Hubdoc™

KARBON

Hubdoc™

Hawkins & Co. Accounting
PROFESSIONAL CORP.

KARBON

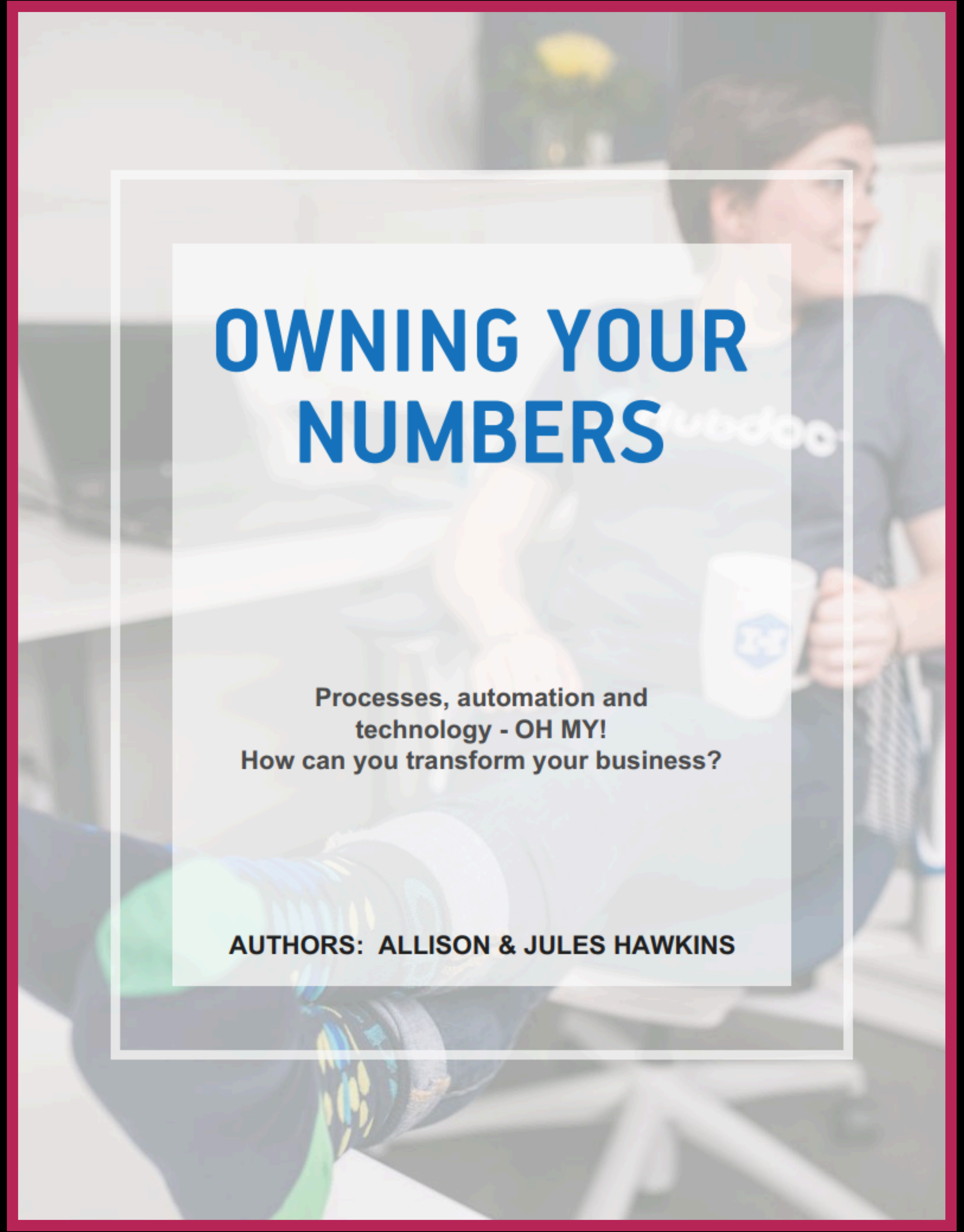
Standardizing Your Bookkeeping Workflows to Fuel Efficiency

Hubdoc™

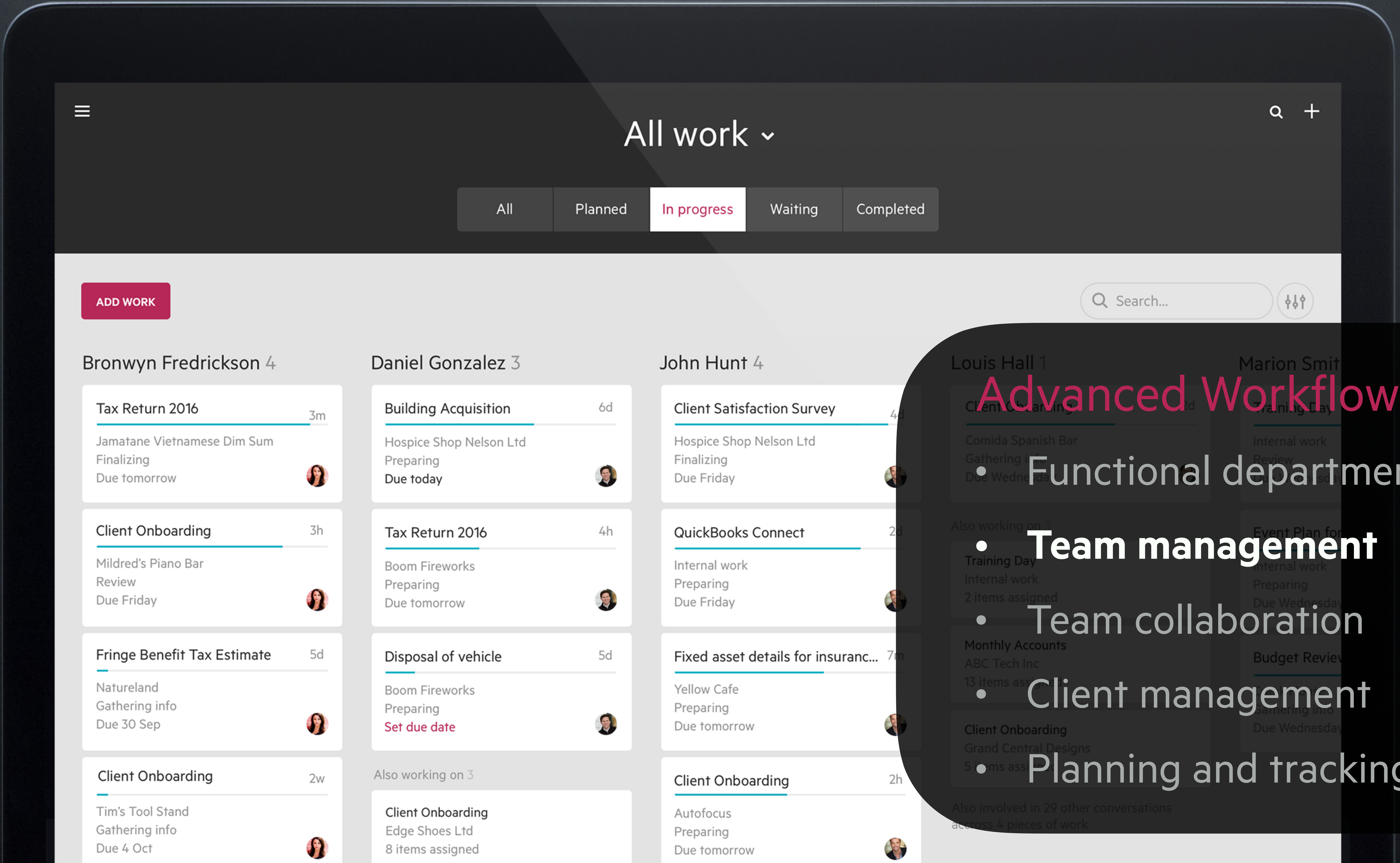
VIP Account for You

- One free Hubdoc account for Accountants & Bookkeepers
- Simply sign up at **HTTPS://APP.HUBDOC.COM/SIGNUP**
- Once you love Hubdoc, begin adding your clients
- Supercharge your practice!

Hawkins & Co. Accounting
PROFESSIONAL CORP.



Download “Owning Your Numbers” at http://bit.ly/2PJ1760 karbonhq.com/events



Advanced Workflows

- Functional departments
- **Team management**
- Team collaboration
- Client management
- Planning and tracking

Today's speakers

Allison Hawkins
Hawkins & Co.
Partner

Geoffrey Gualano
Hubdoc
Director of Marketing

Ian Vacin
Karbon
VP Education

“Standardization allows you to focus on the activities that require your judgement and add value to a client instead of getting bogged down in the work.”

— Allison Hawkins, Hawkins & Co., Partner —

Before we get started, *some housekeeping…*

GoToWebinar

1. Close any open apps
2. Ask and we’ll answer
3. Have fun!

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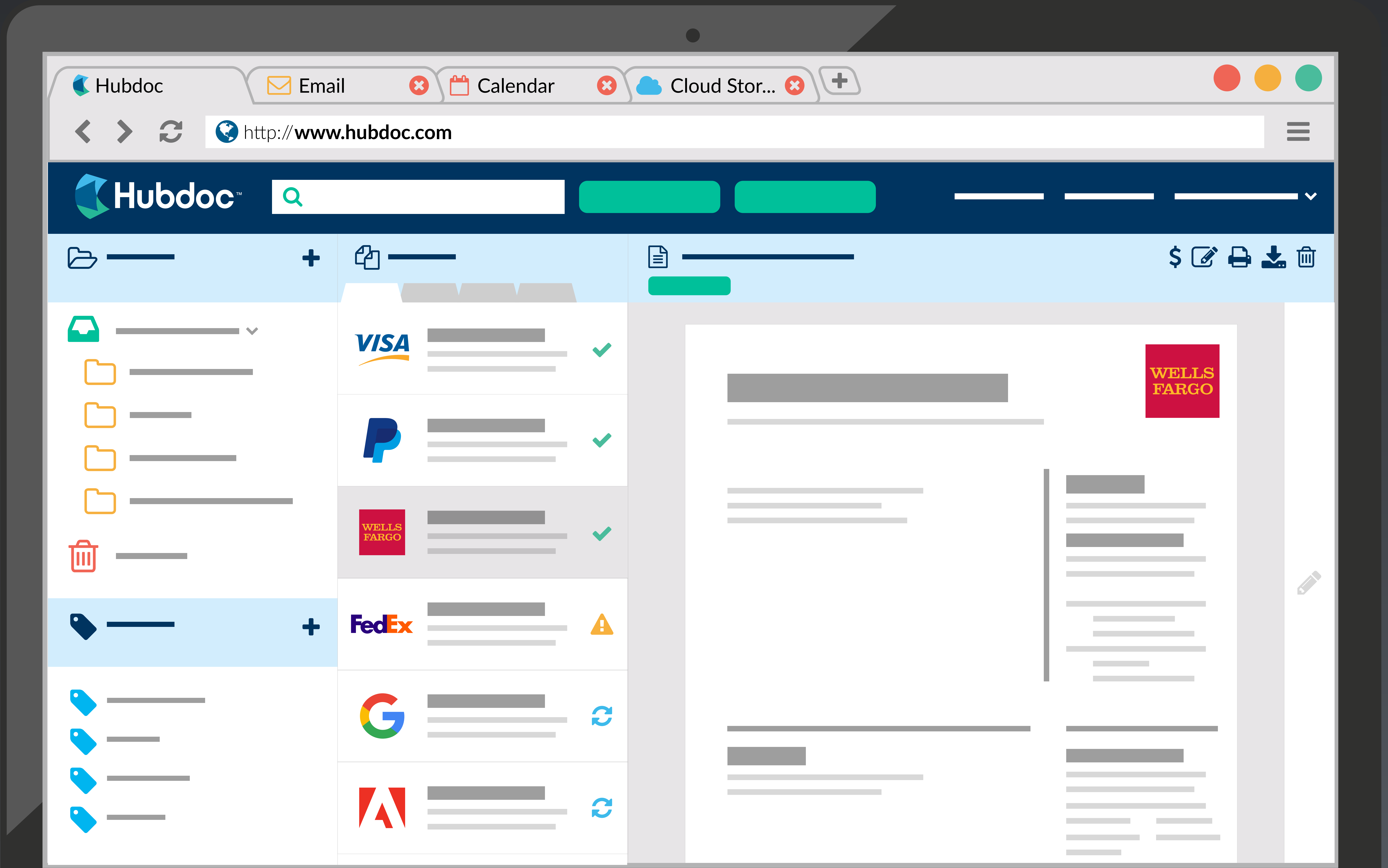
1. Close any open apps
2. Ask and we’ll answer
3. **Have fun!**

