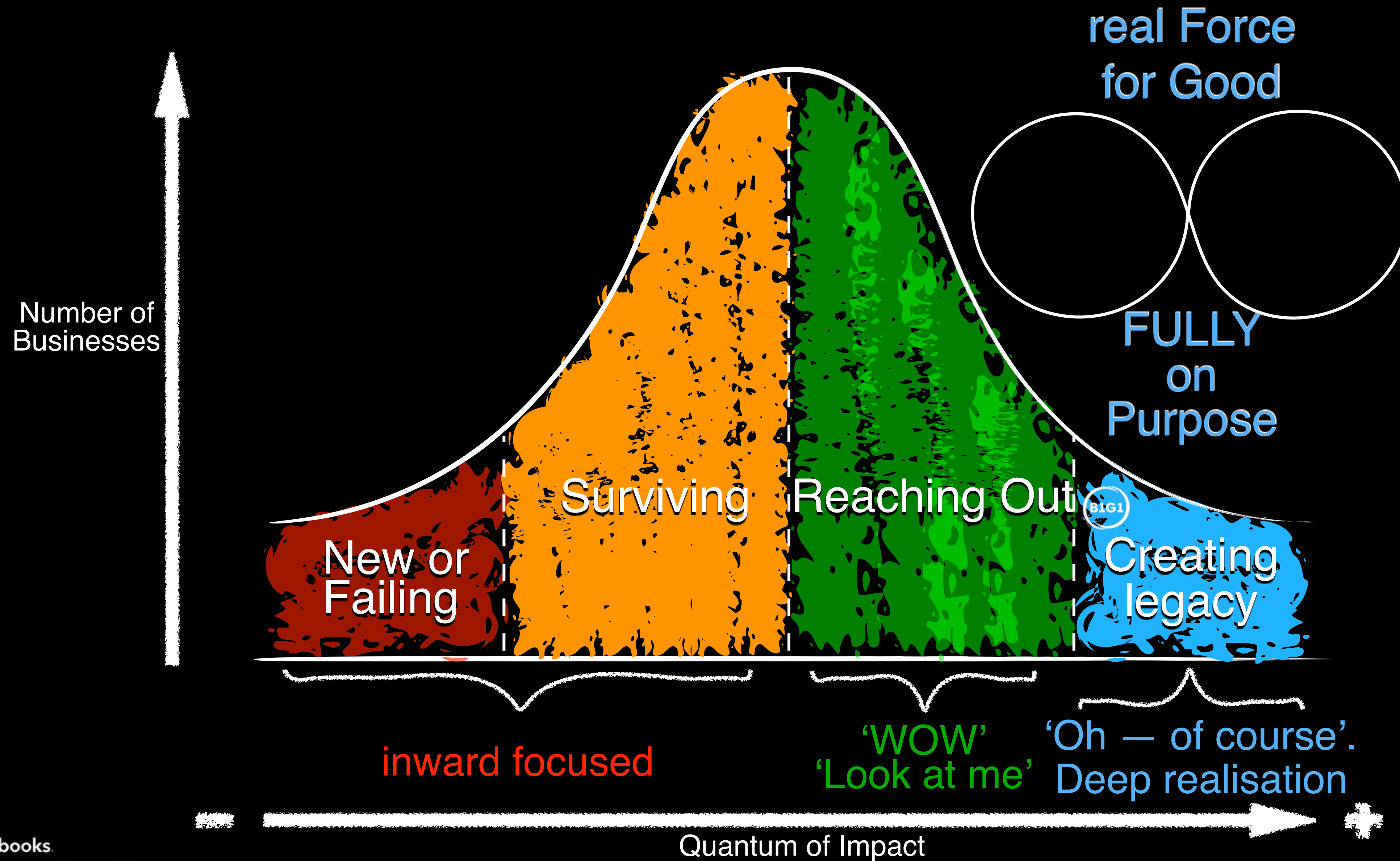
inward focused

‘WOW’
‘Look at me’

‘Oh — of course’.
Deep realisation

Quantum of Impact


THE LEGACY MODEL



23rd September 2015

23rd September 2015





Let's you and I explore this next great frontier
where the boundaries between work and
higher purpose are merging into one;
where doing good really is
good for business.

Let's you and I explore this next great frontier
where the boundaries between work and
higher purpose are merging into one;
where doing good really is
good for business.



1 NO POVERTY



2 NO HUNGER



3 GOOD HEALTH



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 RENEWABLE ENERGY



8 GOOD JOBS AND ECONOMIC GROWTH



9 INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE AND JUSTICE



17 PARTNERSHIPS FOR THE GOALS



THE GLOBAL GOALS
For Sustainable Development

Business must become the real
force for good in our world



Business must become the real
force for good in our world

The profession must
lead that charge





Business must become the real
force for good in our world

The profession must
lead that charge





Business must become the real
force for good in our world

The profession must
lead that charge





Business must become the real
force for good in our world

The profession must
lead that charge

This is a pathway for business.





Business must become the real
force for good in our world

The profession must
lead that charge

This is a pathway for your business.





Business must become the real
force for good in our world

The profession must
lead that charge

This is a pathway for your business.

This is a pathway for humanity.





Business must become the real
force for good in our world

The profession must
lead that charge

This is a pathway for your business.

This is a pathway for humanity.

We call it 'The LEGACY Pathway'





Business must become the real
force for good in our world

The profession must
lead that charge

This is a pathway for your business.

This is a pathway for humanity.

We call it 'The LEGACY Pathway'





