



The tipping point: When the whole firm backs transformation

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FUTURE

Today's moderator



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Panelists



Sharon Berman
Principal, CAS Leader



Ashleigh Sutter
Director, CAS Practice
Leader



Eric Majchrzak
Chief Strategy Officer
Shareholder



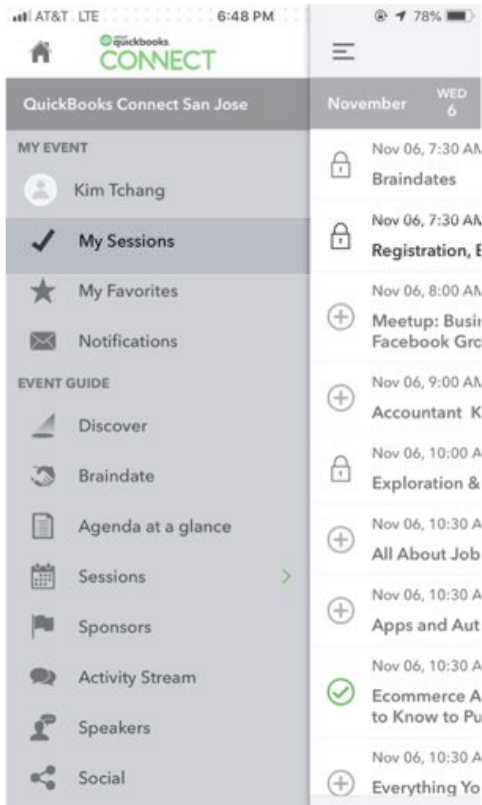
Kim Blascoe
Small Business Practice
& Business Advisory
Services Leader



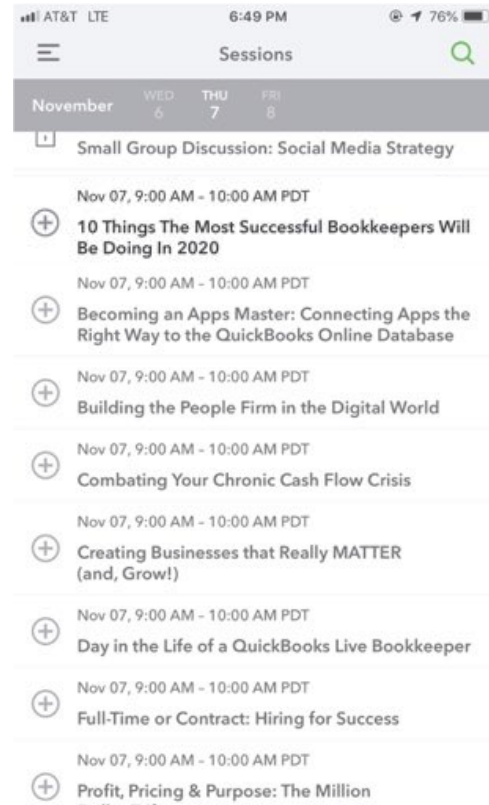
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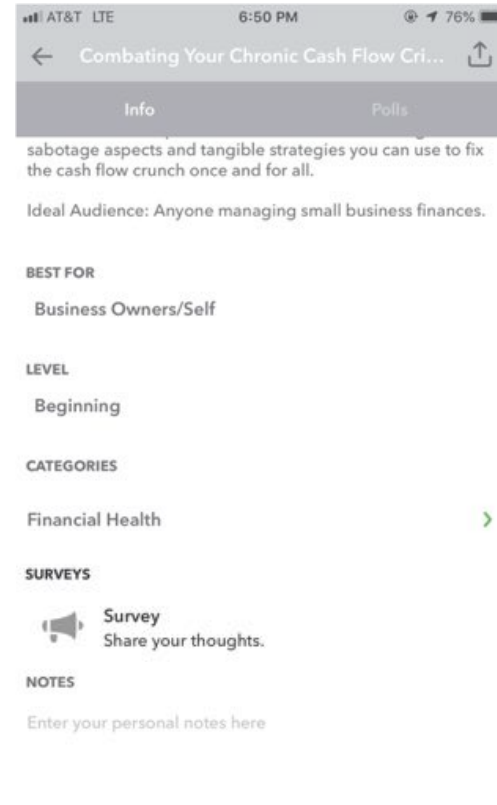
1. Select Sessions



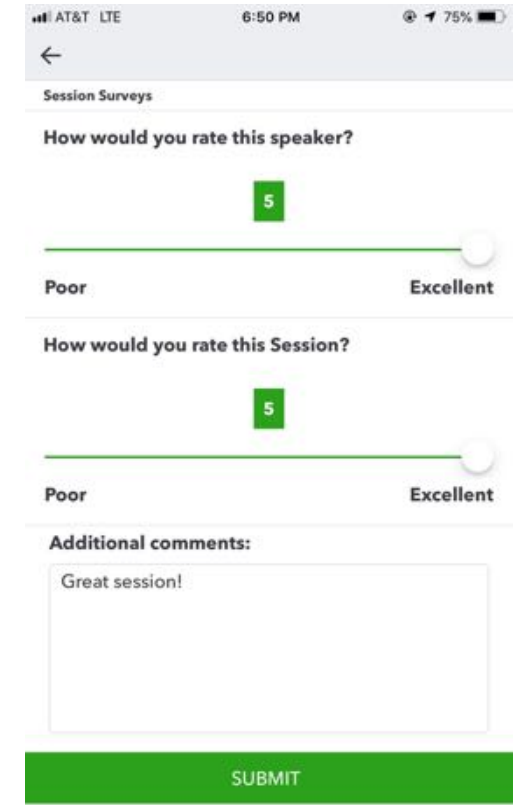
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Material Download

1. Find the session on the agenda
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<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks CONNECT agenda page for November 7. The page features a navigation bar with the QuickBooks CONNECT logo and links for Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, and FAQ. A 'Register now' button is located in the top right corner. Below the navigation bar, there are tabs for the dates: November 6 (Accountant Day), November 7 (selected), and November 8. A 'Print Agenda' link is also present. The main content area includes a search bar labeled 'Search for sessions' and a set of filters: Business Growth, Life & Business Skills, Organizational Culture, Technology Training, Advisory, and Financial Health. The agenda items for November 7 are listed as follows:

- 7:30-9:00 am: Registration, Breakfast & Exploration
- 7:30-10:30 am: **Braindates** (marked with an 'x'). Description: 'New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. [Learn more](#)'. Best for: All Audiences. CPE Hours: not eligible.
- 8:00-8:30 am: Yoga (marked with a '+')
- 8:00-8:45 am: **Breakout Sessions**
- Small Business Meetup: Relationship Marketing and the Power of Human Connection (marked with a '+')
- Small Group Discussion: Social Media Strategy (marked with a '+')
- Small Group Discussion: Showing up - Why What You Wear Matters (marked with a '+')
- Small Group Discussion: Build Your Dream Bookkeeping firm (marked with a '+')

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