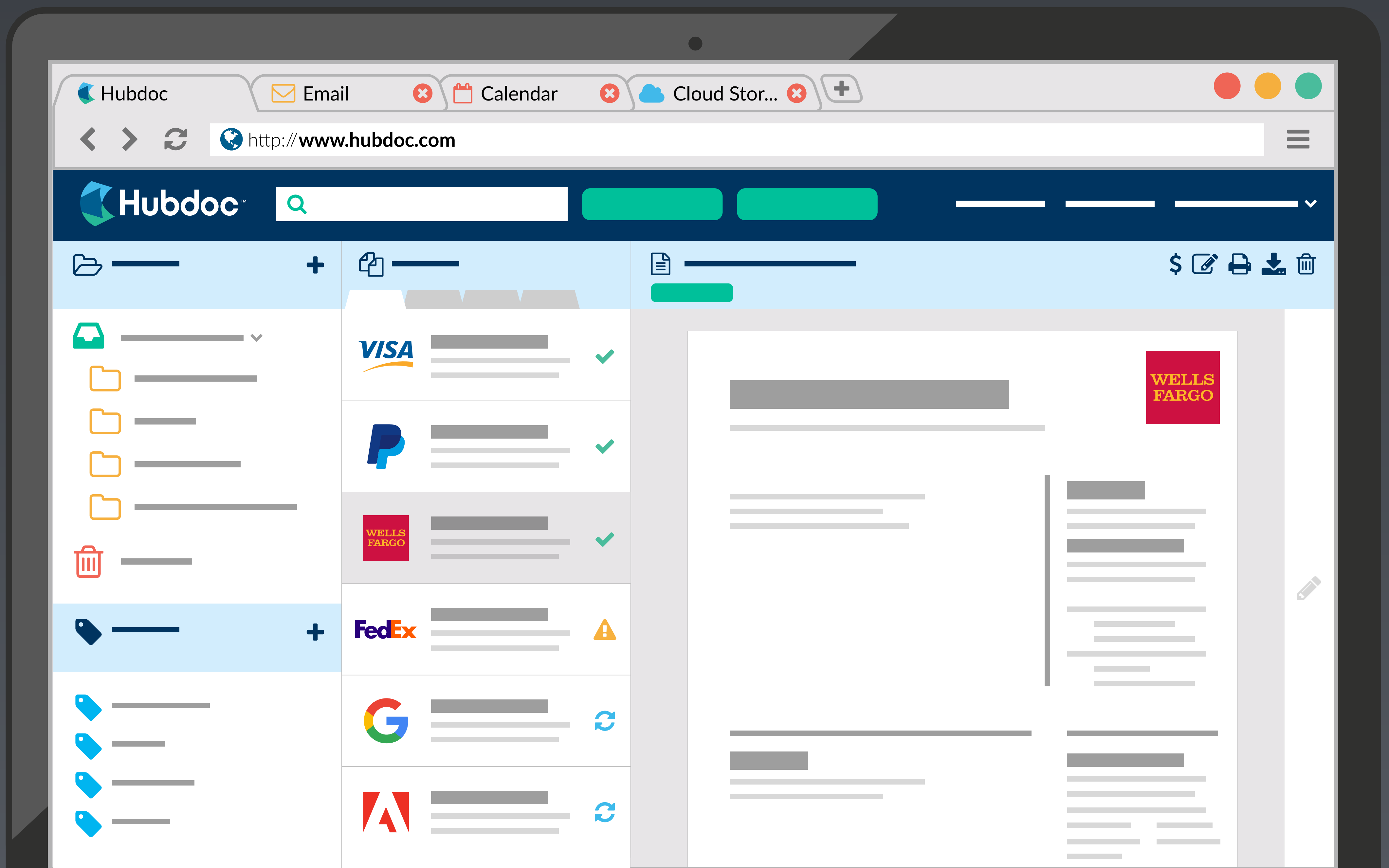
Introducing Hubdoc

Bookkeeping made easy.

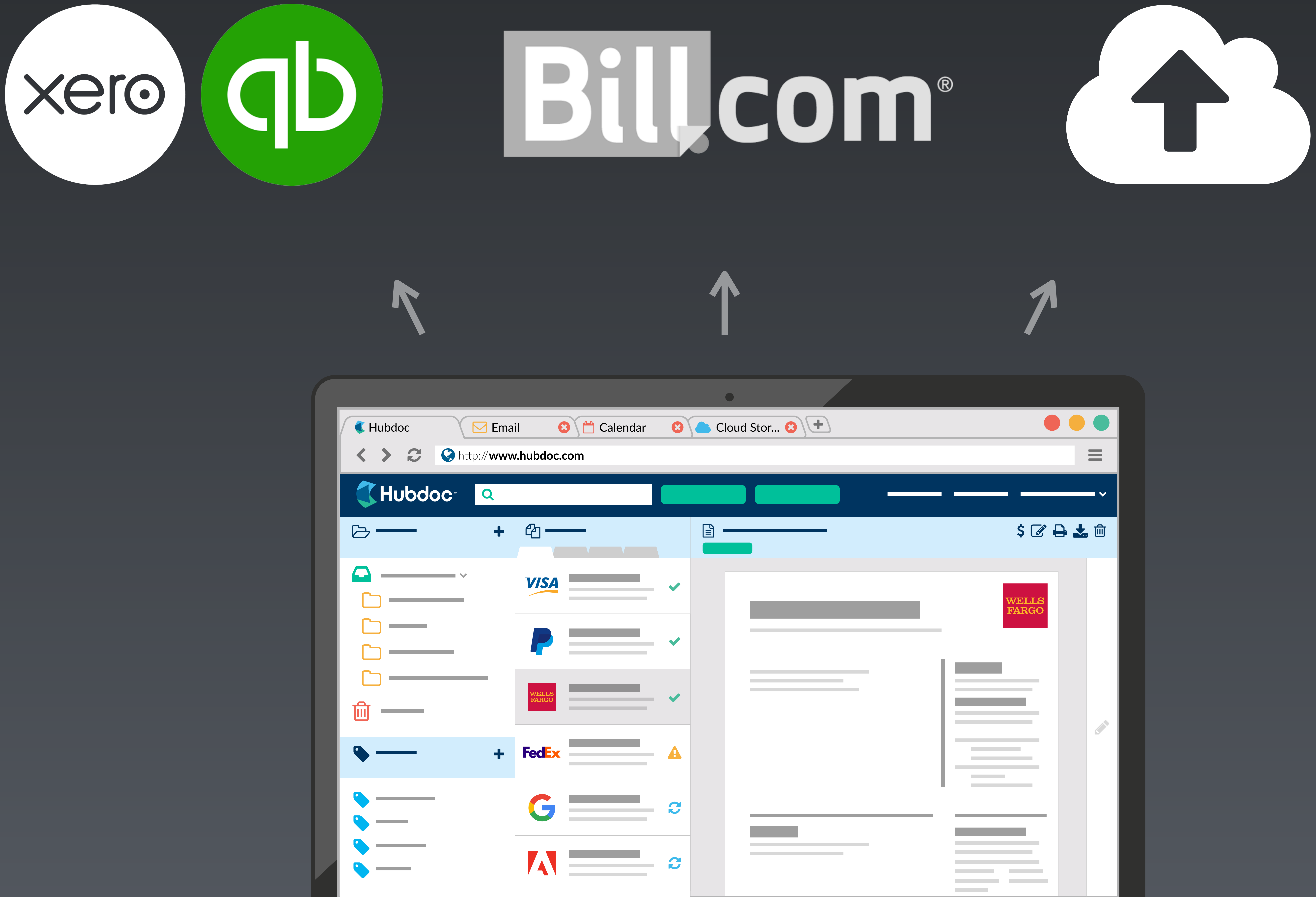
All your financial documents in one place, automatically.



Bank statements, receipts, and bills auto-fetched from over 700 connections.



Published to cloud accounting and storage for reconciliation and audit-proofing.