LEGACY





L E G A C Y

LEAVING A LEGACY

L E G A C Y

LEAVING A LEGACY

LIVING A LEGACY



L E G A C Y

LEAVING A LEGACY

LIVING A LEGACY

LEVERAGING A LEGACY

PROMISE

L E G A C Y

LEAVING A LEGACY

LIVING A LEGACY

LEVERAGING A LEGACY

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



SUSTAINABLE
DEVELOPMENT
GOALS



ACTIVE
ECONOMY

4 QUALITY
EDUCATION



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



BEAUTIFUL
SOCIETY

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



5 GENDER
EQUALITY



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



CLEAN
EARTH

6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



SUSTAINABLE
DEVELOPMENT
GOALS



ACTIVE
ECONOMY



BEAUTIFUL
SOCIETY



CLEAN
EARTH

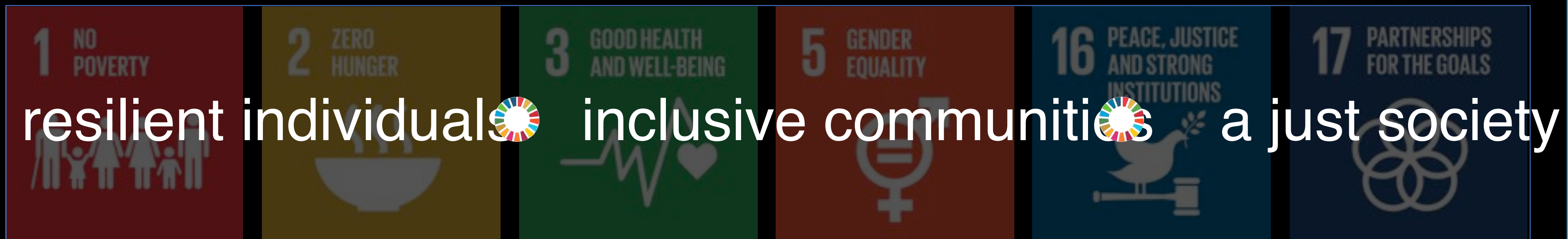




ACTIVE
ECONOMY



BEAUTIFUL
SOCIETY



CLEAN
EARTH

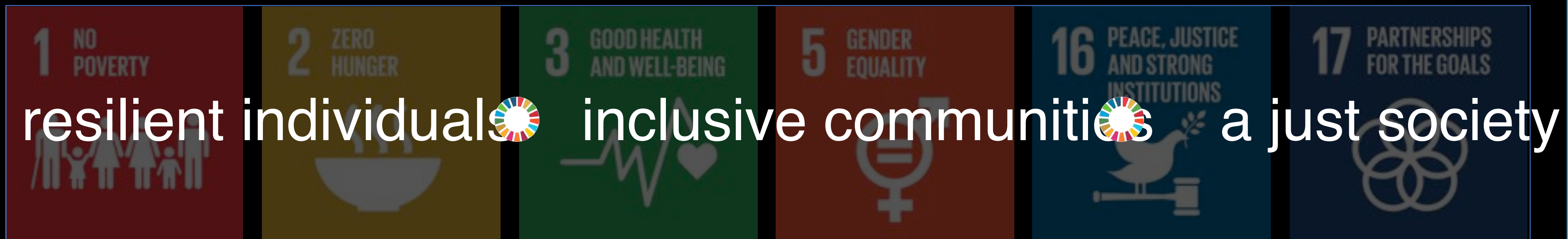




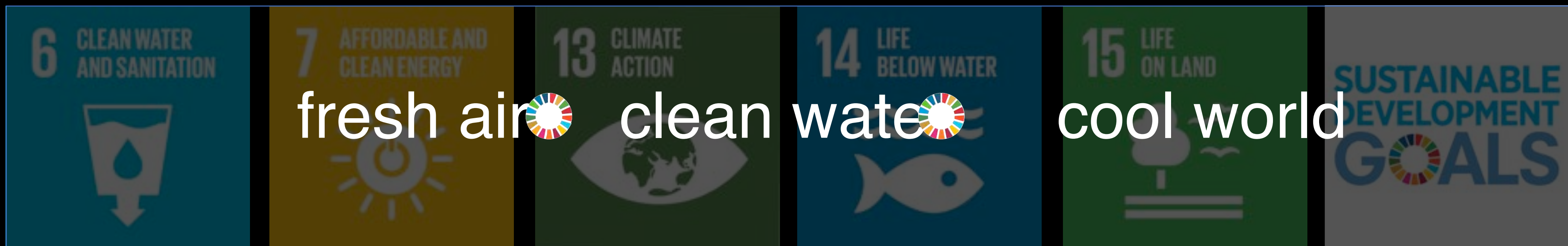
ACTIVE
ECONOMY



BEAUTIFUL
SOCIETY



CLEAN
EARTH





L E G A C Y

LEAVING A LEGACY

LIVING A LEGACY

LEVERAGING A LEGACY



LEAVING A LEGACY

LIVING A LEGACY

LEVERAGING A LEGACY



LEAVING A LEGACY

LIVING A LEGACY

LEVERAGING A LEGACY

doing it in your firm



LEAVING A LEGACY

LIVING A LEGACY

LEVERAGING A LEGACY

doing it in your firm

embedding it



LEAVING A LEGACY

LIVING A LEGACY

LEVERAGING A LEGACY

doing it in your firm

baking it in to the core



LEAVING A LEGACY

LIVING A LEGACY

LEVERAGING A LEGACY

doing it in your firm

baking it in to the core

doing it with your clients

and it's now so
easy for you to
walk this pathway

LEAVING A LEGACY

LIVING A LEGACY

LEVERAGING A LEGACY

doing it in your firm

baking it in to the core

doing it with your clients

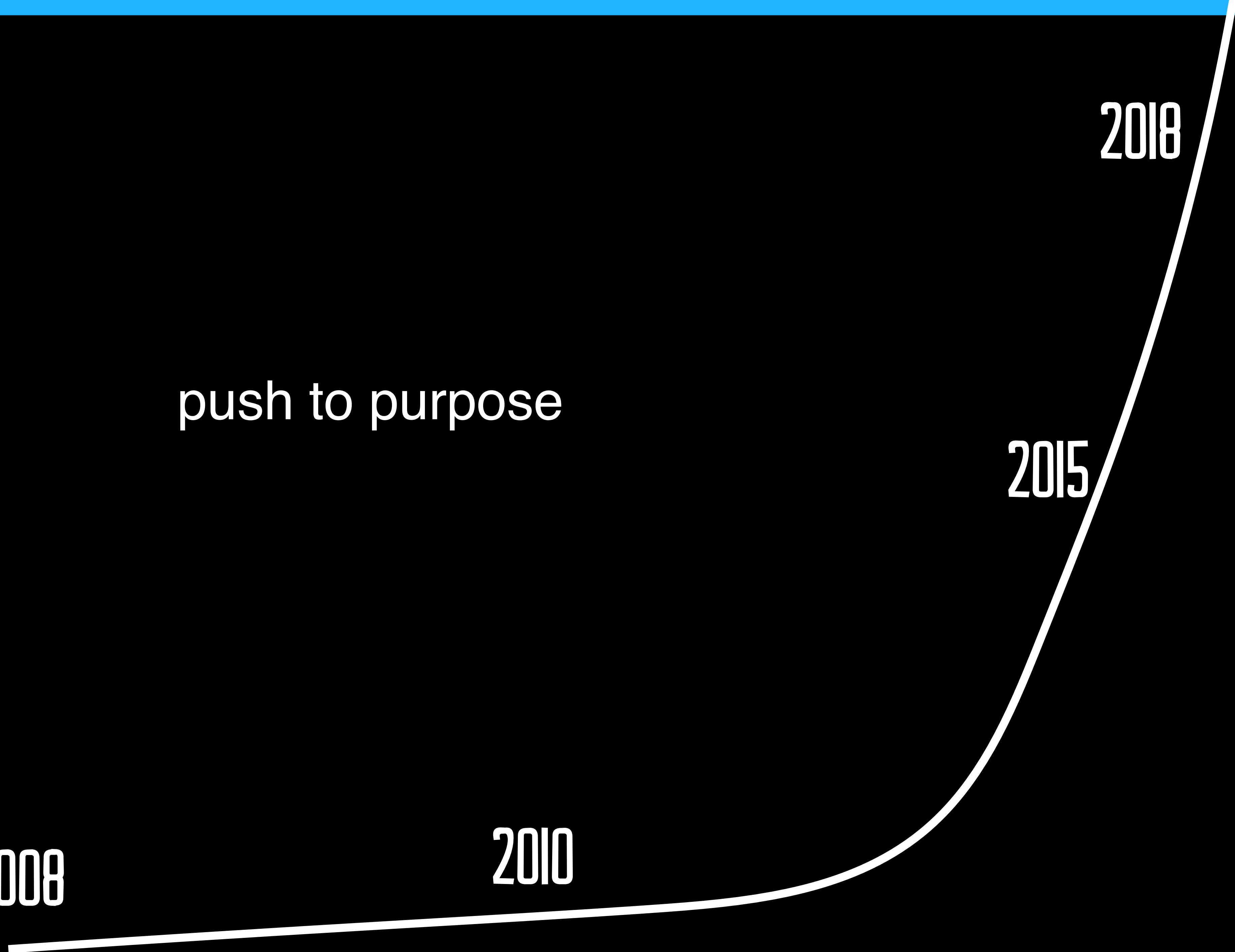
2008

2010

2015

2018

push to purpose



2007

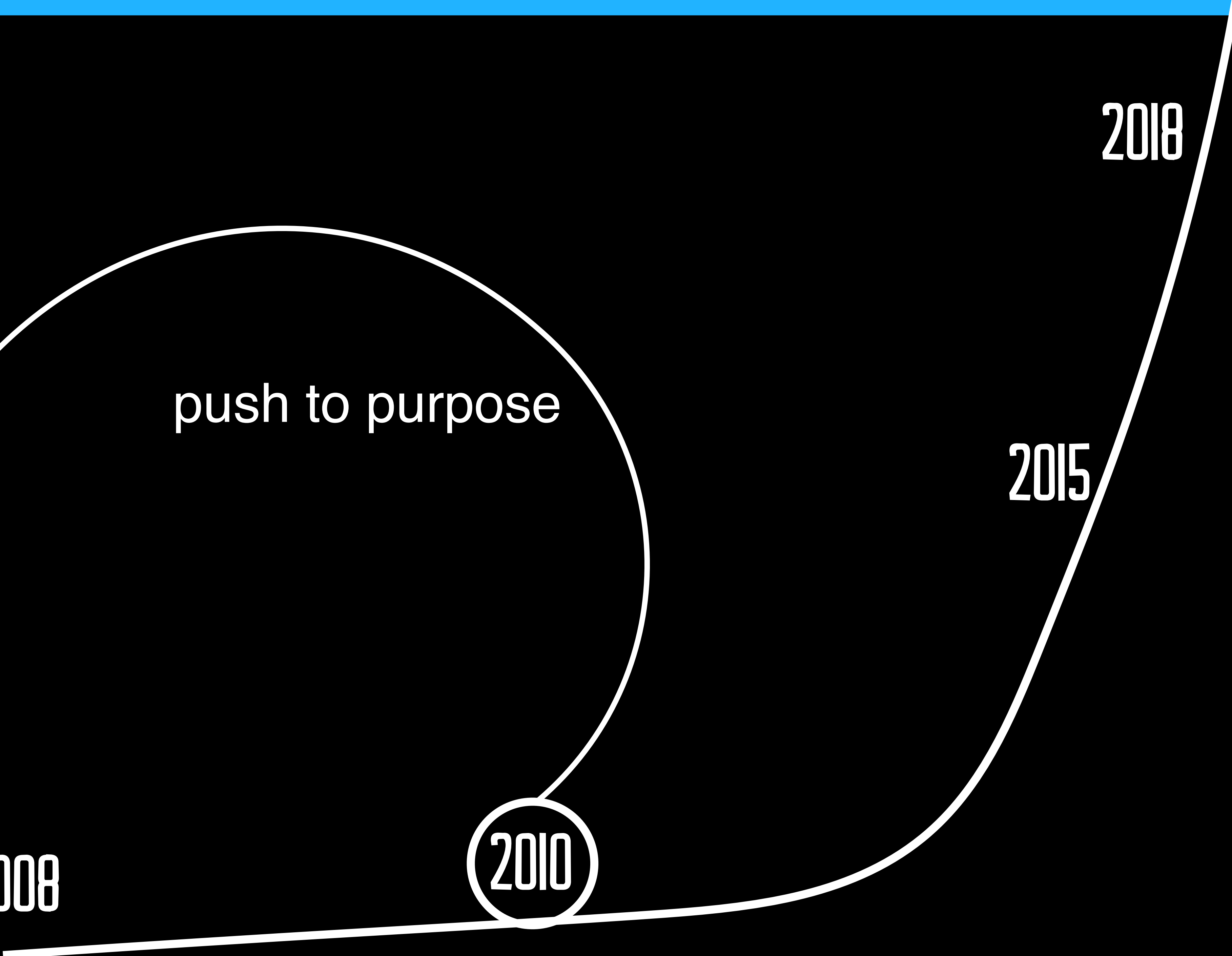
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At a mentoring Session in 2007 she asked
2 enormously important questions:



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2 enormously important questions:

what if every time
business was done,
something great
happened in our world?



