



ACCOUNTANTS CHANGING THE WORLD

Accountants Changing the World is a voluntary initiative through which you can access free professional support and advice that will help you to:

- Change your world for the better
- Change the wider world

That free help comes from professional firms of accountants who have signed a formal commitment to...

Change your world for the better

These 'Accountants Changing the World' will help you develop a sustainable competitive advantage so that you can enjoy more income and wealth and generate more prosperity and jobs.

Change the wider world for the better

They will also help you to make a lasting difference to both the environment and to those who are less fortunate in life.

And you will get all of that help from them free of charge.

So read on to discover...

Page 2 - The three types of free help that are available to you

Page 3 – Answers to all the frequently asked questions

Page 4 – How to find an Accountant Changing the World near you

Page 5 – The full commitment document that all Accountants Changing the World have signed

What the Global Networking Council says

"Accountants Changing the World are an incredible force for good. They represent hope, vision and inspiration. They also give practical help to actually make things better - delivering us out of economic stagnation, helping to prevent irreversible environmental damage and empowering a generation of young unemployed people to get a start in life. They are committed to giving those in real need a helping hand, and in doing so, restoring reputation of the accountancy profession. **In my opinion, every accountant should be changing the world. And every business should work with a firm who truly are Accountants Changing the World.**"

Rob Brown, best-selling author of 'How to Build Your Reputation' and Founder of the Global Networking Council

The three types of free help available to you

The professional accountancy firms listed on www.accountantschangingtheworld.com have all formally signed a three part commitment to help businesses like yours in a profound way.

You can read the full text of that commitment at the back of this document.

But, for now, here is an overview of some of the ways they have formally committed to helping you free of charge...

Making life sustainably better

... for you and your family

... for your business

... for the economy

... and for the environment

Helping you and the economy... for free

Accountants Changing the World believe that the accounting profession has a responsibility to help you develop a sustainable competitive advantage so that you can enjoy more income and wealth, have a better work-life balance and generate more prosperity and jobs.

So they will give any business in their area a **free profit improvement review**. And, subject to the information being available, this will often also include:

- Researching how your business compares to others in your industry
- Identifying where the evidence suggests you are strong or weak compared to your competitors
- Calculating how much the evidence suggests your sales, profits and cashflow could be improved
- Presenting their findings in a Plain English report
- Helping you to use those findings to draw up an improvement action plan

Helping you and the environment... for free

Accountants Changing the World believe that the current generation has a responsibility to future generations to ensure that the environment is not ruined.

So they will give any business in their area a **free sustainability audit** designed to both identify what they can do to reduce their carbon footprint and create an action plan to actually make it happen.

Helping you and the less fortunate... for free

Accountants Changing the World believe that as human beings we all have a responsibility to give back to help and empower those less fortunate than ourselves.

So they will help any business in their area, for free, to create a direct link between what they do and their giving, so that the process of giving to their chosen good causes becomes embedded in what they do as an integral part of who they are and what they stand for. And, of course, they have committed to doing the same with their own businesses.

“Your business has the power to change lives and hence change our world. Of course, that’s not easy to do. But with an Accountant Changing the World behind you, it becomes a smoother journey and a more certain outcome. And you get a big helping hand towards a better future for you, your family, your community and the world as a whole.”

Paul Dunn – Award winning entrepreneur, philanthropist, business guru and co-founder of Buy1Give1

Frequently asked questions

Who is eligible?

If you own or run a business in the UK then you are eligible. It is as simple as that. Currently businesses outside the UK are not eligible, however we hope to be able to extend eligibility to them in the future.

What exactly will they do for me for free?

Full details, of what you will get for free will vary from accountant to accountant. But as a minimum you will receive the free support summarised on pages 5 to 7 in this document.

What's the catch?

There is no catch. The firms that have signed the Accountants Changing the World commitment will do at least the things described on these pages as being free without charging you a penny. There will also be no requirement or expectation that you go on to buy anything else from them.

Why will they do it for free?