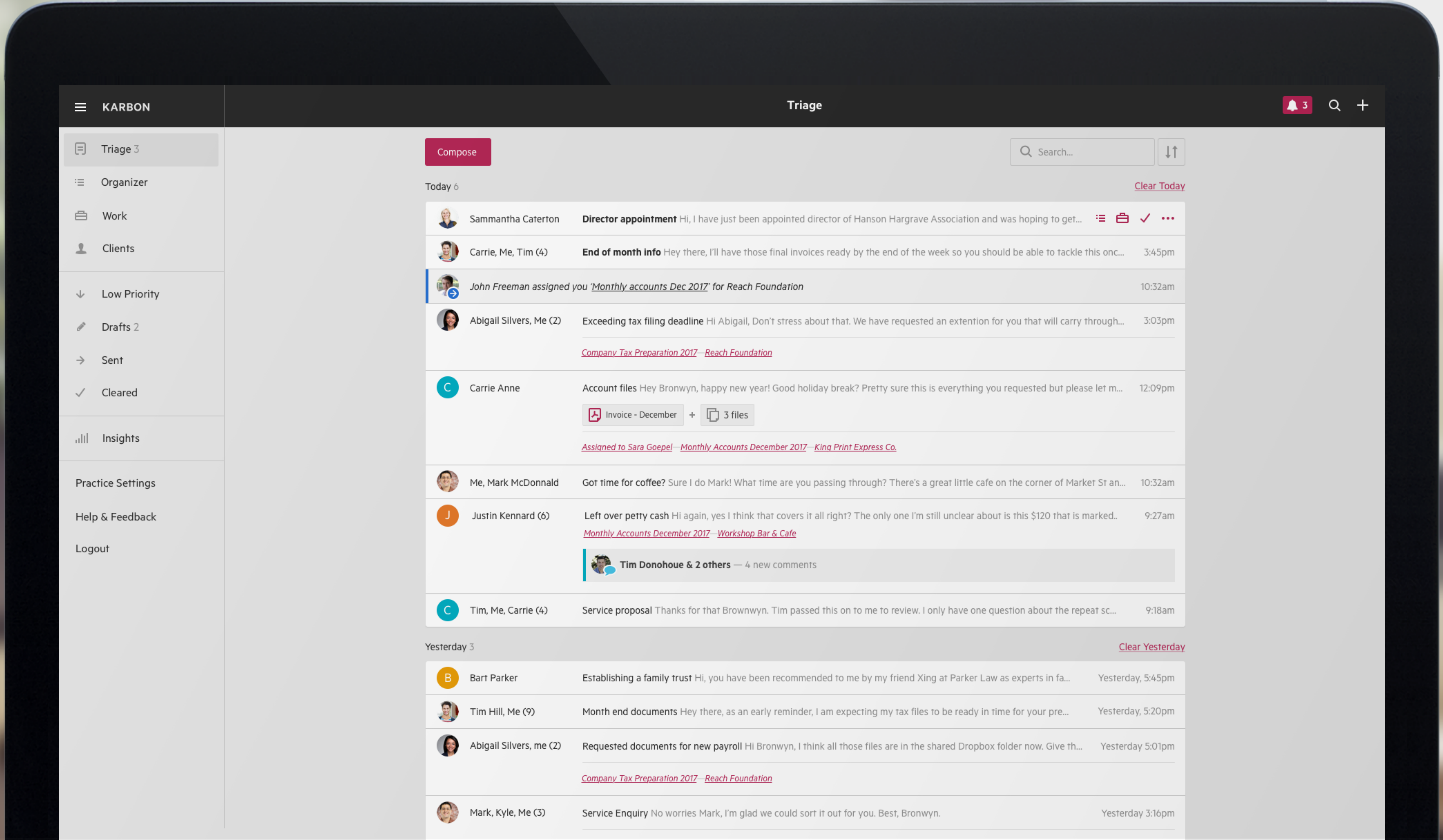


Introducing Karbon

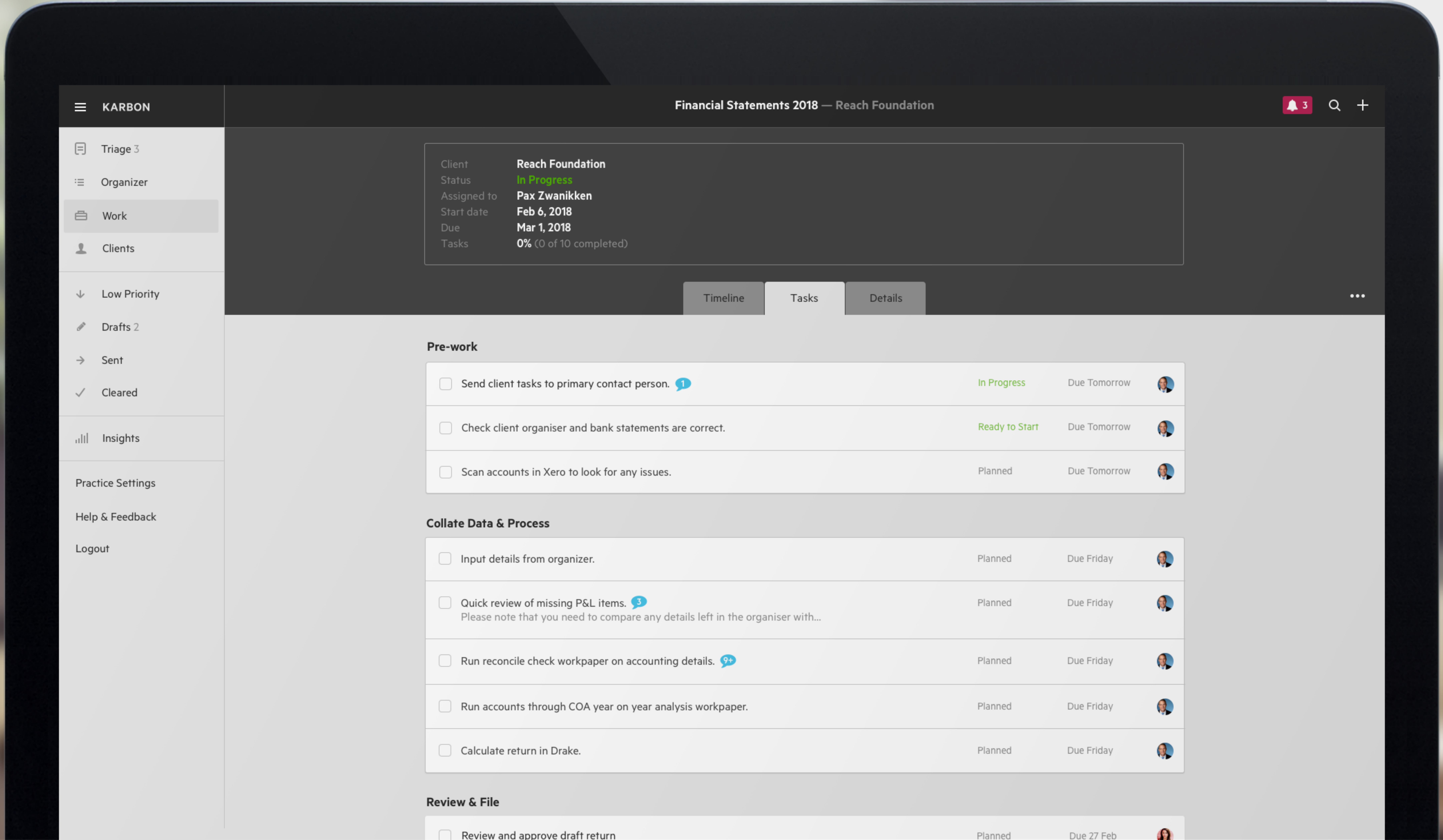
How work gets done

karbonhq.com

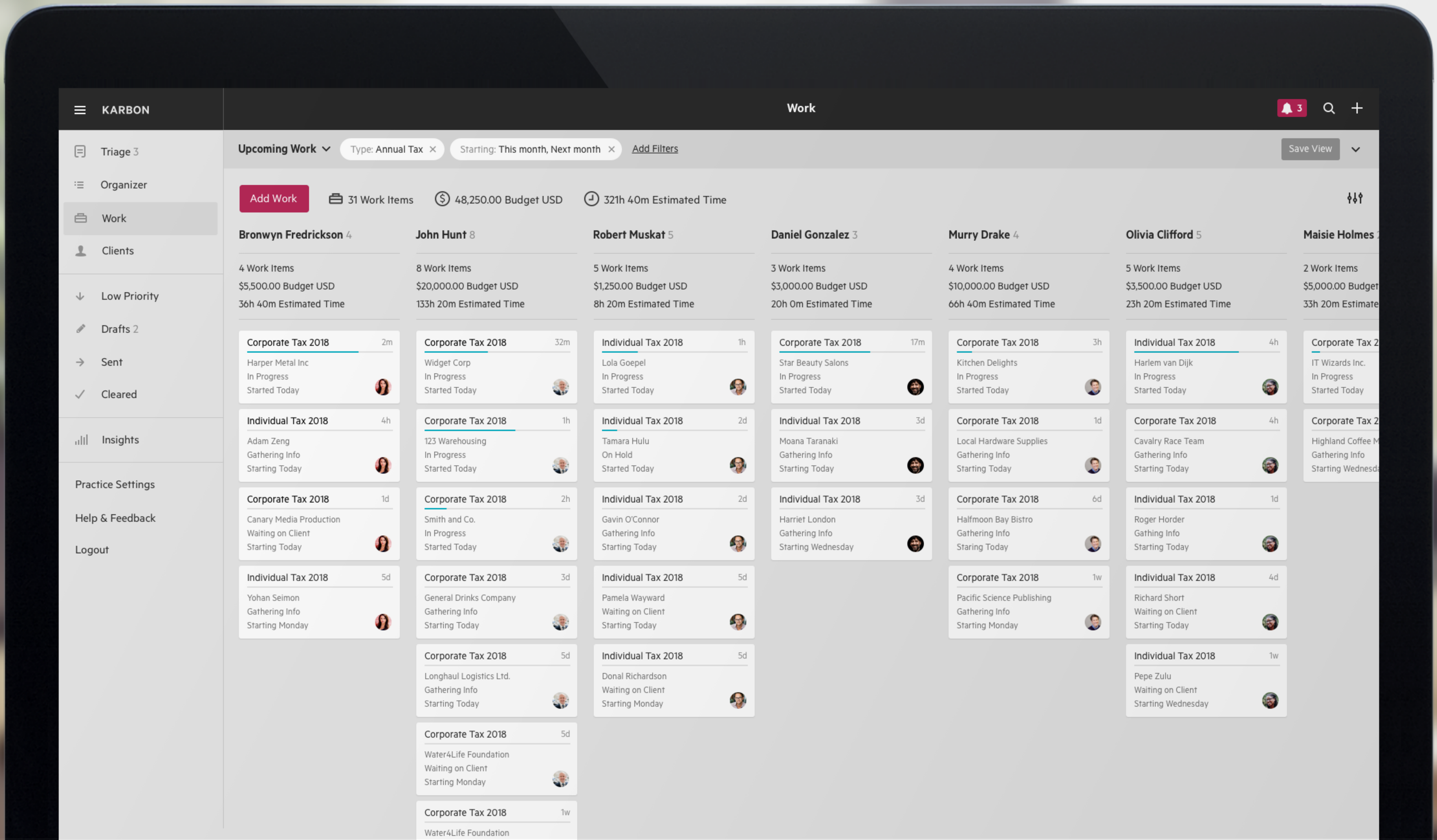
Get above your email — as a team. Don’t just read it — comment or action it.



Get the work done — collectively, collaboratively and repeatedly.



