

# Welcome to Your Financial Roadmap



ACCOUNTABILITY SERVICES®  
ADVISORY • ACCOUNTING • TAXES

Dear Business Owner,

Congratulations on your decision to take control of your business' finances and gain more freedom in your life.

This self-assessment is designed to help entrepreneurs identify blind spots and incorporate meaningful change. Change that not drives profit and growth for your company, while allowing you to live the life you want without being consumed by your business.

The scorecard covers 21 key strategies, for an overall score out of 210. The higher your score, the easier it is to run your business without getting lost in the weeds.

We are here to help you build a **business that works for you** – not the other way around.

***Frustrated with your results? Leaking money? Losing time? Burned out?***

With our guidance, mentoring and analytical tools, we can help you get your life back and show you how to work ON your business, not IN it.

Whenever you are ready, simply [click this link](#) to schedule a Discovery Call. We can't wait to learn about your business, your goals, and ultimately, your personal dreams – and to explore how we can help make it all happen for you.

Sincerely,

The Accountability Services Team



*P.S. Your score today is just a starting point.*

*Every missing point is an opportunity to take better control of your business.*

# WORK/LIFE BALANCE: Freedom & flexibility

Score

## Objective

Create a balanced work-life dynamic that allows you to pursue personal goals while managing a thriving business.

## How it works

Taking full control over your business does not happen by accident. You need to make a concerted effort to ensure that your business doesn't wind up controlling you.

- Delegate or automate routine or repetitive tasks
- Build systems to reduce reliance on your involvement
- Prioritize and schedule personal time
- Establish boundaries between your personal and work lives
- Empower key team members to make decisions
- Invest in leadership training for your team
- Regularly reflect on your priorities to maintain alignment with your business goals

## RANKING + RECOMMENDATION

1-2	3-4	5-6	7-8	9-10
DANGER ZONE	IMPROVING	NOT QUITE THERE	ALMOST GOT IT	CRUSHING IT!
<p>The business completely consumes your time and energy, leaving no real room for your personal life and non-professional goals.</p> <p>Your business is 100% dependent on you being actively involved in operations, leading to burnout, physical and mental health concerns, strained relationships and a lack of ability to focus on anything other than your business.</p> <p>Don't despair. You are neither the first nor the last business owner to wind up in this place.</p> <p>But you need to find a better way forward – as the potential consequences far outweigh financial success.</p> <p>Recognizing the problem and committing to find a solution is the first step.</p>	<p>Most of your waking hours are spent managing the day-to-day operations of your business and you have very limited personal time.</p> <p>What you do have is cognizance of the situation and willingness to take action to reverse the trend.</p> <p>It takes time to change the entire structure of how you run your business. In the interim, implementing these three strategies will make an immediate improvement:</p> <ul style="list-style-type: none"> <li>• Schedule some personal time into your calendar and treat it with the same priority as work duties</li> <li>• Delegate tasks to employees, starting small and increasing in importance as your trust and comfort allow</li> <li>• Improve your diet and exercise regimen</li> </ul>	<p>You have delegated enough tasks to carve out blocks of personal time, but your business still relies on your active involvement to operate longer than a short break.</p> <p>Your work-life balance is inconsistent, but this is better than non-existent. You are getting adequate time away from your business to avoid burnout and relationship issues but still feel tethered to daily responsibilities and risk dissatisfaction if flexibility does not improve.</p> <p>Along with empowering key team members with more responsibility and autonomy, consider investing in tools and technology to automate tasks and reduce your workload. Develop fixed processes for when you are away and further establish boundaries to protect personal time.</p>	<p>You enjoy a healthy balance between work and personal life, with systems and a reliable team handling day-to-day operations. The freedom to focus on strategic growth or personal pursuits without worrying about your business reduces stress while boosting staff performance.</p> <p>You have almost achieved the ultimate ownership zenith – a business that runs by itself – but the reality is that you would struggle to hire a replacement to take over all your leadership duties.</p> <p>To enjoy the ultimate freedom or prepare your business for the most successful exit possible, you must further develop protocols to maintain operational functionality without your supervision or input. Groom top leaders to potentially take over your role.</p>	<p>Your business operates seamlessly with or without your personal involvement, giving you full control over your schedule and the option to spend as much time as you wish on personal endeavors.</p> <p>You have groomed your successors to be capable of leading your company strategically, meaning any time you spend working on your business at this point is because you want to, not because you must. Your company and its mission and vision will continue to grow with or without you at the helm.</p> <p>Use your freedom to explore personal growth opportunities, mentor others or launch a new venture. Be sure to regularly review your life balance to keep it aligned with evolving priorities.</p>

