



# SPEAKER KIT

Amanda Fisher

CFO | Business Mentor | Educator | Author | Speaker

**Amanda Fisher is a Chartered Accountant who is passionate about educating business owners to be more confident in business through understanding their business numbers.**

Amanda brings extensive experience and technical knowledge, combined with a forward thinking approach, the love of a challenge, and a great practical approach.

Amanda has worked principally with successful small to medium sized business owners for over 30 years. During that time, Amanda has taken on the role of Financial Controller for a number of businesses on a part time basis as part of her roles and worked as a Financial Controller for a group of private companies for 7 ½ years.

The experience she gained from these roles provides a different perspective from her peers who have never worked in a commercial role. Amanda understands from her first hand experience the challenges and stresses of running a business and the issues that arise on a daily basis.

Amanda has a passion for technology and has been an early adopter of new technology for the accounting field all through her working life, from being one of the first to use Lotus 123 spreadsheets, to installations of Attache accounting software when it was first released through to the cutting edge cloud accounting systems available today.



Over the years Amanda has assisted businesses in many different industries and enjoys the variety that comes from working with different industries. Amanda is a Fellow of the Institute of Chartered Accountants in Australia, she graduated with Merit from the University of New South Wales.

Having spent her teenage years in Canada, Amanda loves maple syrup, and all things Canadian. Her other great love is baking cakes and desserts especially if it involves chocolate. For relaxation Amanda enjoys cross stitching, music and reading.

**Amanda has spoken at conferences and events hosted by:**



## Amanda can present on a range of topics

**Amanda presents on a range of topics, building on the concepts she explores in her books.**

**The following topics are her main themes, however presentations can be adapted to suit the target audience. if you have a specific focus you would like covered, Amanda is happy to work with you to develop a keynote that will resonate with your audience.**

### UNSCRAMBLE YOUR NUMBERS

Many business owners don't understand their business numbers and, as a result, are making poor decisions and failing to plan for the future.

During this keynote, Amanda will:

- explain the fundamental numbers in business
- discuss the importance of planning as the key to success
- show how to identify what business numbers to focus on

As the author of Unscramble Your Numbers - Unlock the Secrets to Your Business Cashflow, Amanda shares her wisdom and anecdotes and uses examples to inspire and educate. Her trademark style of making the complex simple will wow the audience.

### SEVEN SECRETS TO PROFITABILITY

It is a well-known fact that 80% of new businesses do not survive their first year and, of the 20% that do, another 70% don't survive the second year.

During this workshop, Amanda will take business owners through the 7 Secrets to Profitability - the key steps you need to take to understand and embrace the numbers in your business.

The workshop will be delivered in a way that is easy to understand and will prompt owners to take action.

Amanda covers the key numbers you need to know, the reports you need to read and the habits you need to develop to take your business to the next level.

### REAL LEADERS LOOK THROUGH THE NUMBERS

Leaders who look at the numbers are usually only looking at the historical perspective. When the numbers aren't what they expect, their first thought is how to improve the bottom line result through drastic action.

Leaders who interpret the numbers and then apply their insights are looking through the numbers.

It's these extra layers of consideration, contemplation and connection that make real leaders stand out from the crowd.

In this session, Amanda will take leaders through her eight steps to help them look through the numbers and allow them to create the future not just replicate the past with a slight tweak to it.



## Speaking Testimonials

*"Anyone who thinks that accountants are dull and dry should definitely meet Amanda, go to one of her talks, or read her books. Or all three."*

*Amanda was kind enough to speak to a group consisting of second-year accounting students and members of the entrepreneurs' clubs at Monash University in October 2013. She spoke about the future of accounting, particularly with reference to technological change, and about connected accounting."*

**Michael Vitale, Professor**  
**Faculty of Information Technology, Monash University**

*"Amanda's experience, knowledge and business vision is exemplary!"*

*I have had the pleasure of working with Amanda over the last 3 years as a Xero partner. I consider Amanda as a truly 'connected advisor' who knows exactly what it takes to achieve results to create incredibly robust and successful businesses.*

*As a well known and respected speaker, author, mentor and business advisor, I have witnessed Amanda transform not only her practice but also her client's businesses from strength to strength. I'm constantly inspired by her innovative approach to growth & passion for technology."*

**Meena Berry, Xero**

*"Having had the enormous pleasure of working with Amanda Fisher over a number of years, I have no doubt that her biggest and most passionate desire is to help business owners turn their financial situation around.*

*And she does this by educating and inspiring and taking the financial mumbo jumbo out of running a business."*

**Andrew Griffiths, Australia's #1 Small Business Author**

## Workshop Feedback

**"Great to have worksheets and resources to work through during the presentation"**

**"Delivered in a way that was easy to understand"**

**"The session encouraged me to take action"**

**"Numbers and finances scare me and you have helped to take the stress out"**

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To confirm Amanda for your next event, simply email to discuss details of the keynote topic, event arrangements and fees.

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