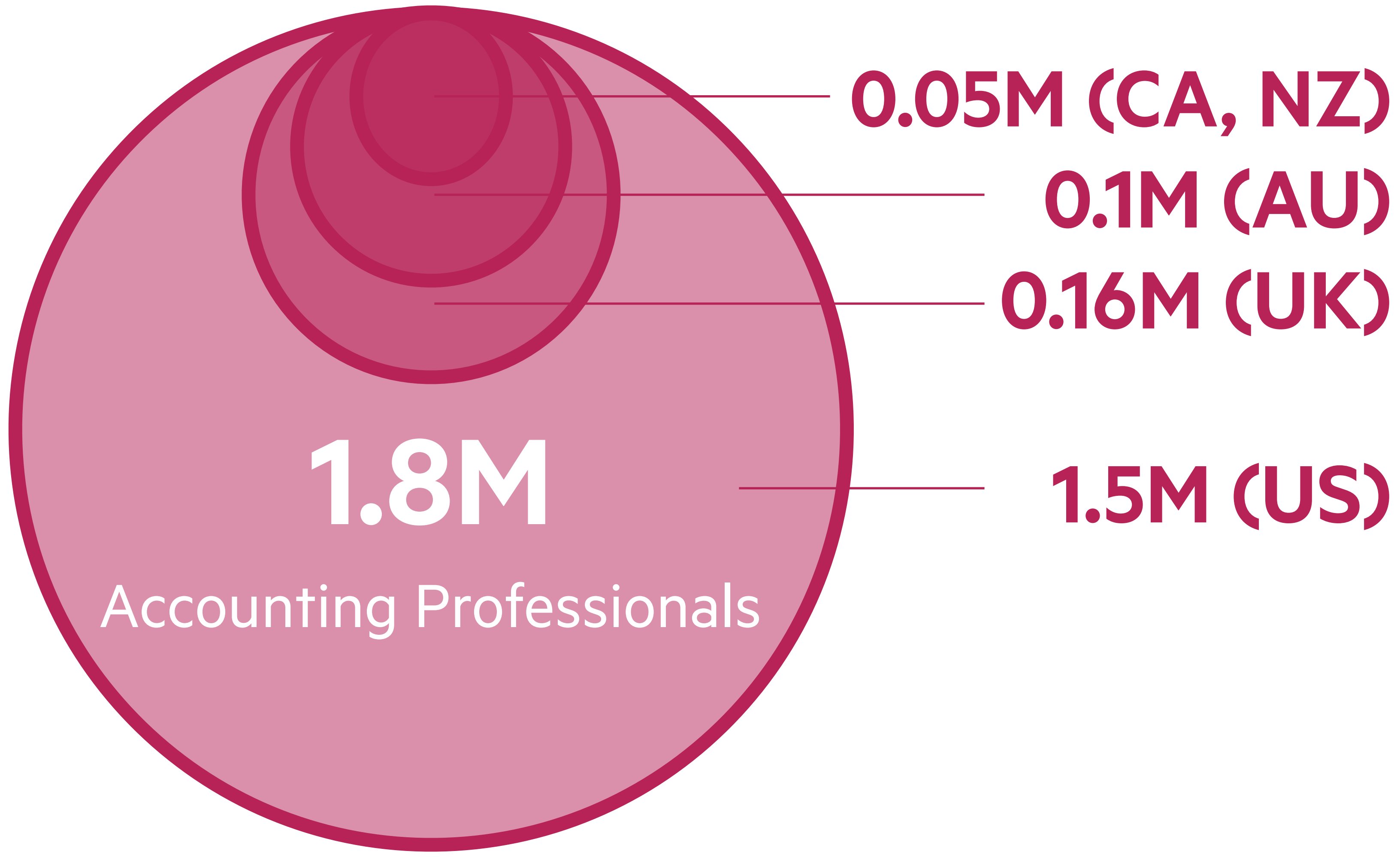
Get full visibility across the work. Get Karbon: karbonhq.com



1. The reality
2. Creating consistency
3. How to automate
4. Sample workflows
5. Tips & tricks

An opportunity in differentiation

Overall global market size



Standardized, documented processes

20%

Progressive markets

10%

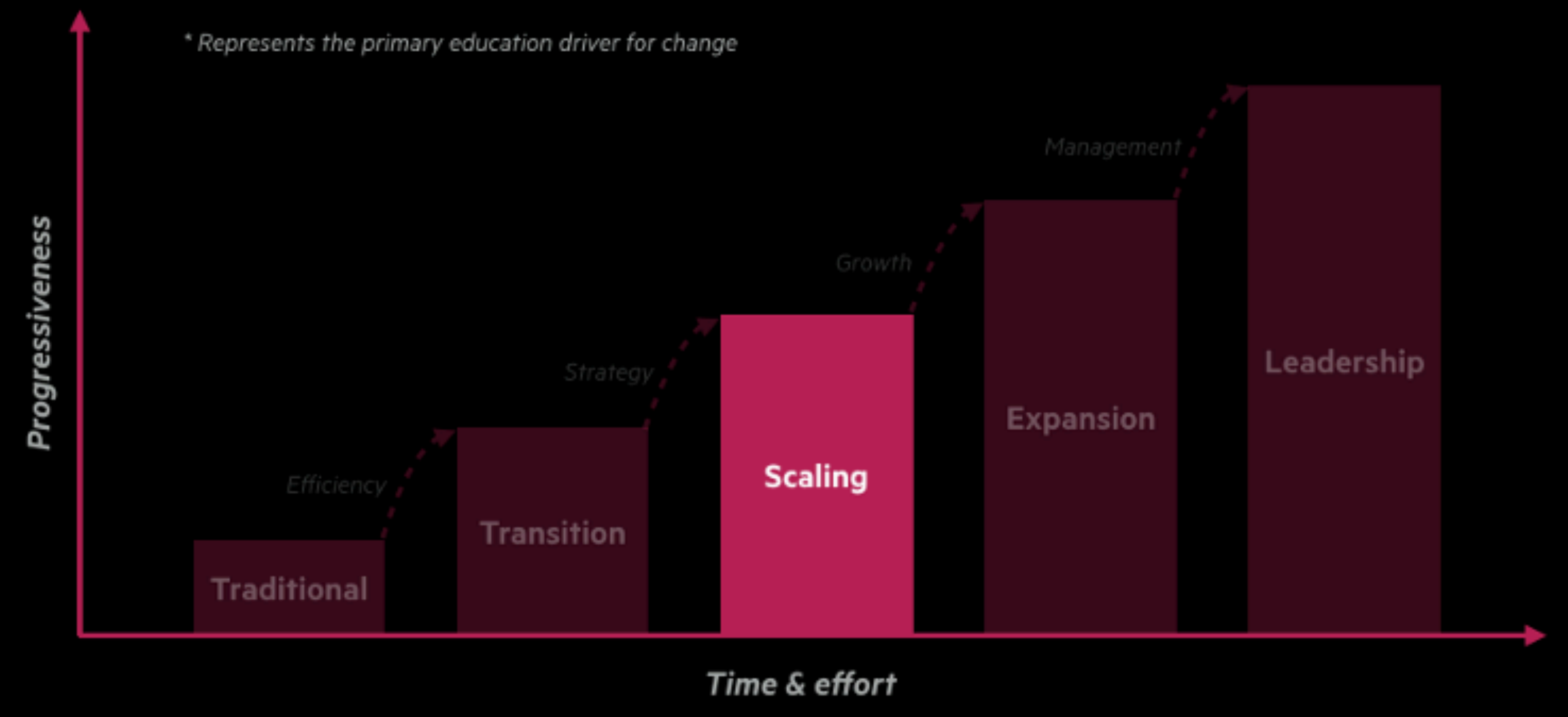
Lagging markets

* *Data does not include US non-employer census data (387K firms)*

Practice Excellence assessment

Ops management = 69%
Business processes = 54%
Technology = 73%
Strategy adoption = 68%
Business strategy = 59%
Innovation = 60%

Marketing = 44%
Sales = 53%
Client management = 47%
Org management = 52%
Talent management = 56%
Change management = 58%



52%
Scaling

Efficiency = 57% (skilled)
Strategy = 58% (skilled)
Growth = 45% (proficient)
Management = 49% (proficient)

Get your scorecard

karbonhq.com/get-scorecard

Proof points in practice efficiency

On average, accounting firms:

- Have less than 50% of their processes documented.
- Update a process only once per quarter.
- Discuss work & processes once per month.
- Use tech for managing workflow less than 50% of the time.

karbonhq.com/get-scorecard

Work standardization
Equals more capacity.

Work ~~standardization~~ consistency
Equals more ~~capacity~~ profitability.

The benefits of consistency.

- **Save 10 hours per week per employee.**
- 9 out of 10 customers say Karbon has improved work delivery, citing higher quality outcomes & increased on-time delivery.
- 91% of firms say the majority of their work completed in Karbon is driven by standardized workflows and templates.
- 9 out of 10 customers say that Karbon gives them more visibility and control over their firm than ever before.
- **Improve revenue by 14% per employee.**

1. The reality
2. **Creating consistency**
3. How to automate
4. Sample workflows
5. Tips & tricks

“Put a good person in a bad system and the bad system wins, no contest.”

“If you can't describe what you are doing as a process, you don't know what you're doing.”

— W. Edward Deming, author, professor and father of quality management —

1. Determine the process to optimize
2. Discuss the existing process as a team
3. Agree on what is success & the measure
4. Map out “As-Is” processes (& variants)
5. Discuss variants and why they exist
6. Review all steps for inefficiencies
7. Create a “To-Be” process with a subteam
8. Test the process (or at least the logic)
9. Document and implement broadly
10. Iterate and further optimize

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“The simple but often tedious task of getting everything out of your head during process discovery, makes recognizing opportunities for improvement 10x easier.”

— Adrian Simmons, Elements CPA, Chief Creative Designer —

Category	[Your firm]
Most efficient	#1: #2: #3:
Most bothersome	#1: #2: #3:
Biggest opportunity	#1: #2: #3:
Most associated revenue	#1: #2: #3:
Top three processes	**#1:** **#2:** **#3:**

Example process list:

- Weekly reconciliation
- Month-end close
- Year-end review
- Payroll
- Advisory
- Tax (business)
- Tax (individual)
- Tax (other)
- Prospect to sale
- Client onboarding
- Staff onboarding
- Staff offboarding
- Client offboarding
- Internal processes

Category	Hawkins & Co.	Elements CPA	Two Roads
Most efficient	Sales Month-end reporting Tax preparation	Sales conversation Xero setups Tax preparation	Monthly bookkeeping Onboarding Training processes
Most bothersome	Historical catch-up (new) Software review & select Onboarding	Investment account setups New team onboarding **Customer renewals**	Hiring Pre-onboarding (sales) **Year-end close**
Biggest opportunity	**Advisory/coaching** Software review & select Marketing	Marketing **Customer renewals** New team onboarding	**Year-end close** Pre-onboarding (sales) CFO advisory
Most associated revenue	**Advisory/coaching** Software review & select Marketing	Marketing **Customer renewals** Coaching	CFO advisory **Year-end close** Pre-onboarding (sales)
Top three processes	**#1: Advisory/coaching** #2: Software review #3: Onboarding	**#1: Customer renewals** #2: Marketing #3: New team onboarding	**#1: Year-end close** #2: Pre-onboarding (sales) #3: CFO advisory

The how of process discovery

- Determine project ownership
- Gather & review what you can
- Determine your own hypotheses
- Write down the high-level details
- Conduct an intake session
- Document a raw list of steps
- Estimate time per activity
- Map out the critical path

Write down the high-level details

Objective

Goal

Metrics

- Baseline:
- Target:

Ownership

- Driver:
- Approver:

Players

Milestones

Key Moments

- "…"

Example: Onboarding

Objective

- "My books are setup correctly & confident they are taken care of."