# WORK/LIFE BALANCE

As a business owner, you are by default more dedicated to your career than most – and as the rollercoaster ride known as entrepreneurship twists and turns at greater speeds, only you can put on the brakes to find time and energy for the other things that make your life whole.

Work will always be there. Your family, friends, mental health and physical wellbeing may not.

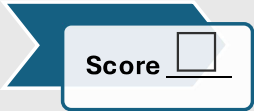
You CAN have it all – but achieving this lofty goal will not happen by accident.

- Reduce stress and burnout
- Increase energy levels
- Drive productivity and creativity
- Feel fulfilled in your career and personal life
- Enjoy the benefits of adequate rest and relaxation, including the ability to think more clearly and innovatively
- Build stronger relationships with the people who matter most
- Spend quality time with loved ones
- Feel more engaged and motivated at work
- Improve career satisfaction
- Achieve long-term personal and professional success



**Total Score**

# PLANNING: Achieve tax efficiency



## Objective

Structure business and financial activities to minimize tax liability while staying in compliance. Retain more of your earnings by optimizing how you handle income, investments and expenses.

## How it works

Maximize wealth growth, improve cash flow and reduce the risk of penalties and audits by following the key elements of tax efficiency:

- Time income and deductions strategically to shift tax liability
- Leverage tax-advantaged accounts
- Take advantage of all available deductions and credits
- Choose the right business structure
- Manage investments to plan for lower capital gains rates
- Plan proactively with a CPA to set tax strategy before the year begins

RANKING + RECOMMENDATION				
1-2	3-4	5-6	7-8	9-10
DANGER ZONE	IMPROVING	NOT QUITE THERE	ALMOST GOT IT	CRUSHING IT!
<p>Completely ignoring tax efficiency almost always leads to significant financial setbacks for your business:</p> <ul style="list-style-type: none"> <li>• Tax overpayment</li> <li>• Shortage of cash flow</li> <li>• Less available funds for investing in growth</li> <li>• Missed opportunities for deductions and credits</li> <li>• Lack of tax-advantaged strategies erodes profits and wealth</li> <li>• Unexpected liabilities during high-income years</li> <li>• Hinder long-term stability</li> <li>• Large tax burden at exit</li> </ul> <p>Poor tax management also increases the risk of audits, penalties, and legal issues.</p> <p>Flying blind with your tax strategy is essentially throwing money out the window.</p> <p>Stop the bleeding and get a handle on the basics.</p>	<p>You have a very rudimentary understanding of what tax efficiency looks like and how to get there – but all your knowledge comes from word-of-mouth or self-study. You’ve never engaged in tax planning with a professional advisor and have no immediate plans to do so.</p> <p>You’ve made major improvements by cleaning up your biggest mistakes, but you don’t have an all-encompassing tax plan and you’re still missing out on all but the simplest tax-efficiency strategies.</p> <p>At this stage, what you don’t know really is holding you back.</p> <p>Start with scheduling an annual tax planning meeting to increase your knowledge base and start each year off on the right foot.</p>	<p>Congratulations, you see the value in engaging a professional tax advisor and every fall you create a comprehensive tax plan to minimize liability for the coming tax year.</p> <p>Unfortunately, a lack of discipline, diligence and follow through means not all your tax-saving strategies are implemented or optimized.</p> <p>From missing deductions due to poor recordkeeping to mixing business and personal finances or mistiming large purchases or sales without consulting your CPA, your mistakes are still leaving money on the table.</p> <p>The next step is to put systems in place to ensure complete follow-through of your tax plan throughout the year.</p>	<p>You are so close to mastering the art of tax efficiency. Every year you map out a plan with your CPA, and you stick to it! Reaping the rewards of your efforts in the form of paying the least amount of taxes possible for your situation.</p> <p>All that is holding you back from achieving optimally low taxes is to expand your tax planning beyond the year to come.</p> <p>Perfecting short-term tax efficiency strategies will funnel a lot of money back into your business, but only a long-range view of your business growth and life goals can maximize total wealth over your lifetime.</p> <p>Advanced advisory services, including financial planning and analysis (FP&amp;A), ensure you do the right things today for your future self.</p>	<p>Working year-round with your advisory team ensures that business decision take both short- and long-term tax impact into consideration.</p> <p>You understand that it’s not just the taxes you owe this year that matter. Your tax plan extends many years into the future and includes strategies for minimizing the tax burden when you exit your business.</p> <p>By investing in a strategic engagement with your advisors, tax efficiency plans align with your long-term business vision. You make strategic moves with an eye to gaining tax advantages and understand how each lever you pull today impacts your tax efficiency in future years.</p> <p>Your growth machine is optimized as the money you save on taxes goes directly into building your business.</p>

