

SPEAKERS



Richard Francis
CEO, Spotlight Reporting



Anna Curzon
Managing Director, Xero



Viv Brownrigg
Co-Founder, The Gap



Mark Jenkins
Co-Founder, The Gap



Steph Hinds
MD, Growthwise



Sir Ray Avery
CEO, Medicine Mondiale



Kevin Biggar
Motivational speaker



Guy Pearson
CEO, Practice Ignition



Richard Pratley
GM, simPRO Software



Super VCFO Star Panel

PRESENTATIONS

Richard Francis

CEO, Spotlight Reporting

Seizing Opportunity in the New Accounting Industry.

- ⦿ There has been no better time to become a Trusted Advisor
- ⦿ Grow the perfect advisory firm – 7 steps
- ⦿ Your strategic advisory partner - Spotlight Reporting

Richard will share why he thinks there has been no better time than right now for accountants to embrace the change and become Trusted Advisors. From his own experience and of working with other progressive accountants, Richard will share tips on growing a 'perfect advisory firm', enabled and empowered by the Spotlight Reporting team and suite of cloud tools.

Viv Brownrigg and Mark Jenkins

Co-founders, The Gap

Achieving Seamless Monthly Recurring BD Revenue.

- ⦿ How to sell without product pushing
- ⦿ Demystifying the services your clients want to buy from you
- ⦿ Improving your ROI from Spotlight products with key 'wrap around' services
- ⦿ How to gain more leverage in your BD service delivery
- ⦿ Creating a recurring BD revenue stream

Attendees will learn how to monetise Spotlight's suite of products with a wrap-around service, up-sell their services without product pushing and deliver enduring value to their clients without re-inventing the wheel. Attendees will also learn about practical, proven and real tools they and their team can use in order to achieve all of the above.

Steph Hinds

Managing Director, Growthwise

Being a Strong, Transformative Leader.

- ⦿ Why having a strong leader in your business is the key to growth
- ⦿ What being a great leader looks like in practice
- ⦿ The top 5 things you need to do in your business to go from where you are today to where you want to be in the future

Succeeding in business is highly reliant on having brilliant leadership. It's the defining factor that sets businesses apart and allows them to thrive. So let's explore what it takes to be a great leader. The skills you need, the team you need around you and the activities you need to work on daily.

Sir Ray Avery

CEO and owner, Medicine Mondiale, a pharmaceutical scientist, inventor, and social entrepreneur

Future Proofing Your Business in a Disruptive World.

- ⦿ How to best guess future business trends
- ⦿ How to build creative disruptive teams
- ⦿ How to be more successful at everything you do

Kevin Biggar

Motivational speaker

Your Oarsome Adventure.

- ⦿ How to deal with the 'flinch' that comes from taking on a big challenge
- ⦿ Learn the attitude that determines success or failure
- ⦿ How to get on with other team members in high pressure situations
- ⦿ How to keep up motivation during any big project
- ⦿ Learn how to keep persisting until the end

Kevin will be sharing what he has learned from his adventures rowing across the Atlantic and trekking to the South Pole. Participants will learn some tips and tricks to help them take on their own daunting challenges.

Anna Curzon

Managing Director, Xero, NZ

Transformation Stories from the Market.

SPEAKERS BIO

Richard Francis

CEO, Spotlight Reporting

CA, ex GM of Workpapers for Xero and a Trusted Advisor with over 20 years of advisory experience. As the Director of a 'boutique' professional practice in Wellington, Richard saw a need to improve analysis and forecasting for his clients, leading to the development of Spotlight Reporting.

Anna Curzon

Managing Director, Xero, NZ

Anna is a key member of the global leadership team, responsible for driving relationships with government, financial institutions, enterprise and promoting the small business economy in New Zealand. Prior to Xero Anna led Internet Banking at ASB and Digital First at Spark and brings deep experience of online, financial services and operations to Xero.

Mark Jenkins

Co-founder, The Gap

Mark has had over 20 years in Public Practice with the majority of that time as sole Director of Quay Accountants in the sunshine capital of NZ - Whakatane.

Mark grew revenues at Quay from \$300k to over \$4m before selling. At the time of sale Mark's firm was generating over 50% of its revenue from Business Development services using highly systemised content.

In 2014 Mark joined forces with Viv Brownrigg, together creating The Gap so that Accounting firms can use Business Development content to maximise income without having to re-invent the wheel.

The Gap now has over 120 member firms delivering Business Development content throughout NZ and Australia.

Viv Brownrigg

Co-founder, The Gap

Viv created a thriving 18 person accounting firm in Te Puke and founded Business Fitness NZ on her procedure-based growth model, providing systemised compliance content to 400 NZ firms.

In 2014 Viv joined forces with Mark Jenkins to create The Gap; a community of Accounting firms throughout NZ and Australia delivering systemised Business Development services to SME clients, driving client stickiness and recurring BD revenue. The Gap now has over 110 member firms throughout NZ and Australia.

Viv is committed to driving thought leadership and the industry change required for Accountants to step up and take their rightful place as trusted coach and advisor to the small business community.

Steph Hinds

Managing Director, Growthwise

Steph Hinds is an accountant, technologist and founder of Growthwise, an accounting firm in Newcastle. Growthwise provide small business accounting on steroids that help businesses automate, streamline and improve their systems, processes and profits. Steph is also on a mission to help accountants collaborate, challenge and learn from each other and ultimately shape the industry of the future.

Sir Ray Avery

CEO and owner, Medicine Mondiale, a pharmaceutical scientist, inventor, and social entrepreneur

Ray is an entrepreneur, successful pharmaceutical scientist, former street kid, and New Zealander of the Year 2010. He is a creative thinker, always looking for new or better ways of doing things and the disadvantages of his childhood have not held him back from a lifetime of achievements across a wide range of business and humanitarian areas.

Ray's groundbreaking work in the developing world has brought him respect and recognition internationally.

Always entertaining and engaging, Ray's observations on the community and the human condition are enlightening, relevant and very funny.

Kevin Biggar

Motivational speaker

If you ever thought that you couldn't do it, Kevin is living proof of whatever the mind can believe, it can achieve. From the comfort of his couch, Kevin dared to dream and set himself some goals that for most of us would be outrageous.

Described as adventurous determined and goal driven, his journey proves that he is all that and – and more! You’ll be amazed at by his rollicking story and come away believing that anything is possible.

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