Masam

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happened in our world?

what if we could build a
system and a movement
to let business owners
put doing great things
right at the heart of their
businesses?



Masam


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right at the heart of their
businesses?

It took a l o n g time to make that happen. Now






3,000 plus Members
around the world.



And all those  Members can say every time someone
does business with us



every time someone
does business with us


And all those  Members can say

something great
happens in our world

So you could say

Every time
we send
an email

a child in need gets
access to an e-learning
program that
changes their life



or it could be

Whenever
we do a
Tax Return

18 homeless
people get a
nutritious meal



or it could be

Whenever
we advise
on structures

we help a farmer
run their Bee Keeping
Business
for an entire year

B1G1

or it could be

Whenever
someone attends
our workshops

57 children get
access to pure,
life-saving water

or it could be

or it could be

Giving Story by Paul's Company
When we fly, we find out how long each flight is and then, for every hour we triple offset and



we plant 4 forest trees to help restore the environment.

60 forest trees were planted to help restore the environment.

Created 01 Sep 2019

and it's so easy
with over 600 high impact projects to choose from

and it's so easy



and you can automate it
beautifully through
creating Giving Stories

Add a New Giving Story



and then you can connect
beautifully with your client like this ...



WELL DONE!

Specifically we want to thank you for being a client.

One of the things we do here is to make sure something great happens every time we do business together.

So with that in mind, we thought you'd love to know that we just completed your Tax Return.

And we've celebrated that by rescuing 18 meals from great restaurants in our area and given them to the homeless so that they don't go hungry.

We're thrilled to be serving you. And we're especially pleased that we can do something great when we do business together.

Our simple goal here is to keep on making great things happen in our world together.

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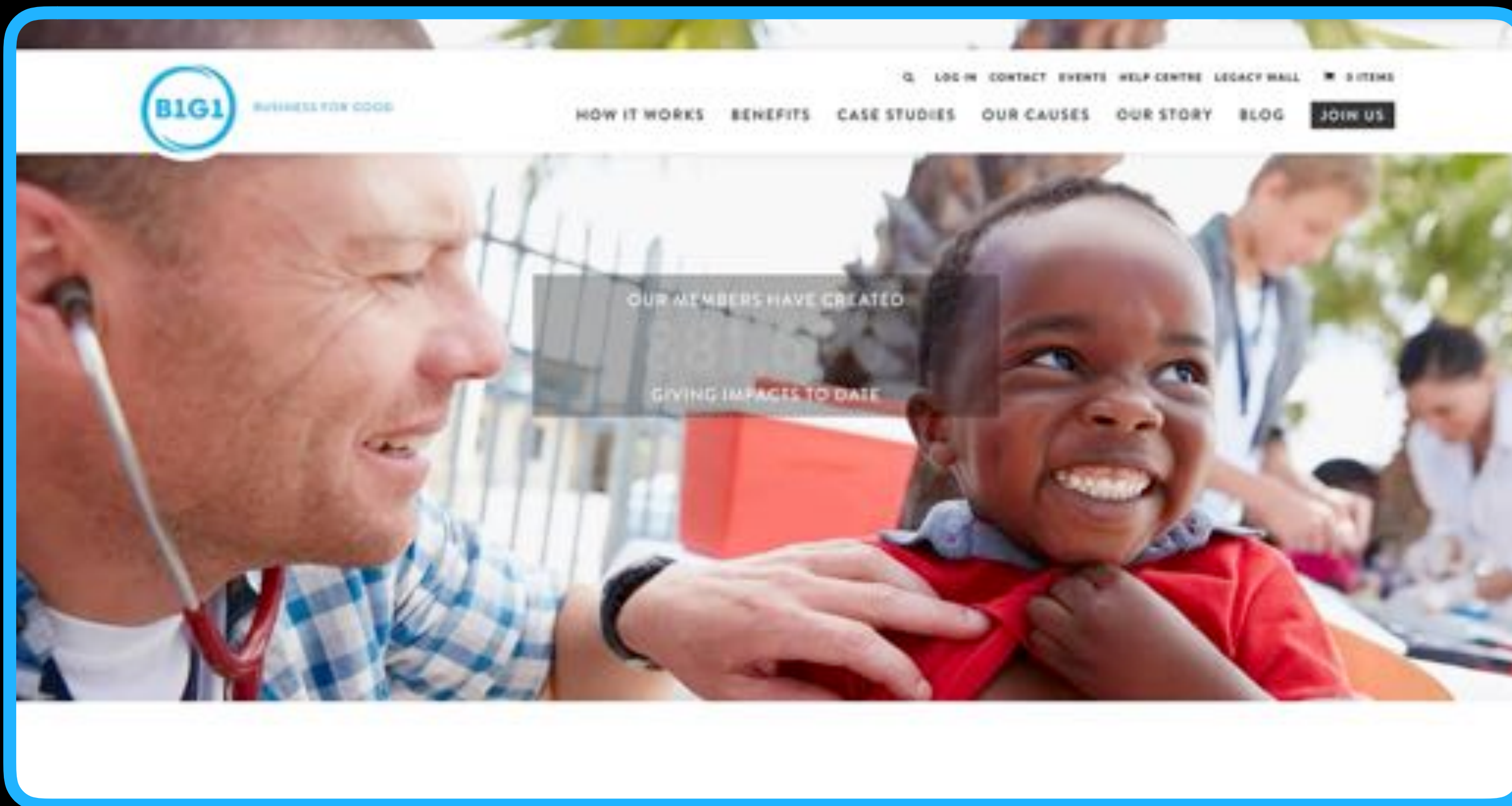
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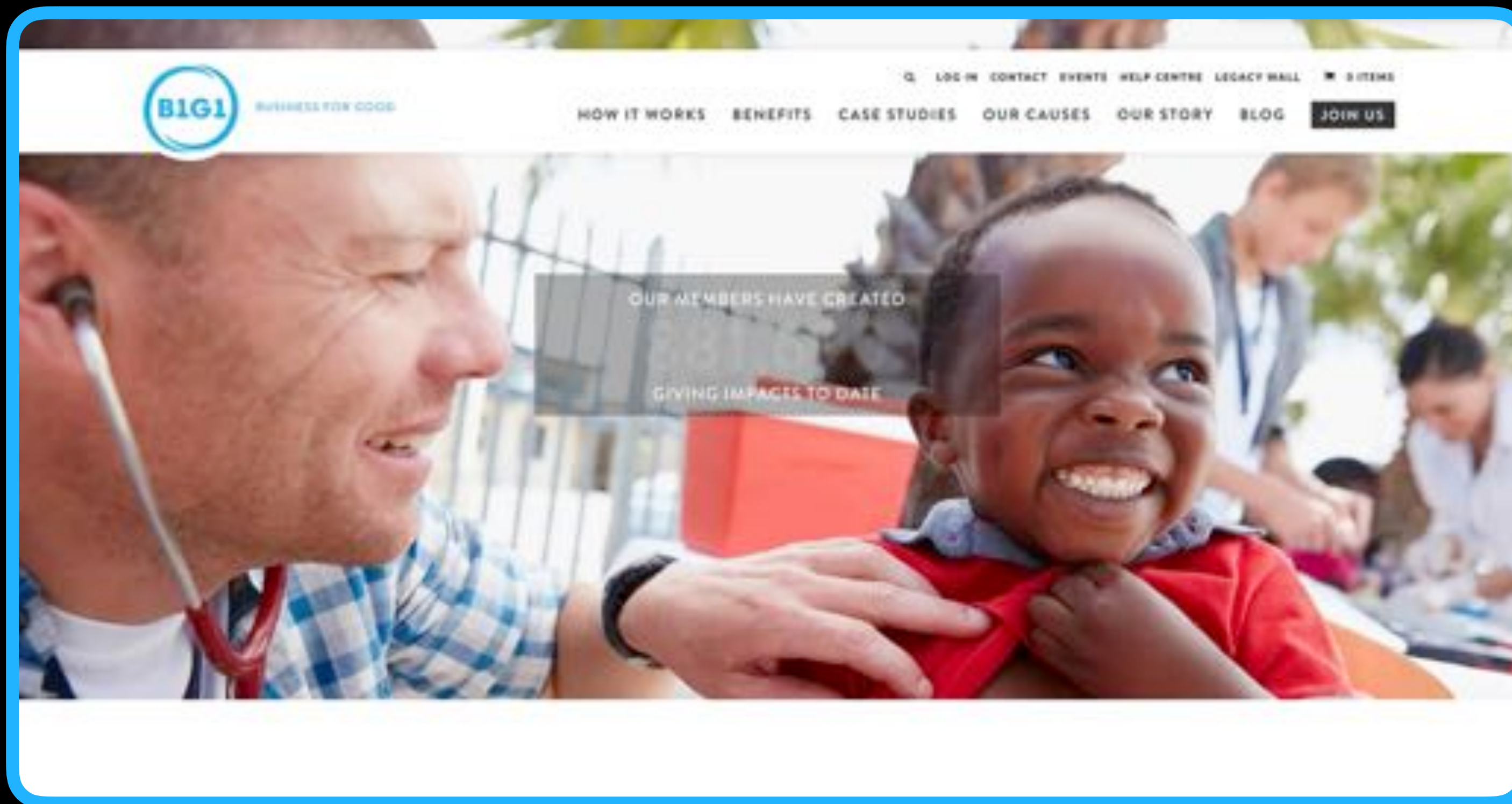
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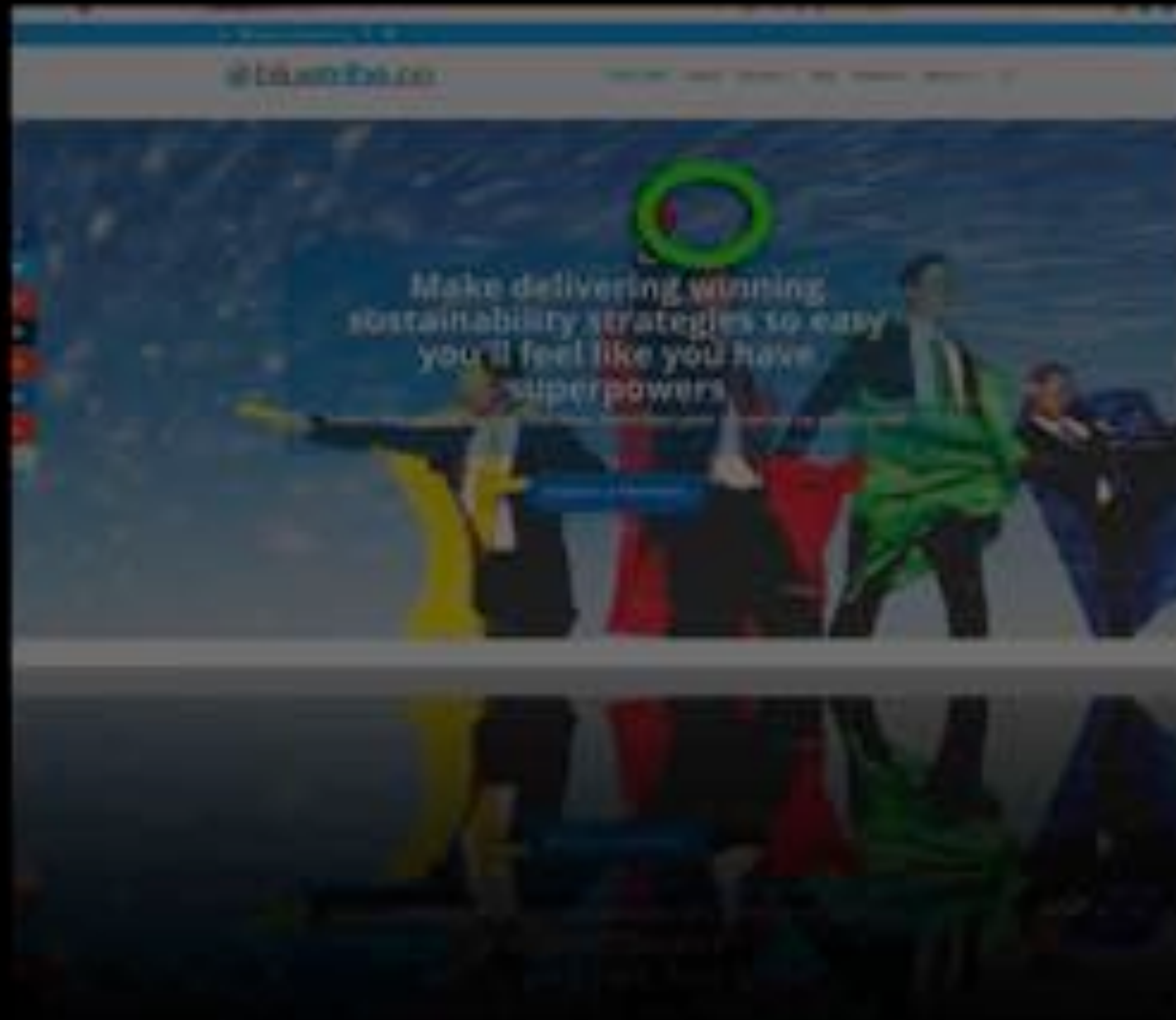




