



## Our Ascension Program – Measure What Matters

What is **Ascension**? By definition it is: **the act of rising to an important position or a higher level.** Well that seems pretty great... but what does it have to do with accounting and taxes? Not much, which is one reason we aren't your normal accountants. We take a consultative approach to our client relationships - taking care of accounting and taxes is fun (really, it is) but partnering with our fellow business owners' to help them achieve success... well, that really gets us fired up!

Built on the foundation of the Advantage Program where tax strategy and compliance are handled, the **Ascension Program** is built for those who are looking to gain an edge and take their business to the next level through the inclusion of *forward focused* industry benchmarking and the consultation to go with it.

Together we'll utilize Benchmarking to improve performance by identifying and applying best practices to operations, sales and cash management. We will compare the performance of your operations with those of your industry learning where your company can then improve its performance by tailoring and incorporating these best practices into your own operations—not by imitating, but by innovating!

The **Ascension Program** provides the toolset for us to partner with you to "work on" rather than "work in" your business. Typically, the accounting industry focuses your attention backward, to "what happened," instead of forward, to "what will happen." Creating the data is a great first step but knowing what to do with it and how to improve your position moving forward, that is what running a business and growing your success is all about.

*"If you don't know where you're going, you might not get there." ~ Yogi Berra*