For two reasons. Firstly, because they believe that accountants have a duty to help in these ways. And secondly because they hope that, by proving their value through doing things for free, you may decide to ask them for more help on a commercial basis. However, it is important to stress that there is categorically no requirement or expectation that you go on to buy anything from them.

Who is behind it?

Accountants Changing the World is the brainchild of Chartered Accountant Steve Pipe – www.stevepipe.com. But the real heroes are the firms of professional accountants who have publicly committed themselves to the aims of Accountants Changing the World. They are the people who want to make things better for you and everyone else. They are the ones who are prepared to stand up and be counted. And it is to them that our heartfelt thanks are given.

How to find an Accountant Changing the World

To find an Accountant Changing the World who will help you for free in all these ways, or simply to find out more, please visit:

www.accountantschangingtheworld.com

Our commitment as...



ACCOUNTANTS CHANGING THE WORLD

Our entire accountancy firm understands this crucial point – accountants change lives.

And when they do, it has a profound impact on local communities, local and national economies and, like a pebble dropped into a pond, it ripples out to impact the world in which we all live.

In other words, accountants can change the world.

They can help make businesses become more sustainably successful. They can help to improve the environment. And they can help the less fortunate to get the support they need to lift themselves up.

So in this document we detail our commitment to making all of those things a reality.

For the economy

We believe that accountancy firms have a responsibility to do more than just compliance work (such as producing compliant accounts and tax returns) for clients.

Therefore, where they want it, we commit to help businesses develop a sustainable competitive advantage so that they generate more income, more wealth, more prosperity and more jobs to positively impact both their stakeholders and wider communities.

Specifically this means that we will help our clients in the following ways:

- Using our skills with numbers to help them fully understand the performance of their businesses and identify and measure the factors driving their success;
- Using our analytical skills to help them identify the key issues facing their businesses, evaluate their opportunities and make better decisions;
- Using our wider business skills and knowledge to help them draw up and implement action plans for making things better;
- And doing these things in a genuinely proactive way – i.e. taking the initiative by doing preliminary research and making preliminary suggestions before the client has asked us to.

Some of this help may be within our current fee arrangements with clients and some may require an extra fee to be agreed. Of course, any extra fees will always be explained and agreed in advance with the client. And at all times the client will be in complete control as to whether or not they want us to help them in any of these ways.

And in the spirit of giving, to start the process we will offer all of our business clients (and any other businesses in our area that want it) a free profit improvement review. As part of this, subject to the information being available, we will often also be able to do all of the following at no charge:

- Research how their business compares to others in their industry;
- Identify where the evidence suggests they are strong or weak compared to their competitors;
- Calculate how much the evidence suggests their sales, profits and cashflow could be improved;

- Present our findings in a plain English report; and
- Help the business use those findings to draw up an improvement action plan.

For the environment

We believe that the current generation has a responsibility to future generations to ensure that the environment is not ruined.

Therefore, we commit to reducing the carbon footprint and the overall environmental impact of our practice and the businesses it serves.

Specifically this means that we will offer all of our business clients (and any other businesses in our area that want it) a free sustainability audit designed to both identify what they can do to reduce their carbon footprint and create an action plan to actually make it happen.

We will also use the sustainability audit to help reduce our own carbon footprint.

For those in need

We believe that as human beings we all have a responsibility to give back to help and empower those less fortunate than ourselves.

Therefore we commit to continually:

- Identifying the good causes that we as a firm want to support; and
- Creating a direct link between what our business does and our chosen good causes, so that the process of giving happens habitually and becomes embedded in what we do as an integral part of who we are and what we stand for.

We also commit to proactively encourage our clients to do the same.

Signatories

We understand that in order to be valid this commitment is to be signed once a year by at least all the partners, directors and owners of the firm, and ideally by every single person in the practice. The names and signatures of all of us making this commitment are therefore given below:

Date of commitment:

Firm name:

Firm address:

Website: Phone:

Lead contact: Email:

Lead contact signature:

Names and signatures of the others:

Name	Signature

