



# Using the Golden Circle to determine the best apps for your business

Peter Harris

A photograph of two young women with long blonde hair talking outdoors at night. The woman on the left is in profile, looking towards the woman on the right. They are both wearing dark jackets with light-colored fur-lined hoods. The background is dark with some blurred lights, suggesting an outdoor setting like a park or plaza.

**Take a few moments  
to **CONNECT** with  
your neighbour**

#QBConnect | WiFi: QBConnect Password not required

# Panelists



**Peter Harris**

Head of International Partnerships at Intuit



**Emily Mockett**

Cloud Accounting Manager at PJCO Chartered Certified Accountant



**Matt Flanagan**

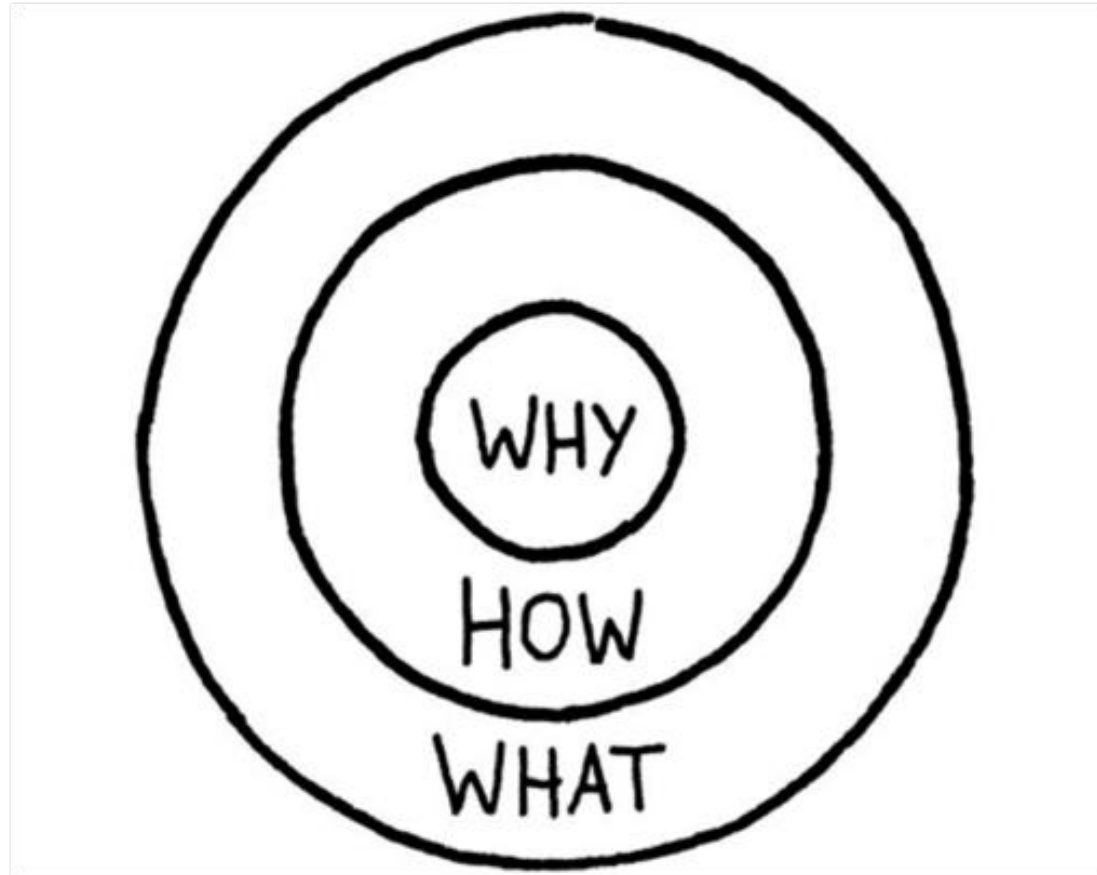
Director at BlueHub Solutions



**Charlotte Ing**

Manager at Sagars Chartered Accountants & Business Advisors

# What's the Golden Circle?

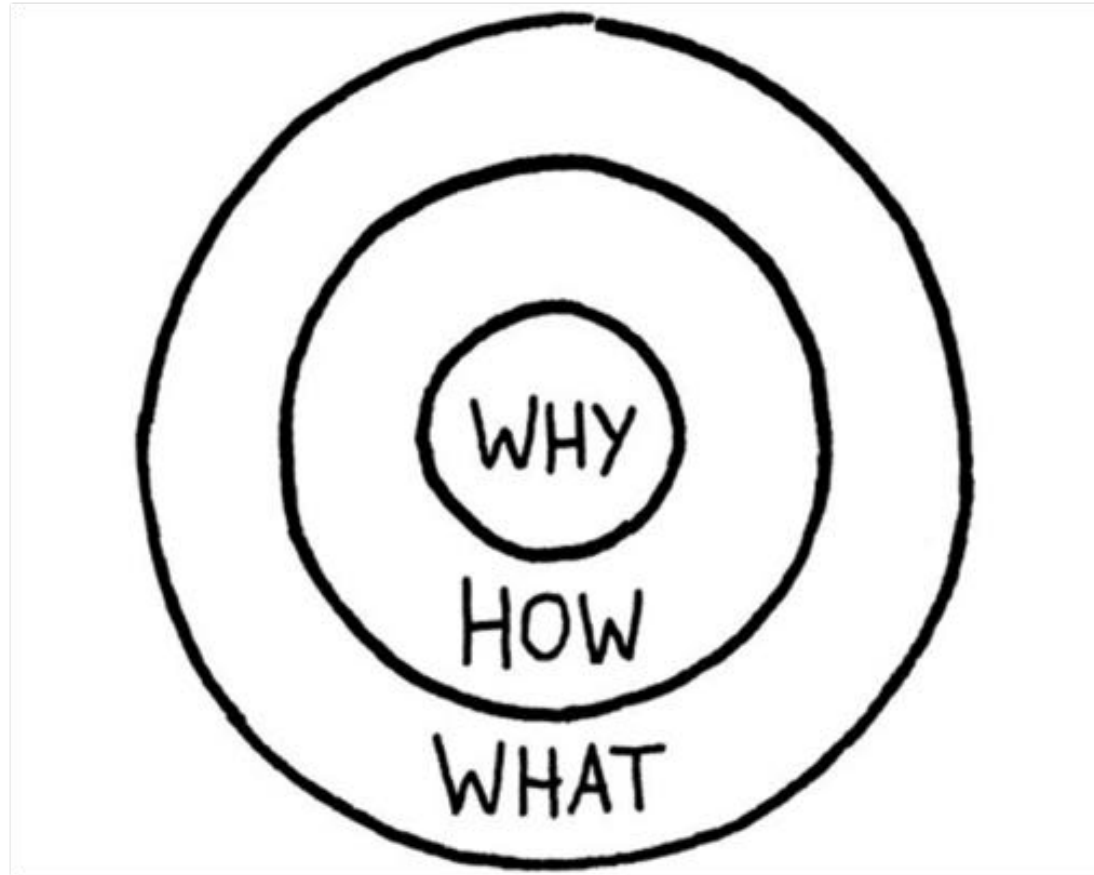


# Let's look an example?



People don't buy what you sell, they buy why you sell it...

# What's the 'why' for your business?



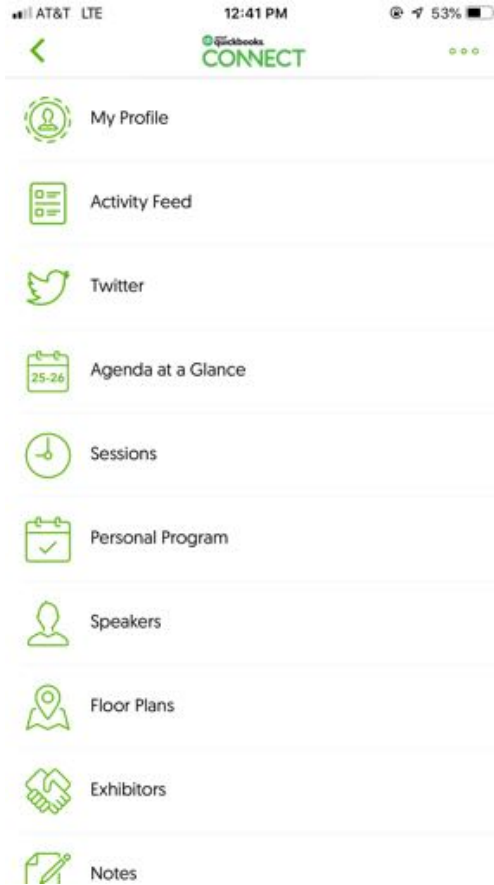
# Questions?

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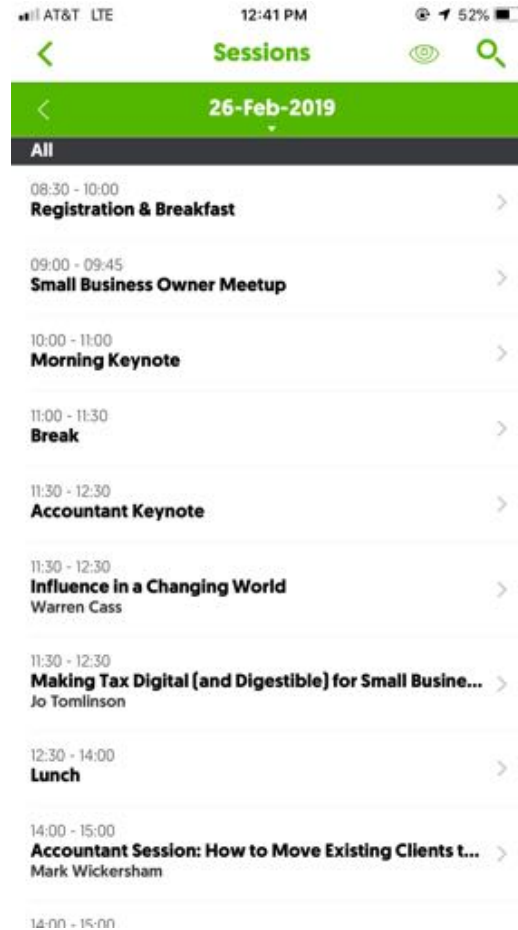