EXCITED

and look at this; we track every single giving you do so that you can display it beautifully on your website in real time

d just take
at how th



a quick lo
ey do it ...

and look at the impact on
the engagement of teams



Phone 1300 852 575

or email info@basicbookkeepers.com.au

[Click here for a free consultation](#)



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Journey to purpose

We want to make a difference – beyond the work we do helping small businesses with their bookkeeping, BAS and payroll. BASIC Bookkeepers is committed to making a positive contribution to our world community by developing a strong company culture, with clear, accountable goals that resonate and support our core values. To help achieve our goal, to support businesses drive positive social change, we actively engage our staff and clients in fulfilling this purpose.





Local Accounting Firm, Accountants for Good now focusing on making a huge difference in our world.

Just 3 days ago, Accountants for Good became the first accounting firm in the area to publicly commit to making our world a better place.

They did that by joining the worldwide business giving initiative, B1G1.com. It means that the firm is now able to link each activity in the firm to making something great happen in our world.

Shelley Johnson, CEO of Accountants for Good said that it could be as simple as every time the firm sends an email, a child in need gets access to pure, life-saving water.

“We get to match our activity to over 500 high-impact projects. So, for example, whenever we do a tax return, 18 homeless people get a nutritious meal, whenever we create a new client, a family in need might get a goat to create a sustainable income,” she said.

“And talking of clients, we’re excited to be helping our current and new clients do the same things too so that together we make an even bigger difference together. What’s really important about this initiative as well is that it allows us and our clients to link in directly with the UN Sustainable Development Goals — 17 targets that we collectively must achieve by 2030.”

There’s now a real groundswell of Conscious Businesses around the world that are part of B1G1. And Accountants for Good plans to create many more too — “It really is the way forward for business,” Ms. Johnson said.

B1G1 Chairman, Paul Dunn, commented on how thrilled they are to have Accountants for Good joining the global initiative. “Already we’re hitting close to 200 Million giving impacts around the world. Adding Accountants for Good is going to help us get to our 1 Billion impact goal faster,” he said.



“What’s really great about this is how Accountants for Good will be involving the entire community in the initiative. Both new and existing clients of the firm will be able to get a new sense of purpose and connection, helping them differentiate themselves in their markets as well. Accountants for Good is setting a superb example of what it means to become a Business for Good.”



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“We get to match our activity to over 500 high-impact projects. So, for example, whenever we do a tax return, 18 homeless people get a nutritious meal, whenever we create a new client, a family in need might get a goat to create a sustainable income,” she said.

#QBC “And talking of clients, we’re excited to be helping our current and new clients do the same things too so that together we make an even bigger difference together. What’s really

we do a tax return, 18 homeless people get a nutritious meal, whenever we create a new client, a family in need might get a goat to create a sustainable income,” she said.

“And talking of clients, we’re excited to be helping our current and new clients do the same things too so that together we make an even bigger difference together. What’s really important about this initiative as well is that it allows us and our clients to link in directly with the UN Sustainable Development Goals — 17 targets that we collectively must achieve by 2030.”

There’s now a real groundswell of Conscious Businesses around the world that are part of B1G1. And Accountants for Good plans to create many more too — “It really is the way forward for business,” Ms. Johnson said.

B1G1 Chairman, Paul Dunn, commented on how thrilled they are to have Accountants for Good joining the global initiative. “Already we’re hitting close to 200 Million giving impacts around the world. Adding Accountants for Good is going to help us get to our 1 Billion impact goal faster,” he said.



“What’s really great about this is how Accountants for Good will be involving the entire community in the initiative. Both new and existing clients of the firm will be able to get a new sense of purpose and connection, helping them differentiate themselves in their markets as well. Accountants for Good is setting a superb example of what it means to become a Business for Good.”