# RESULTS

Enter your total for each category into this final tally sheet to see which general areas need the most improvement. Then, calculate your final score out of 210 to get a snapshot of your overall performance.

WORK/LIFE BALANCE				Total:
<18	18-27	28-34	>35	
<b>STRUGGLING</b>	<b>COULD BE BETTER</b>	<b>SATISFIED</b>	<b>LIVING THE LIFE</b>	
You are consumed by your business and aren't even sure you like what you do. Bringing this truth to light is the first step towards fixing it.	You are doing OK and enjoy passable work/life balance most of the time but need to delegate more. You neither love nor hate your work. Making the right adjustments can change this.	Your business provides the lifestyle you want and mostly functions on its own without you pitching in. You enjoy adequate freedom and flexibility but could better align your goals.	You control your business – not the other way around. Your business and personal goals fully align, and your company mission is a perfect match to your personal ethos.	

PLANNING				Total:
<41	41-62	63-77	>78	
<b>COMPLETELY LOST</b>	<b>TREADING WATER</b>	<b>ALMOST THERE</b>	<b>FULL STEAM AHEAD</b>	
Failing to set aside time for planning puts your business in real peril. The good news is that it's only up from here! You have unlimited opportunity to improve.	Planning just enough to keep your head above water is a short-term solution. You need to expand your planning efforts to avoid burnout and stagnant growth.	This is where most successful business owners score. You are doing great, and your business is poised for growth, but you have yet to reach your full potential.	You are a planning wizard and three steps ahead of the competition. There's always room to do more but planning is an asset and not an obstacle for your business.	

METRICS/TRACKING				Total:
<35	36-55	56-70	>70	
<b>IN THE DARK</b>	<b>GAINING GROUND</b>	<b>UNDER CONTROL</b>	<b>AHEAD OF THE CURVE</b>	
When it comes to knowing your financial position, you are flying blind. You risk making poor decisions, running out of operating cash, or worse.	A little financial visibility goes a long way, but you are still doing the bare minimum when it comes to effective financial management. It's time for a more proactive approach to your finances.	Your financial systems are all in place and you have strong financial visibility into what has happened and what might happen next. Go further to create the future you want.	Congratulations, you have tapped into the power of FP&A to put your data to work for you. You are in a great position to take a prescriptive approach to financial planning.	

<b>TOTAL:</b>				
<b>&lt;94</b>	<b>94-146</b>	<b>147-177</b>	<b>&gt;178</b>	
<b>IN TROUBLE</b>	<b>BELOW AVERAGE</b>	<b>HEALTHY</b>	<b>SUPERSTAR</b>	



**Worksheet for STEP 1**

**What would you like your life and business to look like in 3 years?**

Empty text box for response.

**Why are these changes important to you?**

Empty text box for response.

**What are your 3 biggest business opportunities right now?**

Empty text box for response.

**What are 3 obstacles holding your business back?**

Empty text box for response.

**Name one short-, mid-, and long-term business goal.**

Empty text box for response.