

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. A large white rectangular area is centered on the slide, containing the main text.

HELLO MASTERCLASS

DON'T JUST GO THROUGH LIFE, JUST GROW THROUGH LIFE

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MADE BY: STATUS FINANCE



AGENDA

- **INTRO STATUS FINANCE**
- **OUR GROWTH PATH**
- **OUR LEARNINGS**
- **THE NEED FOR CHANGE**
- **CONCLUSION**

INTRO OF STATUS FINANCE

THE DREAM TEAM...READY TO CHANGE THE ACCOUNTING BUSINESS



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HISTORY: GROW VIA TAKE-OVERS



• WHAT WAS THE PATTERN WITHIN OUR CLIENTS WRT GROWTH

- *RED OCEAN CLIENTS*
- **TRADITIONAL BUSINESS MODEL**
- **NOT IT DRIVEN**
- **NOT USING DATA TO ANALYSE**
- **THERE IS NO PLAN**
- **COMPETITIVE MARKET**
- *BLUE OCEAN CLIENTS*
- **DATA DRIVEN**
- **FOCUS ON ONLINE MARKETING**
- **STICK TO THE PLAN**
- **PERFORMING THROUGH OTHERS**
- **FLEXIBEL TO ADAPT**

GENERIC ITEMS IN BOTH CLIENT GROUPS: HARD WORK/BUDGET

OUR LEARNINGS

- BUILD A TEAM WITH ENTHUSIASTIC COLLEAGUES;
- FOCUSING ON BETTER BEFORE CHEAPER;
- FOCUS MORE ON DATA & ONLINE MARKETING;
- WE WERE THE BOTTLENECKS OF OUR OWN GROWTH -> PERFORMING THROUGH OTHERS!

THE NEED FOR CHANGE?

- OUR BUSINESS MODEL WAS NOT
 - SUSTAINABLE;
 - SCALABLE;
 - DATA DRIVEN;
 - ADDING “**EXTRA**” VALUE TO OUR CUSTOMERS.
- NEW COMPETITORS ENTERING OUR MARKET.

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CONCLUSION: GROW OR STAY BEHIND !

IF TODAY YOUR DOING THE SAME THINGS AS YESTERDAY,
THAN TOMORROW YOU MIGHT BE OUT OF BUSINESS FOUNTAINHEADS

LAST BUT NOT LEAST

- IF YOU ARE NOT PART OF THE SOLUTION, YOU'RE PART OF THE PROBLEM - AFRICAN PROVERB.

SO PLEASE BE A PROBLEMSOLVER FOR YOUR CUSTOMERS

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THANK YOU

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