

## Leadership Education for Accounting Professionals—Make the LEAP

**Expand your services**—Offer your clients more than tax and compliance. Learn how you can provide practice consultation that strengthens your relationship with your clients. The 13-hour bundle expand your services consists of the following ten courses.

Expand your services bundle (13 hours)—\$99	# CPE/ CPD hours
<p><b>Find a need and fill it: Your key to business development</b></p> <p>It's the oldest saw in your business toolbox—find a need and fill it. Yet the fine art of uncovering needs is a powerful tool to help you take your business to the next level. This course helps you reframe your sales and marketing efforts from a traditional solutions-based platform to a more effective needs-based platform.</p> <ul style="list-style-type: none"> <li>• Increase the perceived value of what you offer clients</li> <li>• Offer more services than you would have expected</li> <li>• Build a larger client base than you would have expected</li> <li>• Sell in a kinder, gentler, more professional way</li> </ul>	1
<p><b>From technical expert to financial leader: How to make a critical leap in your career</b></p> <p>When contemplating transitions in their careers, most individuals are uncertain about how to prepare for making these critical changes. This workshop describes a roadmap of the skills, competencies, and experiences needed to transition successfully from a controller to CFO or learn how to provide CFO services to your client and what they need.</p> <ul style="list-style-type: none"> <li>• Describe the four major CFO leadership roles</li> <li>• Assess your current skills and competencies against those of the successful CFO</li> <li>• Create a plan for how to increase your credibility, visibility, and value in your current position in order to position yourself for career advancement</li> </ul>	2
<p><b>Managing strategic business partners</b></p> <p>A growing number of organizations report that as much as 80% of their core business processes are now handled through various types of strategic or outsourced business partners. Managing these relationships successfully and profitably requires a unique approach—one that creates win-win-win outcomes for the organization, the business partner, and the customer.</p>	2
<p><b>Strategic skills for finance</b></p> <p>You know that strategy is important! According to a 2011 Deloitte survey, strategy setting has doubled in importance for CFOs. Yet 75% of CFOs indicate that their staff needs training to perform in a strategic role. So how do you change your focus from historical financial presentation to future strategic planning? Get yourself and your team prepared for the challenges by learning how to analyze data, define decision-making options, present effectively, gain consensus, and develop action plans.</p>	1
<p><b>The business case for social media in an era of epic change</b></p> <p>We all know the social movement is about connecting, collaborating, and building relationships. Sooner or later, though, the boss is going to utter the words every social media fan dreads: "What's the ROI?" In this interactive session, Bill Sheridan will lay out five reasons why every business (and businessperson) needs to be using social media—and using it now.</p>	1
<p><b>The finance and accounting organization as strategist and partner to the business</b></p> <p>How have successful finance and accounting organizations shed the image of policemen even in the wake of added controls to become partners and strategists to the business? It is because they accept technical competence as a necessity. The added value they bring is that they spend more time developing and managing critical relationships in order to learn all there is to know about the business, its customers, and the competition. This workshop explores how the finance and accounting organization positions itself to work as a trusted advisor to the business.</p>	2

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<b>The eight-hour MBA—insightful financial analysis</b> There are a number of reasons why you would conduct a financial analysis, from investment decisions to career management. <ul style="list-style-type: none"><li>• Enhance the participant’s knowledge of the financial analysis steps</li><li>• Identify the key components in the financial statement analysis</li></ul>	1
<b>The eight-hour MBA—public speaking and presentation skills</b> America’s greatest anxiety, public speaking, is a necessity in today’s business world. Those who can speak in front of crowds and have effective presentational skills tend to move up the corporate ladder more swiftly. You will be able to stand in front of an audience, project confidence and knowledge, all the while making a connection and capturing their audience’s imagination to be powerful and persuasive	1
<b>The eight-hour MBA—success with social media</b> Twitter, Facebook, YouTube—great fun personally, but what good are they for your business? <ul style="list-style-type: none"><li>• Determine the business benefits of social media and specific uses of specific sites</li><li>• Start in social media in a way that fits your business</li></ul>	1
<b>The eight-hour MBA—the basics of business law</b> Do you know how to keep your company and your clients on the right side of the law? How can management and directors protect themselves from liability? <ul style="list-style-type: none"><li>• Identify legal issues with corporate management, employee manuals, intellectual property, and contracts</li><li>• Identify components of a contract</li></ul>	1
<b>Total CPE/CPD hours</b>	<b>13</b>

If you have any questions or need help registering for this bundle, please contact Brandon at 866-905-4545. For more information on the Sage Leadership Education for Accounting Professionals programs, please go to: [NA.Sage.com/LEAP](http://NA.Sage.com/LEAP)

For more info, visit: [SageAccountantSolutions.com](http://SageAccountantSolutions.com)  
or contact us at 866-996-7243