



## 3 Basic Steps to Getting the CEO to an “Aha” Moment

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**What is the secret to startup accounting?**

**Adam Woeller**  
Accelerate Accounting



**1. Don't assume anything**

Be skeptical of recorded transactions, previous processes, and systems setup (or not setup), so that you can make sure you're building a good foundation.

**2. Start with AP and AR**

Set up AP and AR using automation, so you know invoices are going out correctly and everything's getting paid timely.

**3. Empower the narrative**

Tie the accounting work to the analysis, so the CEO is not only able to understand their own business better, but also to tell the story confidently to investors.



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**What is something that surprises people, knowing you're an accountant?**

**Adam Woeller**  
Accelerate Accounting



I do like to golf. I'm not very good, but my wife plays too, so it's a nice thing that we can do together, build a vacation around...We just played one of the courses in Florida that was on the PGA tour.