

The 5 Elements Every Entrepreneurs' Accounting System Should Include

[Kahunaaccounting.com/strategy-session](https://kahunaaccounting.com/strategy-session)



WHO WE ARE

Kahuna Accounting Overview

- 20+ years entrepreneurial experience
- Founder and CEO, Frank Lunn built Kahuna Accounting based on his own need for financial insight
- Our team has experienced rapid growth, providing clarity to entrepreneurs and in 2016 we were named Xero's Accounting Partner of the Year
- Featured by: Infusionsoft, Entrepreneur on Fire, Pamela Slim and many other big names in the entrepreneur world.

To schedule a strategy session with our team, head to www.kahunaaccounting.com/strategy-session

Our Mission

Learning, Living and Sharing the Journey of Entrepreneurship in Life Business and Legacy

Our goal is to partner with businesses to help them maximize their potential



The Entrepreneur's Financial System

Most businesses are frustrated and
confused with their financials



Why Accounting is Terrible for Most Businesses

How it should be

Simple

Fast

Immediate

Clarifying

Painless

How it actually is

Painful

Inefficient

Slow

Confusing and meaningless

Distracting



The Entrepreneur's Financial System

Let's Walk Through the 5 Elements of How it
Should be

1

Bookkeeping on autopilot

Stay at the 10,000 foot level



Bookkeeping on Autopilot

- Too often accounting gets too caught in details and the entrepreneur gets sucked in
- Your system should integrate technology and eliminate data entry altogether
- You should be focused on the big picture, not the minor details.

2

Insight on Demand

Financial Reports When You Need
Them



Insight on Demand

How many times have you needed reports – for a loan, for an advisor, for tax season – and it's taken several weeks to get them?

In a good accounting system, you should have your reports on-demand, anytime you need them.

This makes your life easier, and also gives you a clarifying perspective day-to-day on the pulse of the business

3

Forward-Looking

Why are we looking at the past?



Forward Looking

- Your accounting should be looking forward, not backward.
- You should already know what happened because you have info in real time.
- As business builders, we should be projecting 6-12 months into the future.

4

Connected to Goals

Success is not an accident



Connected to Goals

As an entrepreneur you have a dream and vision, but typically your financial system is not at all connected to that vision.

Your success is not an accident. You can build a forward looking model, tracking toward your goals and then have a feedback loop to keep you on track.

5

Simplified

Financial information in a way you can understand



Simplified

Your accounting system should not be presented in a foreign language.

You need 3-5 key numbers to track.

You need reports based on your specific goals

You need a summary of how things are going in simple, plain language



THE ENTREPRENEUR'S ACCOUNTING SYSTEM

Bookkeeping on Autopilot

Automated, behind the scenes reconciling so you can focus on the big picture

Connected to Goals

Your forward looking projections should be a model that takes you to exactly where you want to go

Insight On Demand

The ability to know immediately any bit of information about your business. No more back-and-forth with the CPA at tax time

Simplified

The information should be presented in a way that makes sense and relates to exactly what you want.

Forward Looking

Build a model toward the future instead of always looking back in the past



THANKS!

Want to Learn More?

One of our business growth experts will help you get clarity about your business in a 30 minute focus call. Set up the call here: www.kahunaaccounting.com/strategy-session