BUSINESS
FOR GOOD

THIS IS FOR US

THIS IS FOR US

Business Card

THIS IS FOR US

This is for us

Business Card







THE STRAITS TIMES | SATURDAY, APRIL 6, 2019

**We have not inherited
the world from
our forefathers -
we have borrowed it
from our children.**

- Perseus

**We have not inherited
the world from
our forefathers -
we have borrowed it
from our children.**

- Proverb



1,500
Apps



1,500
Apps



it's just

to belong

it's just



\$1
day

to belong



it's just

\$1
day

to belong

<250K \$1/day

250K~1.2MIL \$2/day

1.2~5MIL \$4/day

5~15MIL \$8/day



it's just

\$1
day

to belong

<250K \$1/day

250K~1.2MIL \$2/day

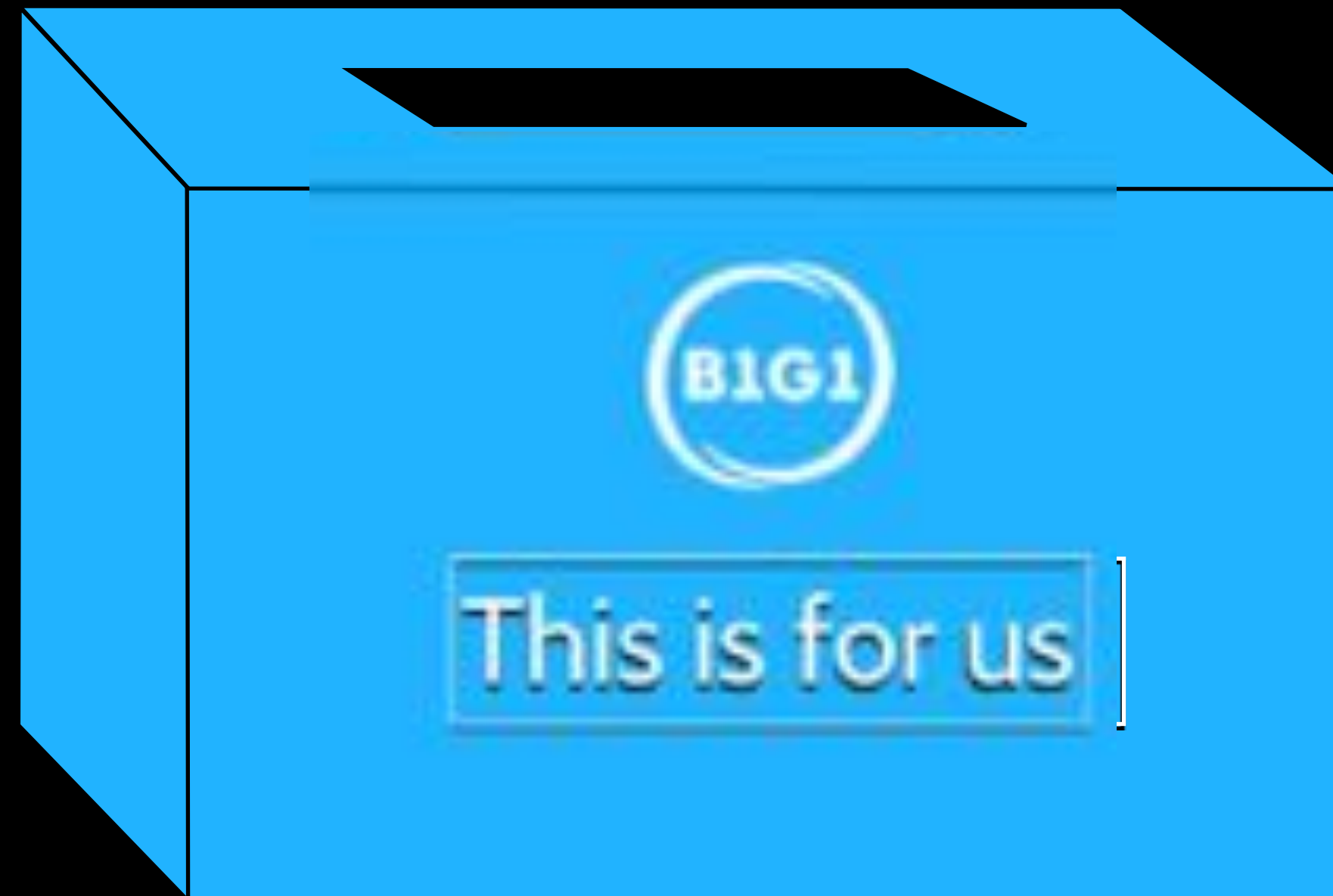
1.2~5MIL \$4/day

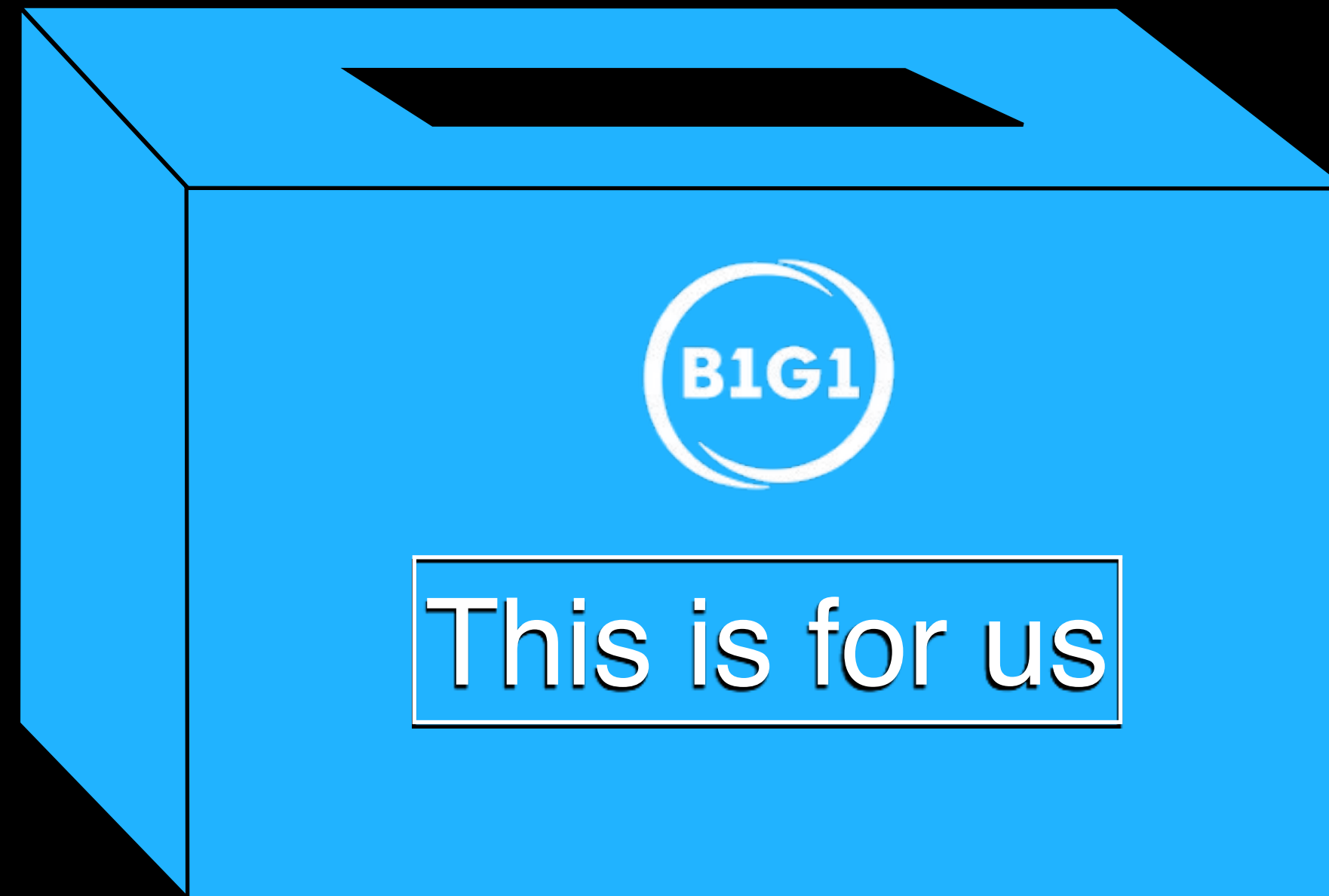
5~15MIL \$8/day

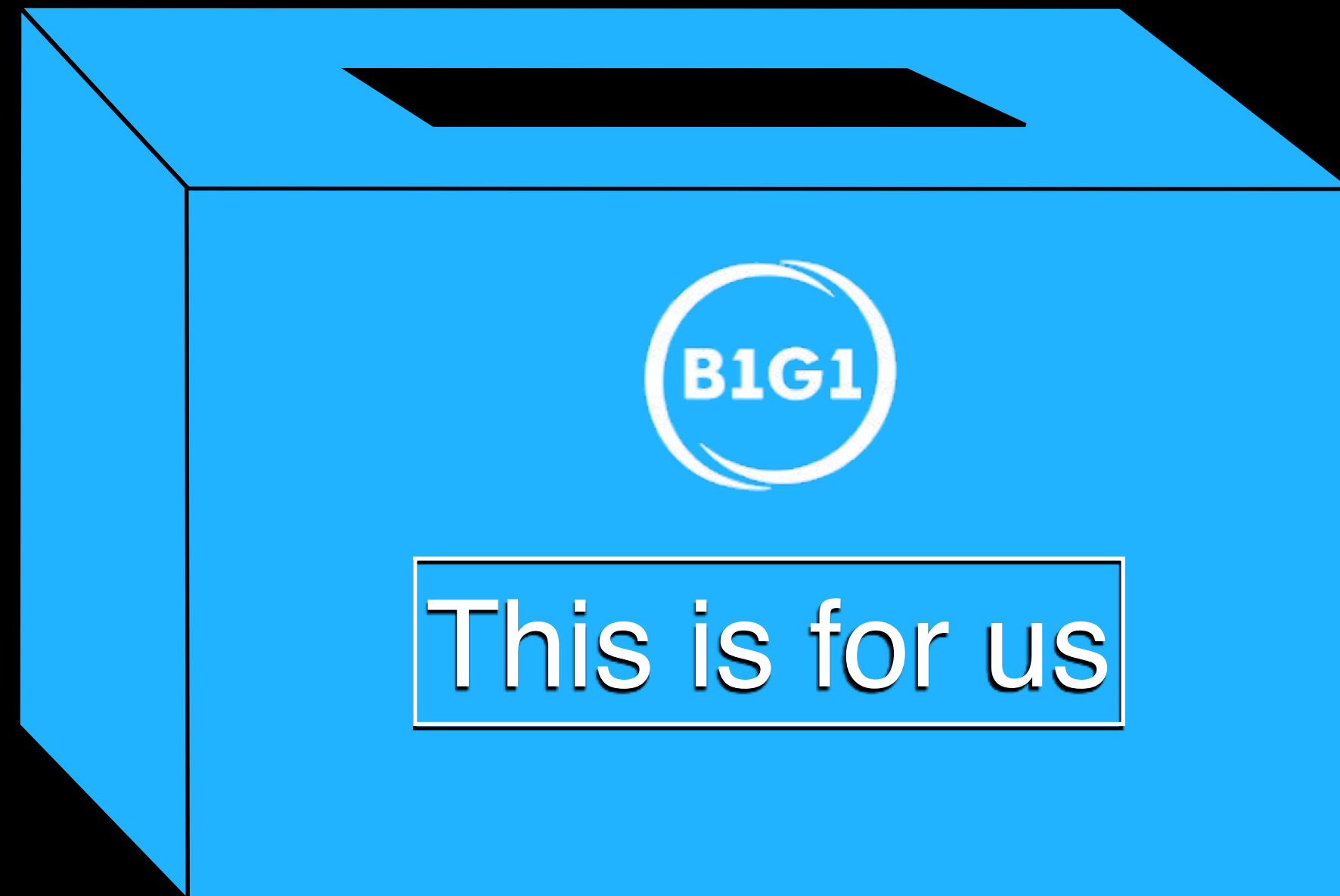
b1g1.com/belong

This is for

Business Card







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Email	Company
<input type="text"/>	<input type="text"/>
Mobile No.	Website
<input type="text"/>	<input type="text"/>