Goal

- Reduce time to complete by 50%

Metrics

- Baseline: 30 days (on avg)
- Target: 14 days (on avg)

Ownership

- Driver: Zach; Approval: Joe

Players

- Partners, bookkeeper, systems
- Bill, Kelly, April & Zach

Milestones

- Proposal for services signed
- Bookkeeper assigned
- 1st appointment with Partner
- Underlying systems setup
- Key financials are gathered
- Partner educated procedures
- Partner collarboration on item

Key Moments

- "I am ready to get started."
- "I feel confident in my decision & w/ TR."
- "I can do this & provide TR what they need."
- "I know how we are going to work together."
- "Wow, they are getting my books in order."
- "While entering D2D items in QBO, I can see TR getting my books in order."
- "I understand what state my books were in and feel confident on our path forward."
- "I feel like TR is part of my team."
- "Wow, that was easy & painless. I'm happy."

Source: "Client Onboarding" process for Two Roads

Example: New team member

Objective

- "I am a creative initiator of value."

Goal

- Put in place & reduce to <60 days

Metrics

- Baseline: 90+ days
- Target: <60 days

Ownership

- Driver: Ian
- Approver: Adrian

Players

- New hire, CCD, Admin, Expert
- Client, Systems

Milestones

- Contract signed
- Paperwork completed
- 2-day beta complete
- 1 week up and running
- 30 day up-to-speed
- 60-day "culturization" check-in
- 90 day comfort period

Key Moments

- "I want to join."
- "I will join."
- "I can access everything."
- "I know how to find what I need."
- "I can do the work in the systems of choice."
- "I'm proficient in processes I need to know."
- "I'm contributing to the team."
- "I believe in what we are doing."
- "I'm self-sufficient."
- "I'm a creative initiator of value."

Source: "New Team Member" process for Elements CPA

Example: Monthly bookkeeping

Objective

- I understand how my business is doing & what to monitor."

Goal

- Reduce cycle time by 5 days.

Metrics

- Baseline: 25 days (avg)
- Target: 20 days (avg)

Ownership

- Driver: Margaret
- Approver: Allison

Players

- Client, Partners, Bookkeeper, Manager, Systems

Milestones

- Reminder email sent to client
- Bank stmts & docs received
- Bank accounts reconciled
- Client queries answered
- Report pack finalized
- Prtner review complete
- HST filed
- Client report/call

Key Moments

- "I understand that the timing of when I submit my information to H&Co. impacts the timing of my reports/call."
- "I understand why you need my source doc"
- "I know how much I owe in HST."
- "I'm comfortable making decisions about my business based on my numbers."
- "I know how profitable my business is."
- "I know what the business owes me or I owe and impact this has on my personal taxes."
- "I understand what the biz owes in taxes"
- I know what key numbers to monitor."

Source: "Monthly Bookkeeping" process for Hakwins & Co.

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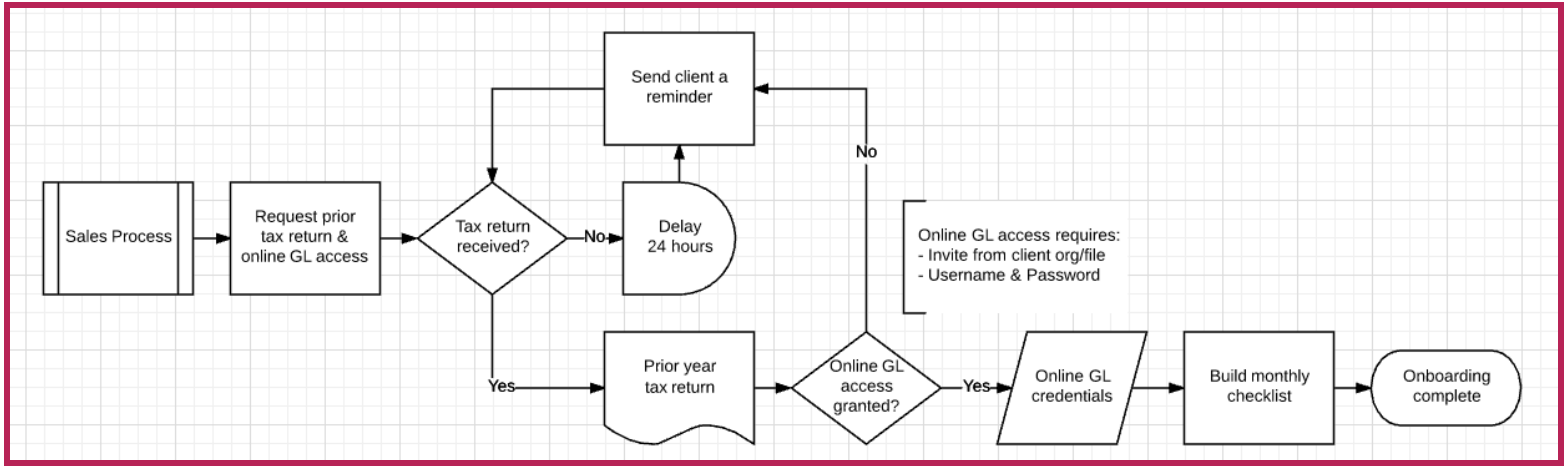
“Write your processes, maps and documentation for the most junior person on the team. This ensures nothing is missed and also helps delegate more effectively.”

— Steph Hinds, Growthwise, Head Ninja —

Map out the As-Is process & experience

Example using all process symbols

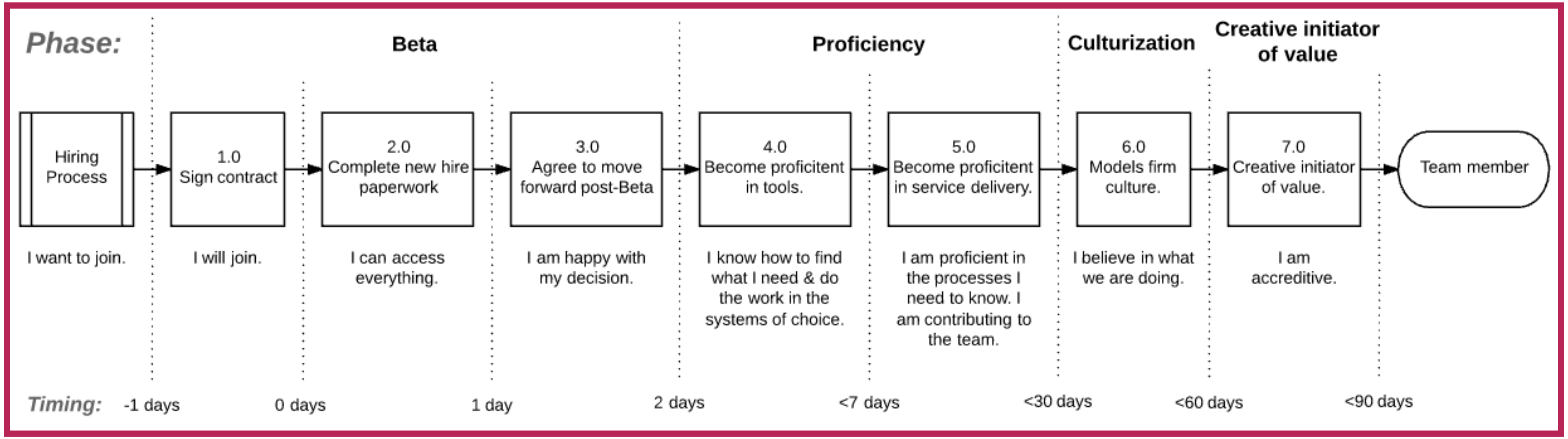


The client onboarding chase process (simplified)

Process map types to consider

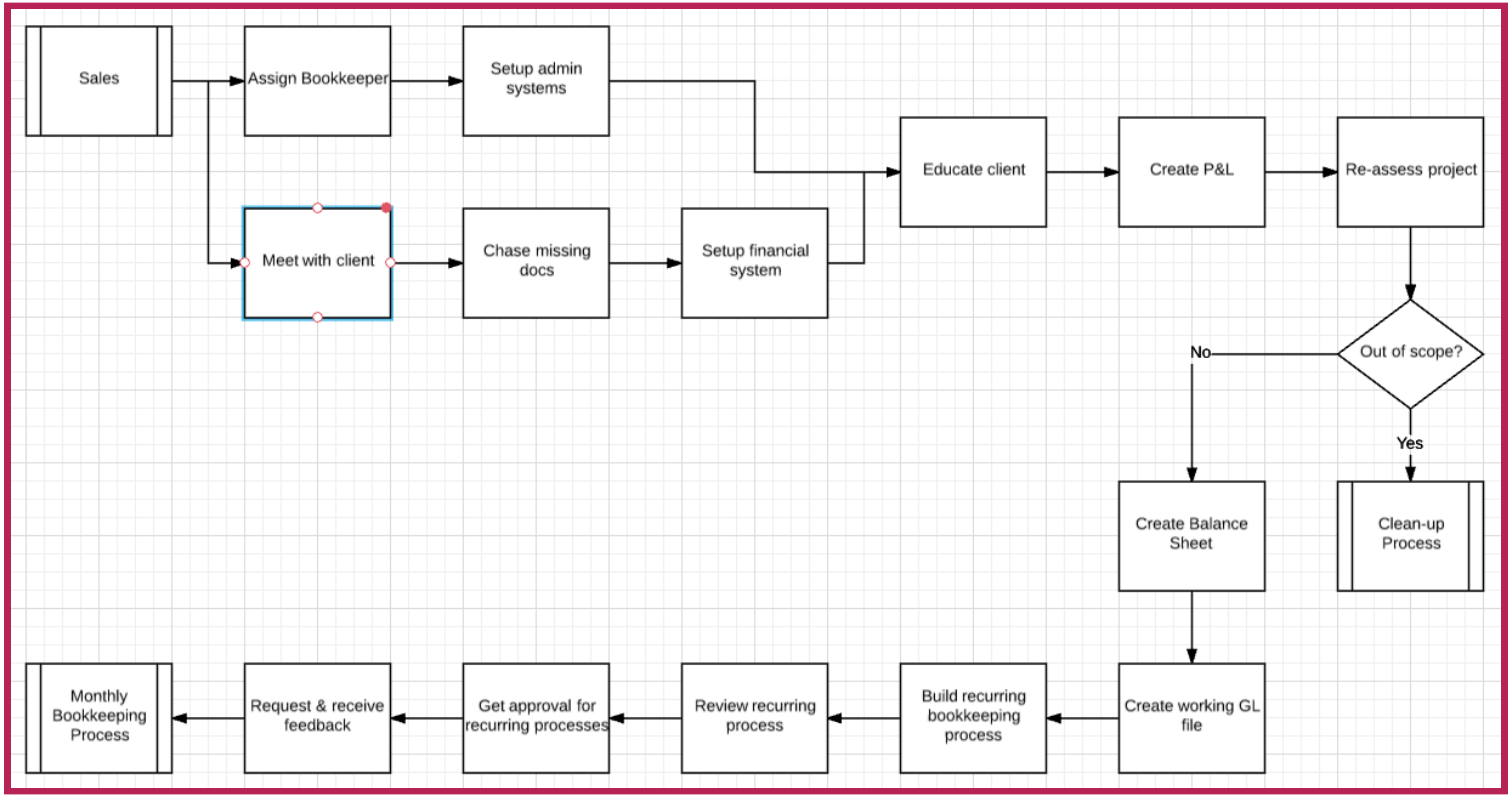
- **Simple**
- Detailed
- **Detailed+**
- Swimlane
- Swimlane + Data