# Rate this session

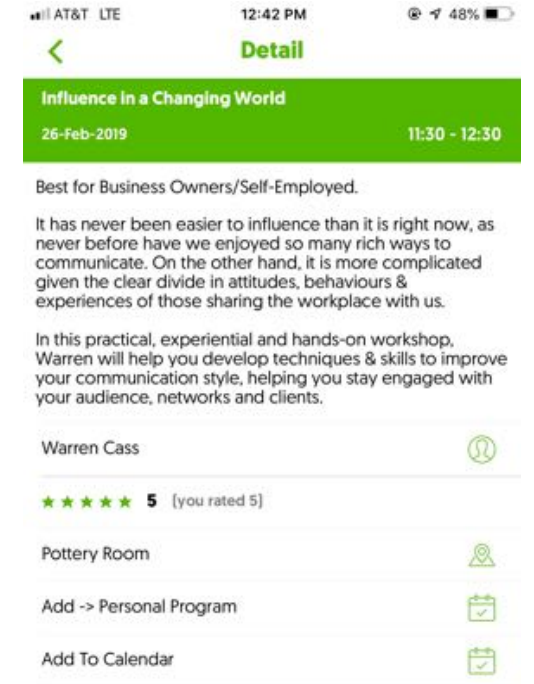
## 1. Select Sessions



## 2. Select Title



## 3. Add Rating



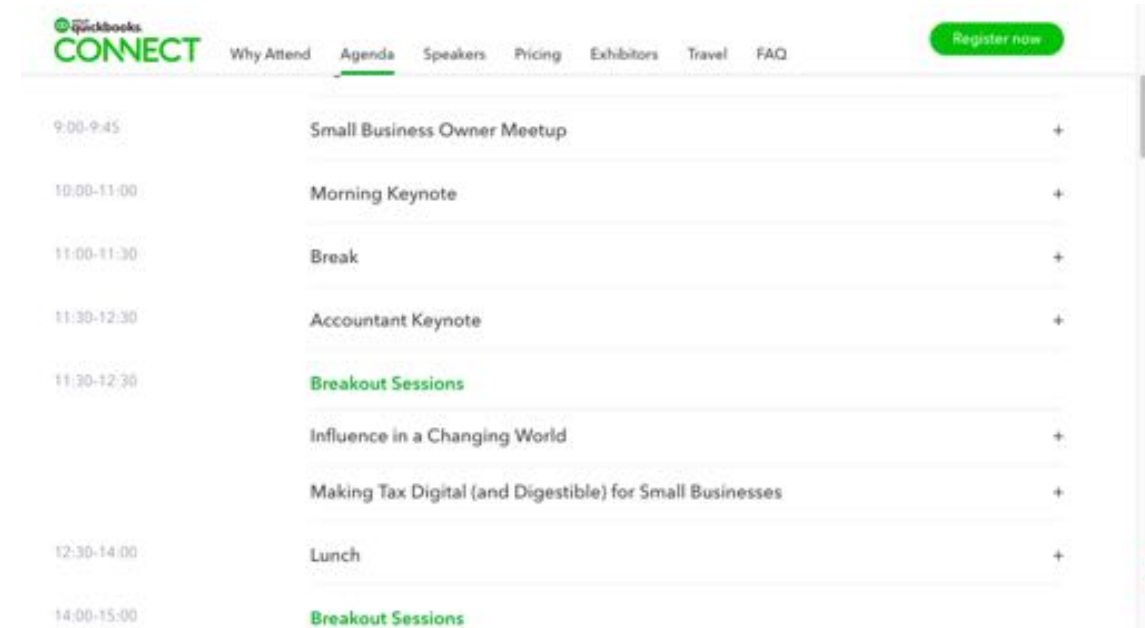


# Material Download

Session slides can be found on the QuickBooks Connect agenda page

- 1) Find the session on the agenda
- 2) Select + for more information
- 3) Download PDF of slides

<https://uk.quickbooksconnect.com/agenda/>



The screenshot shows the QuickBooks Connect agenda page. The header includes the QuickBooks Connect logo, navigation links for 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Exhibitors', 'Travel', and 'FAQ', and a 'Register now' button. The agenda is a table with columns for time slots and session titles. Each session title has a plus sign (+) to its right, indicating it can be expanded for more information.

Time Slot	Session Title	Action
9:00-9:45	Small Business Owner Meetup	+
10:00-11:00	Morning Keynote	+
11:00-11:30	Break	+
11:30-12:30	Accountant Keynote	+
11:30-12:30	Breakout Sessions	
	Influence in a Changing World	+
	Making Tax Digital (and Digestible) for Small Businesses	+
12:30-14:00	Lunch	+
14:00-15:00	Breakout Sessions	



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