City / State	Country
<input type="text"/>	<input type="text"/>

B1G1 MEMBERSHIP (Your membership is based on your company's annual revenue. All in USD.)

☐ TINY - \$1/day (Revenue: <250K) ☐ SMALL - \$2/day (Revenue: 250K~1.2MIL) ☐ SME - \$4/day (Revenue: 1.2~5MIL) ☐ SME PLUS - \$8/day (Revenue: 5~15MIL)

Payment option (please tick one): ☐ Annual ☐ Monthly*

*Monthly payment option incurs 10.7% additional charge.

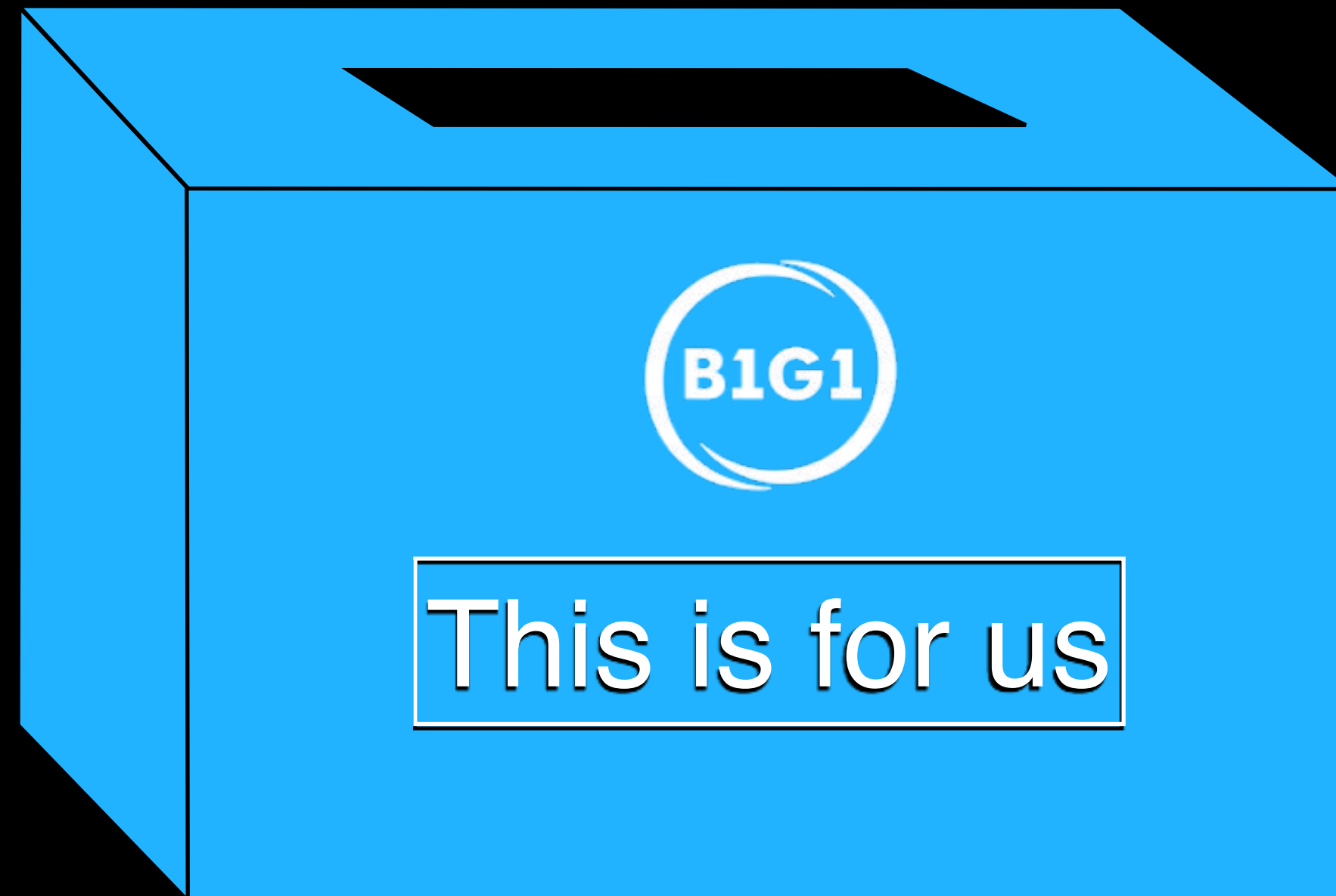
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Card Number	Expiry	CVV
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Signature		
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By signing this form, you accept Terms of B1G1. The payment is fully refundable for 30 days.

www.b1g1.com/terms | team@b1g1.com





YES, I WANT TO
BECOME A B1G1
BUSINESS
FOR GOOD

YOUR DETAILS

First Name	Last Name
Email	Company
Mobile No.	Website
City / State	Country

B1G1 MEMBERSHIP (Your membership is based on your company's annual revenue. All in USD.)