Simple overview process map example



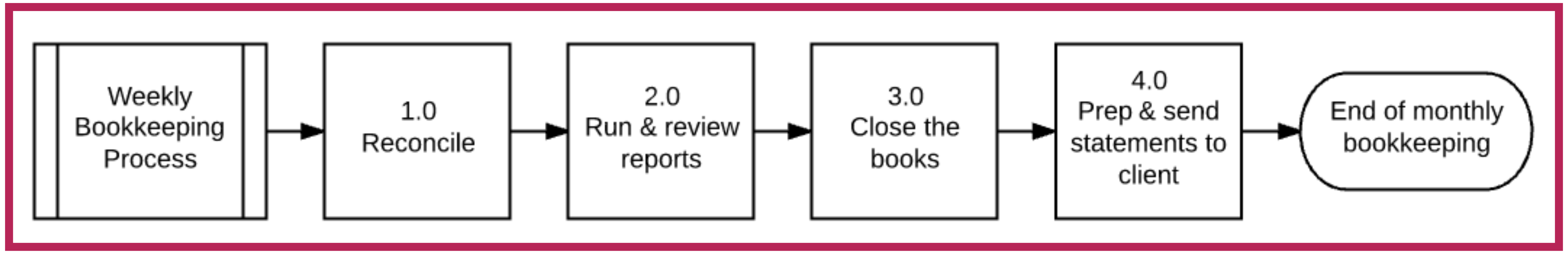
Element CPA's "New Team Member" process

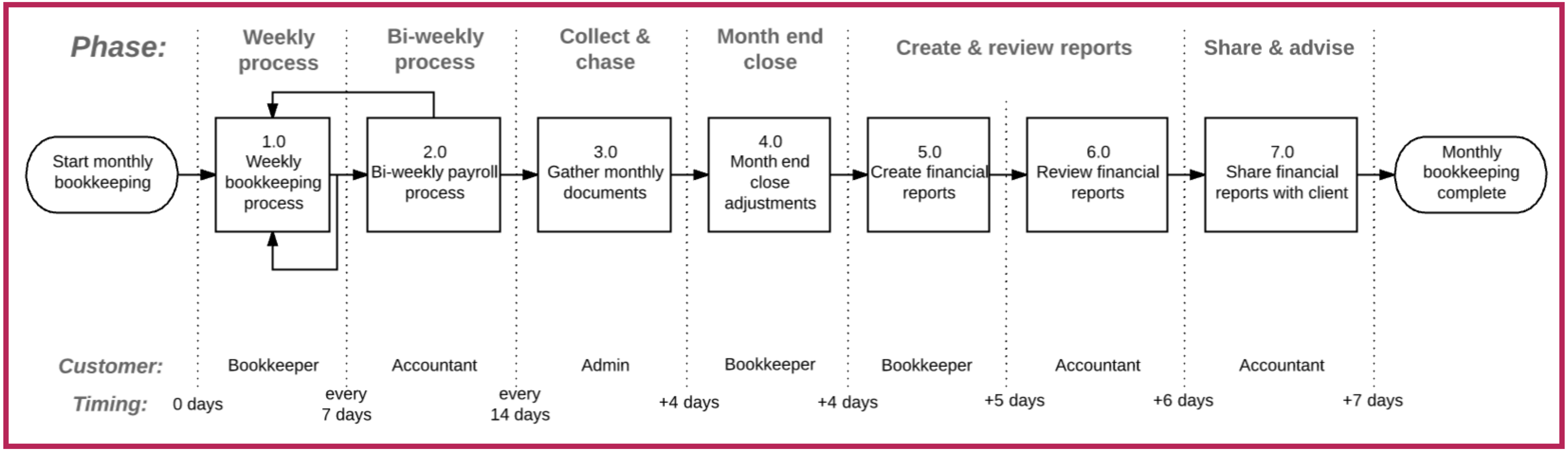
Detailed+ process map example



Two Road's "Onboarding" process

Example: Processes & sub-processes





Hawkins & Co. "Weekly reconciliation & monthly bookkeeping" processes

“When someone breaks a process, take notice. Uncovering why they did it and what they did leads to process innovation in a practice.”

— Ian Vacin, Karbon, VP Education & Partnerships —

“Ask a team member who doesn't normally work the process to conduct a walk-through - it can be a great way to uncover the hidden steps normal process owners may be blind to.”

— Adrian Simmons, Elements CPA, Chief Creative Designer —

Conduct a process walk

Take the walk:

- Pre-requisites: Documented process
- Perspective: Client and/or paper
- Walk conceptually
- Walk actually

Walking tips:

- Voice your thoughts
- Scrimmage and take notes as you go
- Delete where you can, add where you must

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9. **Document and implement broadly**
10. Iterate and further optimize

“What you intend, and what your customers actually experience, can be two entirely different things. At some point you have to switch shoes and forget what you know, so as to see through another's eyes.”

