

Cash Flow Queen Rules Stevie Women In Business Awards

Amanda Fisher's determination to educate financially unsavvy business owners won her two Stevie Awards in New York recently.

The Cash Flow Queen won silver for Women on the Year and bronze for Best New Product.

"Winning two Stevie awards is recognition we are doing to increase the awareness of the urgent need for education in core financial concepts," she said.

"You no longer need to go to business school or be born into business to start one; we live in an entrepreneurial world. Any type of person can end up in business. The downside is many have little or no financial education, which shows in the appalling business failure numbers.

"Small business is home to graduates, who despite getting a degree, are not finding jobs; they go into business, People who were made redundant later in their careers and not finding jobs, are going into business. Women who don't want to go back to a job after maternity leave are going into business.

"The common thread is most do not have core financial concepts. The road they have travelled didn't include learning these skills."

Stepping out from her mainstream accountancy career path four years ago, and through various iterations, Amanda has cemented her place in the Australia business world as a reliable and experienced educator on business cash flow and better business outcomes.

In Australia, with small business failures rates at 50% by the fifth year, Amanda saw a need to provide education and support to minimise this impact on the Australian economy. She knew many businesses were failing because most business owners have no idea about numbers or are afraid of numbers.

Amanda said too many businesses are failing in first few years and this has serious repercussions not just on the individual business owner, but their family – financially and emotionally – the people they have to let go and ultimately the economy.

"There are no prerequisites to start a business, or balances to ensure people understand number or how cash flow works," she said.

"We're not taught in schools and even if you are, by the time you start a business you have forgotten.

"The Stevie Award is a stepping stone to create awareness of this important aspect of business. We don't want to see people who have great ideas and so much to give crash and burn."

About The Stevie Awards

Stevie Awards are conferred in eight programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, The American Business Awards®, The International Business Awards®, the Middle East Stevie Awards, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, and the Stevie Awards for Sales & Customer Service. Stevie Awards competitions receive more than 12,000 nominations each year from organisations in more than 70 nations. Honouring organisations of all types and sizes and the people behind them, the Stevies recognise outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at www.StevieAwards.com.

9 December 2019