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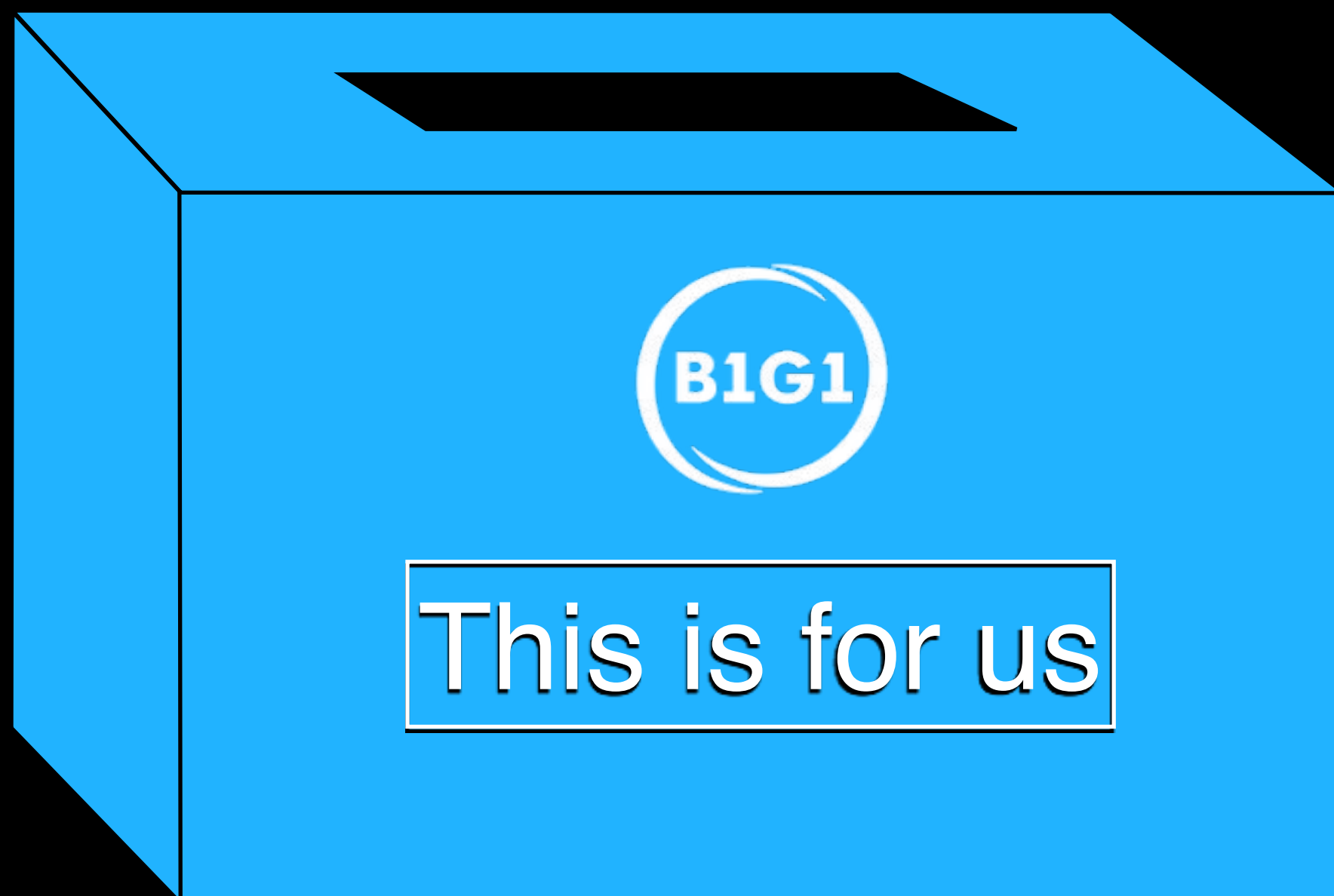
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together we can
do great things