— Adrian Simmons, Elements CPA, Chief Creative Designer —

The ramen soup experience example

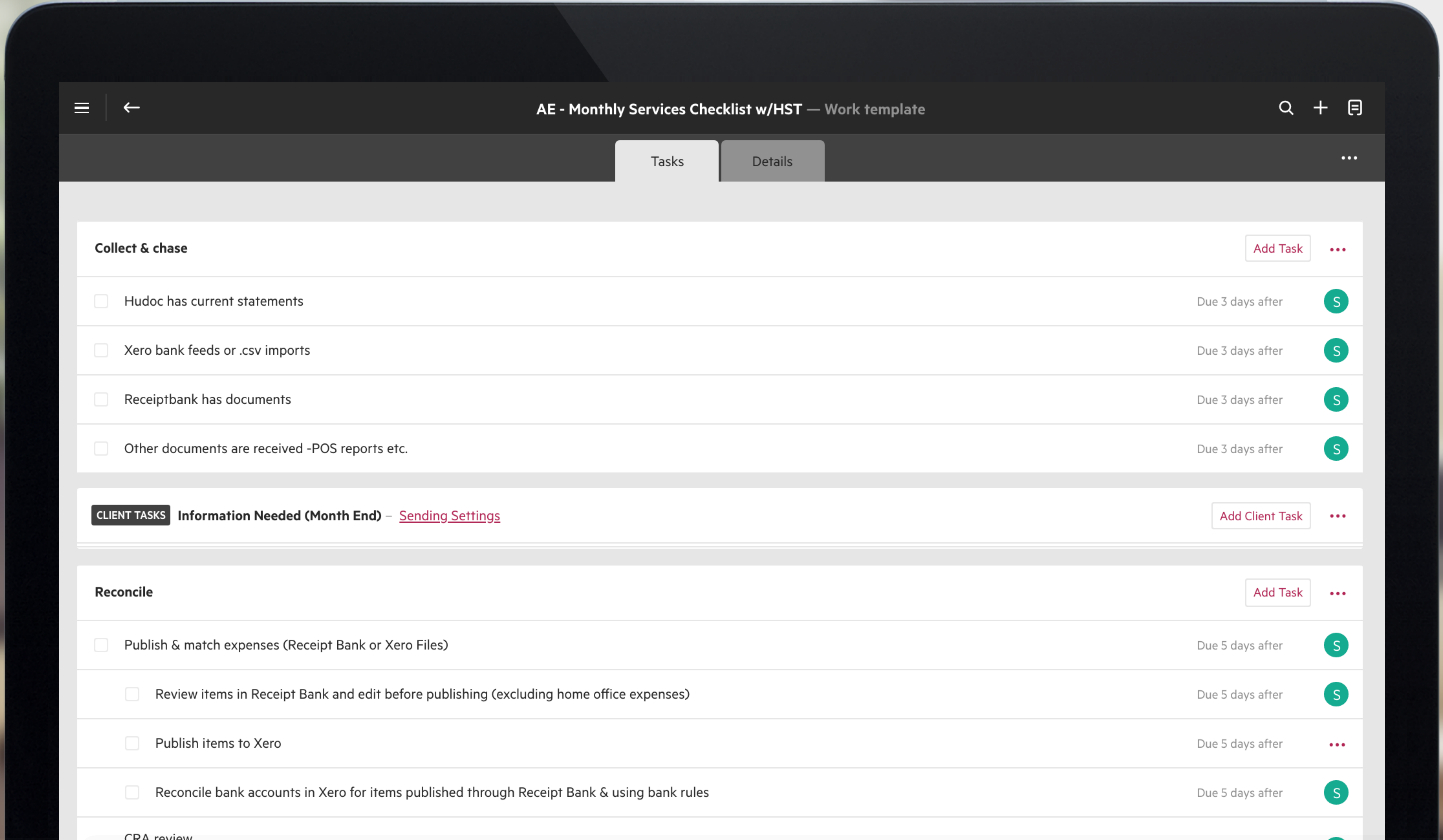
Source: @buildtothink

Capture the experience & issues

Re-imagine and re-invent

Test, learn... and refine

Example: Hawkins & Co. month-end process in Karbon



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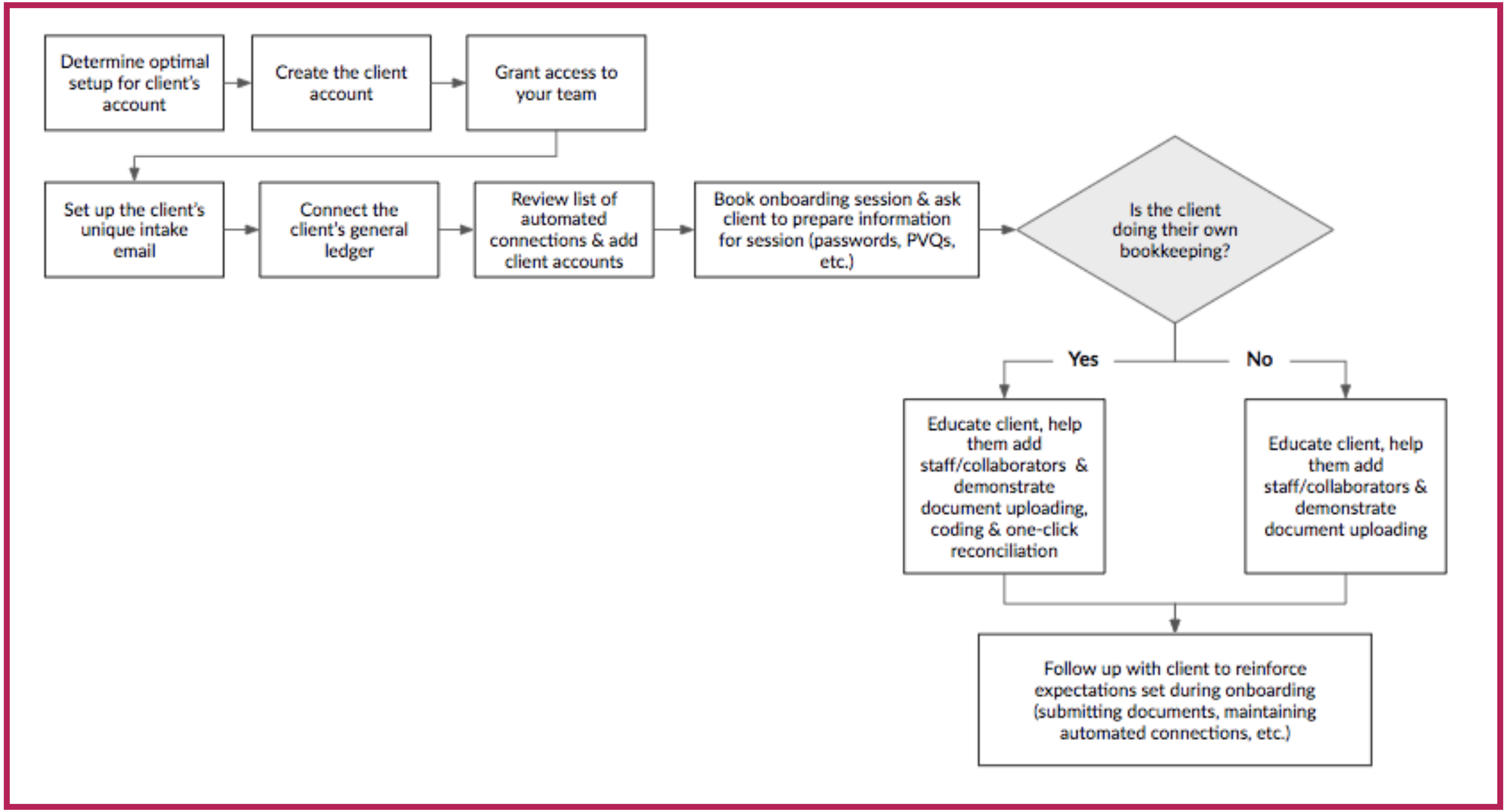
1. The reality
2. Creating consistency
3. **How to automate**
4. Sample workflows
5. Tips & tricks

Bookkeeping automation with Hubdoc

1. **Stop chasing documents**: Auto-fetch bank statements, bills, and receipts from over 700 connections.
2. **Eliminate data entry**: Extract key data from documents automatically with Optical Character Recognition technology.
3. **One-click reconciliation and audit-proofing**: Publish source documents as transactions to QuickBooks Online and Xero.

Workflow: Onboarding to Hubdoc



Hubdoc

Add Account | Add Receipt | Accounts | Upgrade and Prici

FOLDERS + New Folder

My Company

- All Documents (52)
  - Bills & Statements
    - BMO Debit Card
  - Uploads
- Trash

TAGS + New Tag

DOCS

All | Processing | Review | Failed | Archived

Wilbur Mexicana
Bill Date: Sep 12, 2017
$11.02 CAD

BMO Debit Card
Account: XXXXXXXXXXXX7834
Bill Date: Jun 9, 2016
$1,545.83

La Carnita
Bill Date: May 9, 2017
$30.74 CAD

Khao San Road
Bill Date: May 2, 2017
$34.79 CAD

BMO Debit Card
Account: XXXXXXXXXXXX7834
Bill Date: Apr 8, 2016
$1,545.83

BMO Debit Card
Account: XXXXXXXXXXXX7834
Bill Date: Mar 9, 2016
$1,545.83

BMO Debit Card

BMO Debit Card Statement

Mark as Paid | Stats | Notes | PDF

Add tag

Your branch address:
2210 YONGE ST
TORONTO, ONT M4S2B8

Everyday Banking

Your Branch
YONGE & EGLINTON TORONTO
Transit number: 0443

For questions about your statement call
(416) 488-1145

Direct Banking
1-800-363-9992
www.bmo.com

Your Plan
Practical Plan

Your Everyday Banking statement

For the period ending June 09, 2016

Summary of your account

Account	Opening balance ($)	- Total amounts deducted ($)	+ Total amounts added ($)	= Closing balance ($) on Jun 09, 2016
Primary Chequing Account	1,545.83	4.00	4.00	1,545.83

Keep your child cyber secure this summer. Teach them about online threats, know the sites your children access on your computer and always use reliable anti-virus and malware software. For more security tips, visit bmo.com/security.

