



# 3 Simple Steps to Get the Headcount You Need to Succeed

**Sarah Robinson, CPA**

Director of Finance



**Graham Stanton**

Avise

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

**Sarah Robinson**

Balzac's Coffee



**1. Build a network**

Speaking with other professionals and CFOs helps with understanding best practices.

**2. Seed the groundwork**

Pitch a game plan to the leadership team to align on what's coming down the pipeline, business priorities, and strategy.

**3. Forecast**

Advocate for yourself and your team to get the resources you need.



**Edgar's Debit Depot**

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

**Sarah Robinson**

Balzac's Coffee



My mother-in-law and I have set the goal of hiking the whole Bruce Trail. It's about 911 kilometers.

We started the venture last year and are at about 200 km at this point.