L E G A C Y

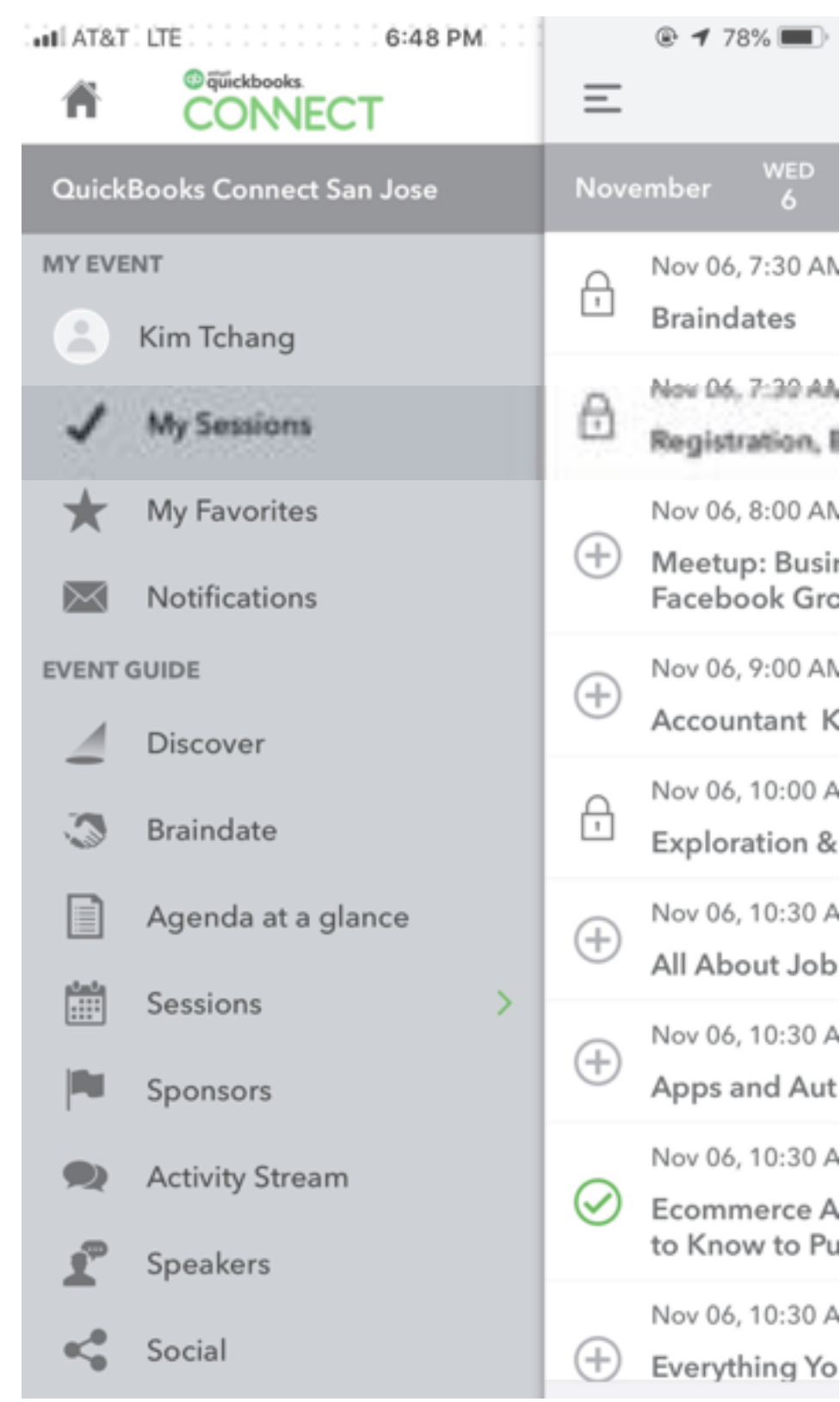


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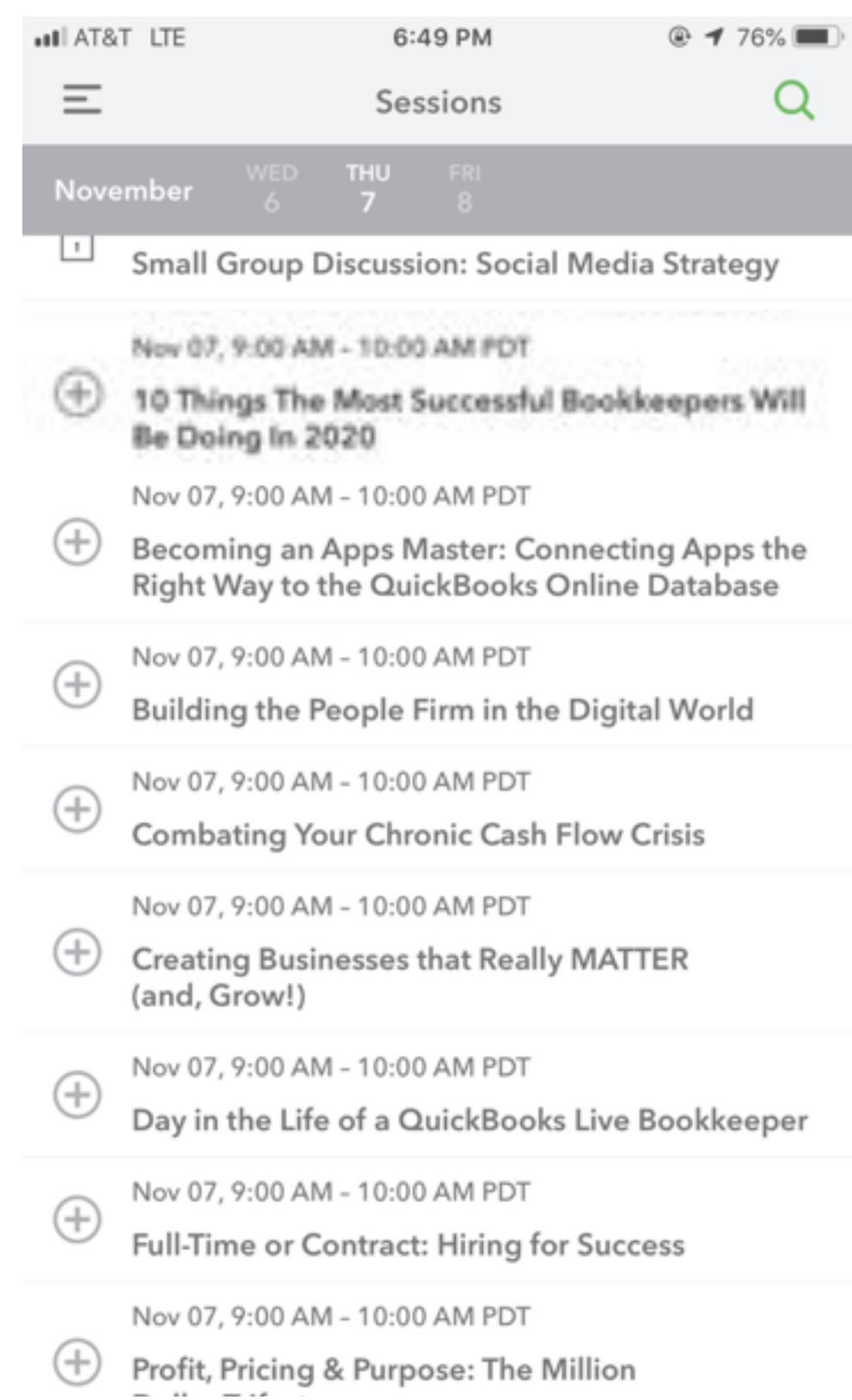
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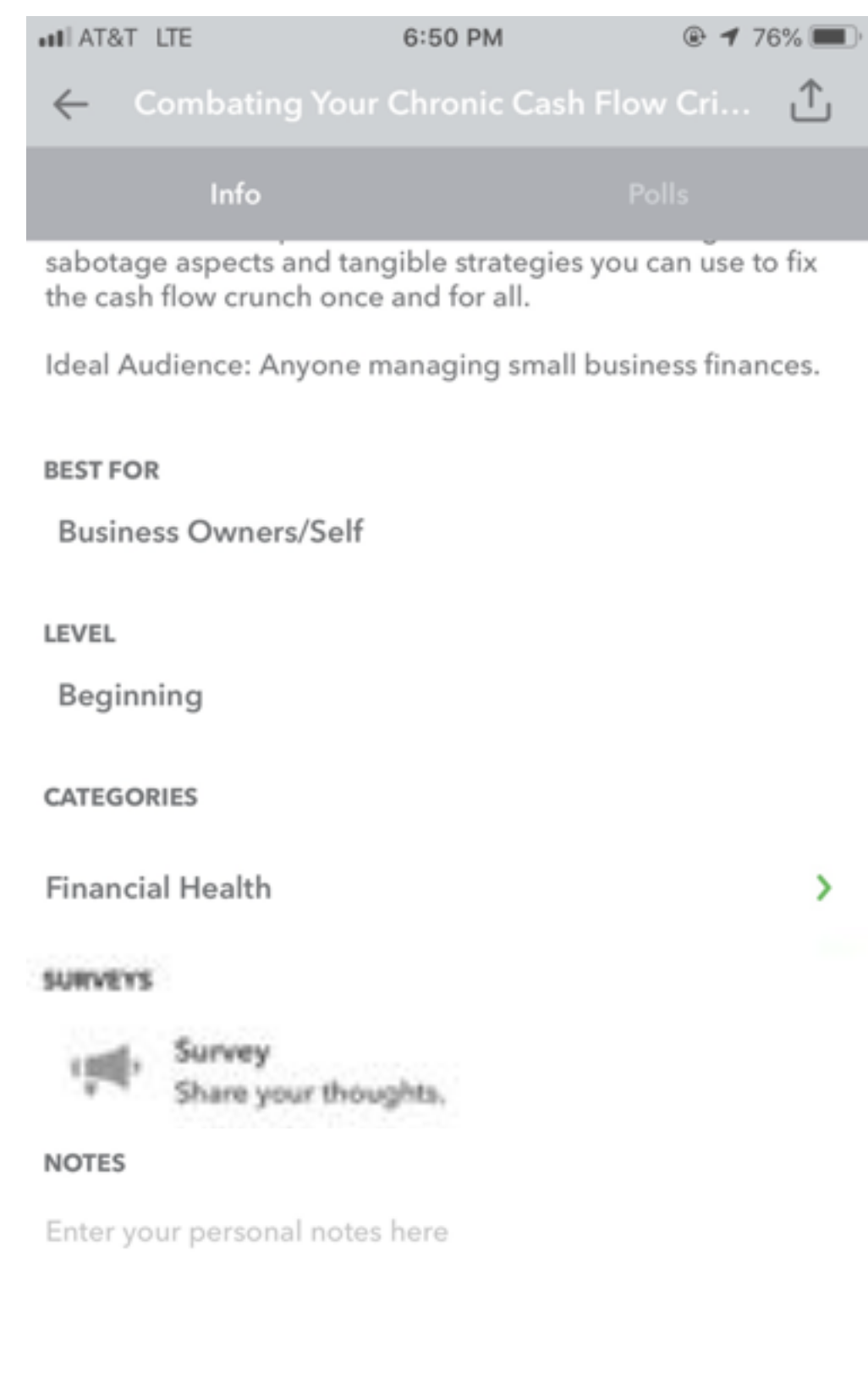
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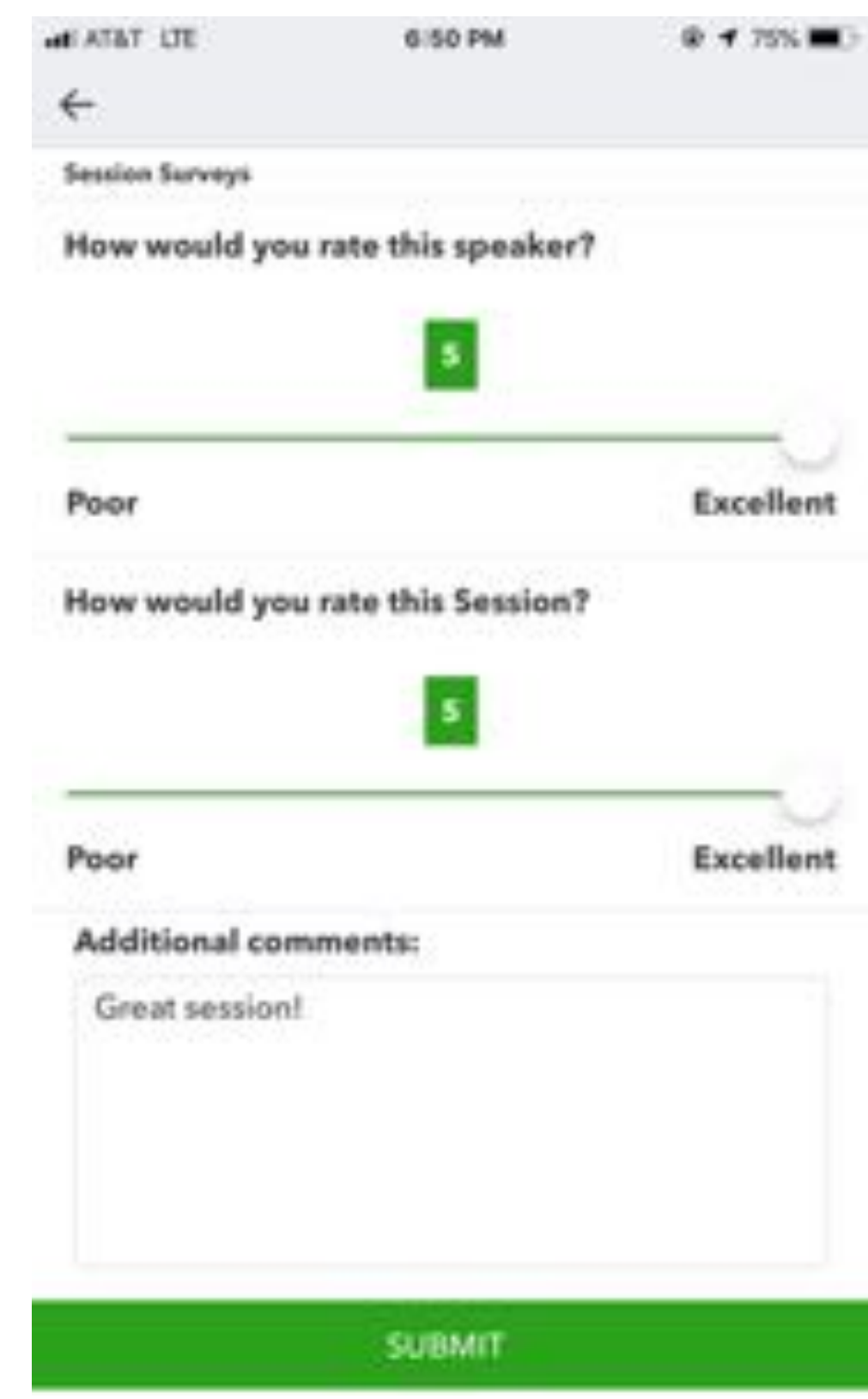
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Small Group Discussion: Showing up - Why What You Wear Matters

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THE
FUTURE