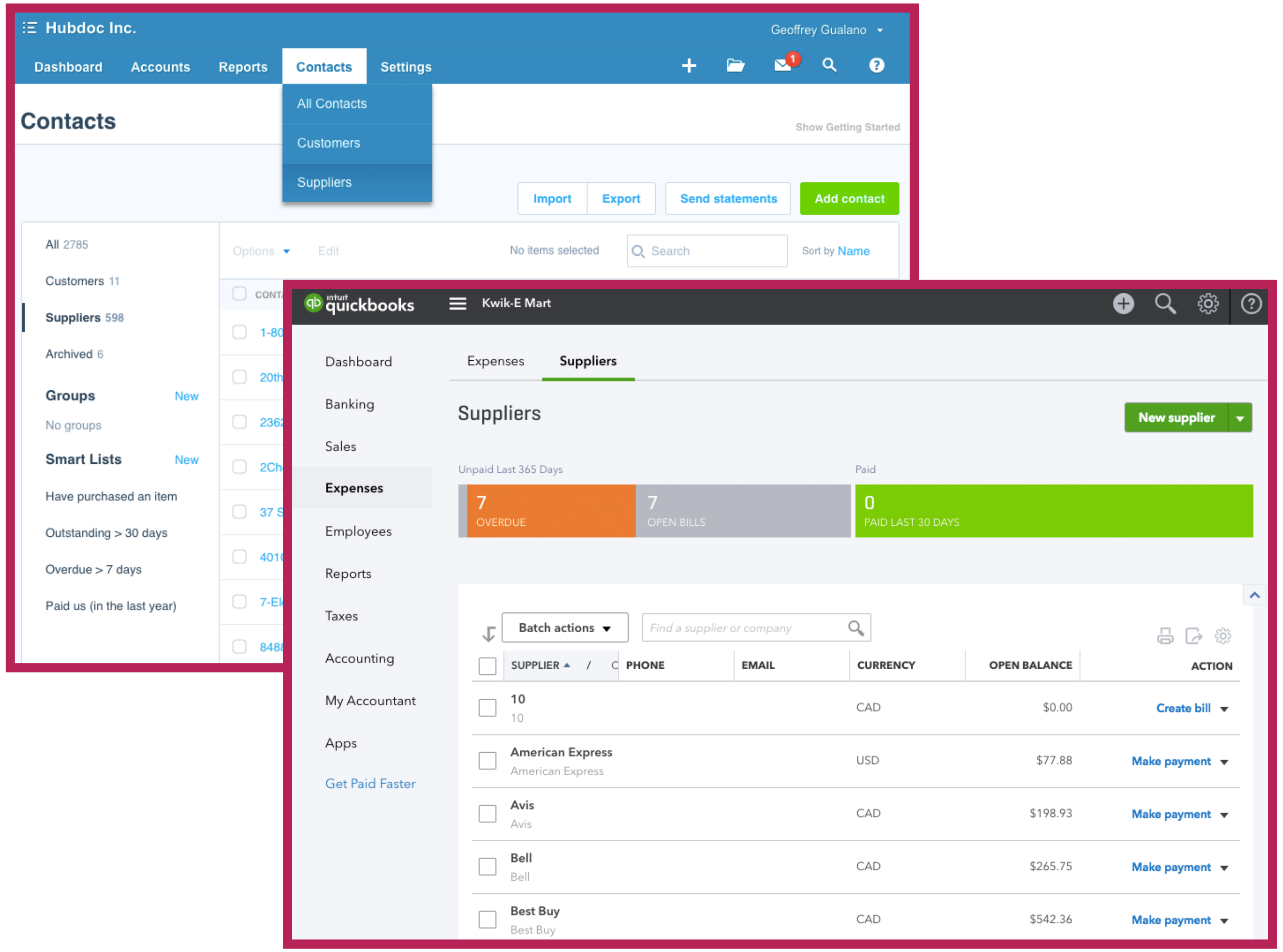
Here's what happened in your account

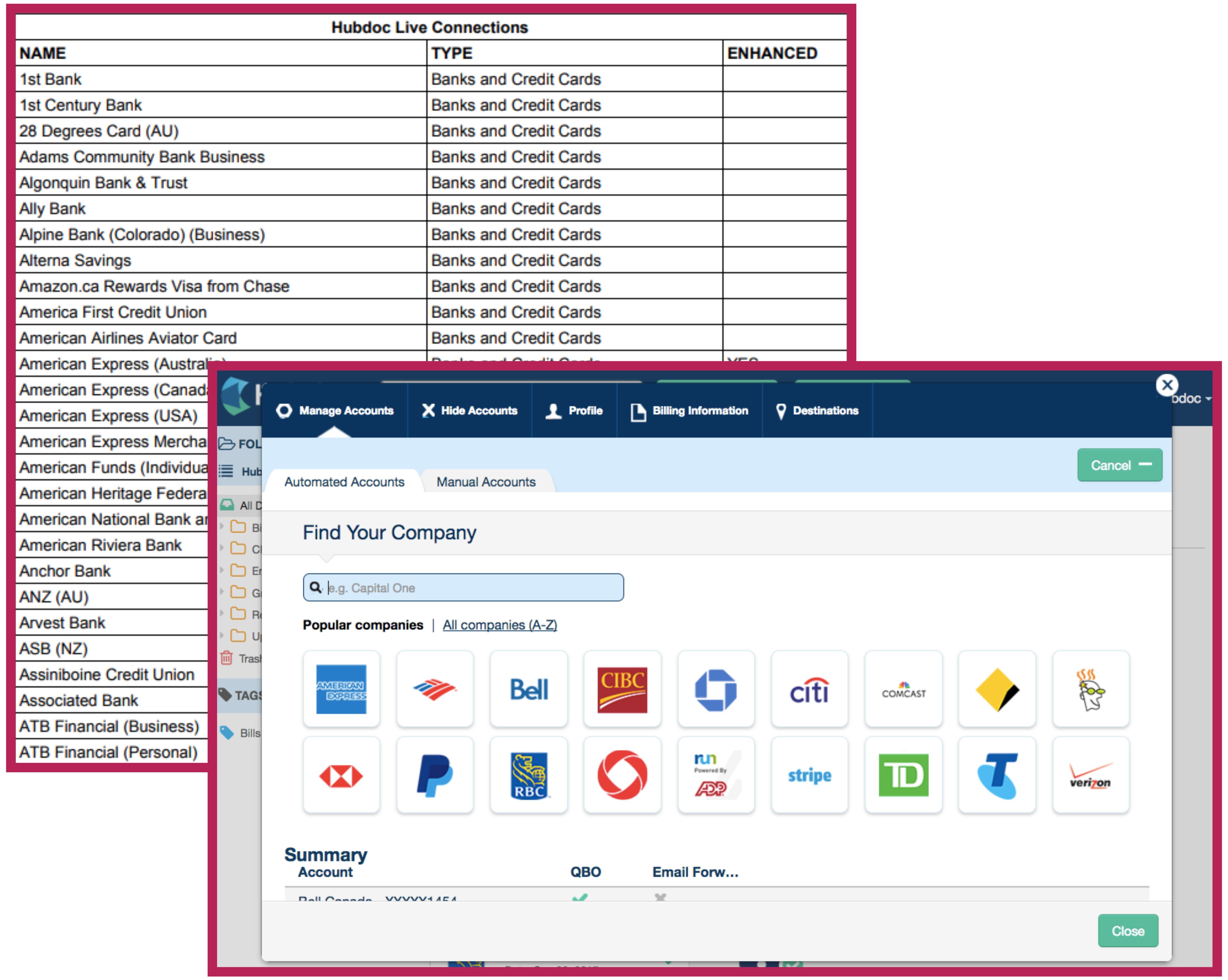
Date	Description	Amounts deducted from your account ($)	Amounts added to your account ($)	Balance ($)
	Primary Chequing Account			

Tips and Tricks

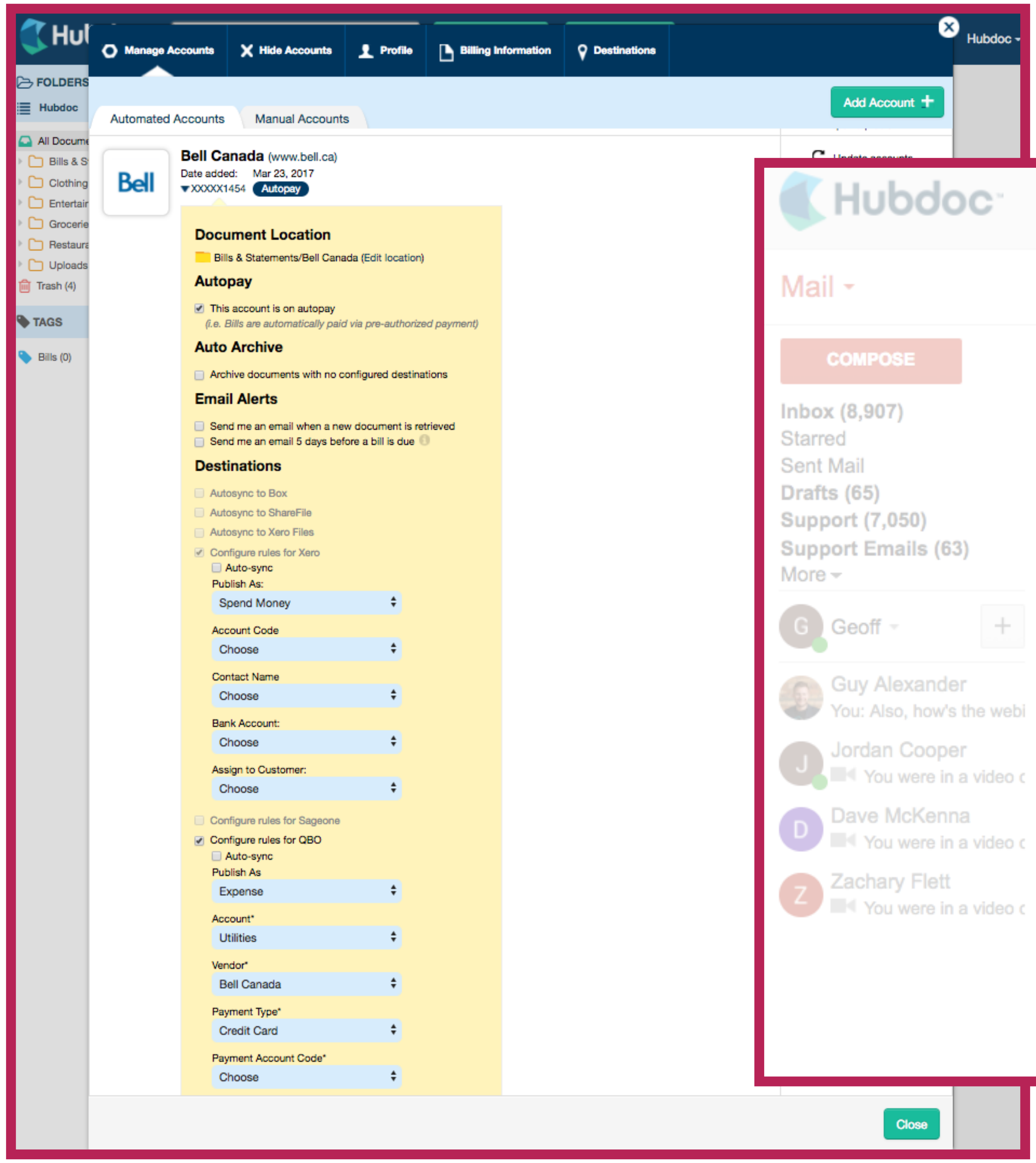
1. **Invest upfront**: Identify suppliers and banks, ensure that clients know their usernames, passwords, and PVQs, ask for read only debit and credit card access.
2. **Build rules**: Email auto-forwarding workflows, auto-publish documents with vendor rules.
3. **Enable clients**: Utilize the mobile app, unique intake email, and Fujitsu ScanSnap Scanner.

Invest Upfront





Build Rules


Manage Accounts
Hide Accounts
Profile
Billing Information
Destinations
Add Account
Automated Accounts
Manual Accounts
Bell Canada (www.bell.ca)
Date added: Mar 23, 2017
Autopay
Document Location
Bills & Statements/Bell Canada (Edit location)
Autopay
This account is on autopay
Auto Archive
Archive documents with no configured destinations
Email Alerts
Send me an email when a new document is retrieved
Send me an email 5 days before a bill is due
Destinations
Autosync to Box
Autosync to ShareFile
Autosync to Xero Files
Configure rules for Xero
Auto-sync
Publish As:
Spend Money
Account Code
Contact Name
Bank Account:
Assign to Customer:
Configure rules for Sageone
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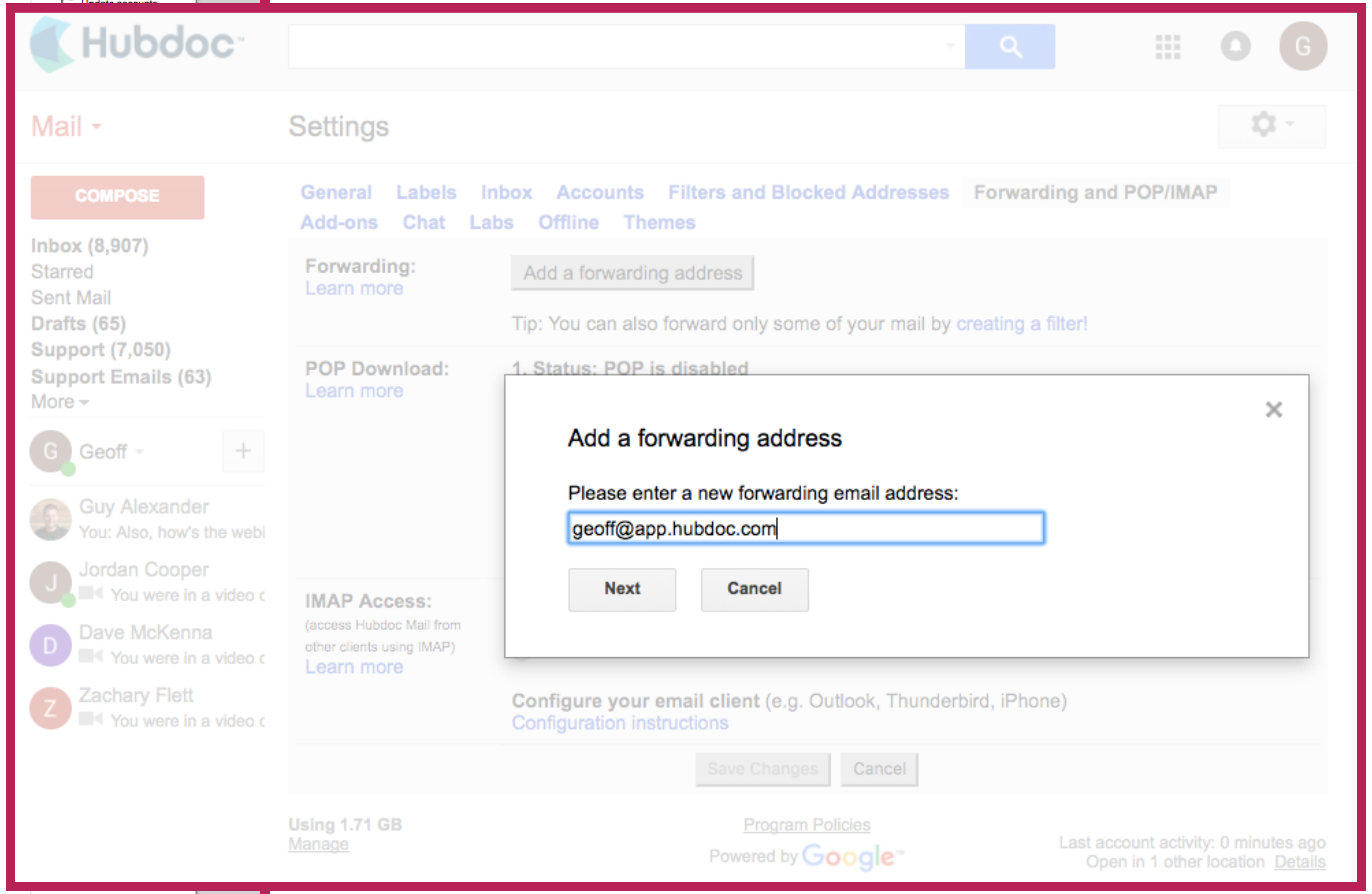
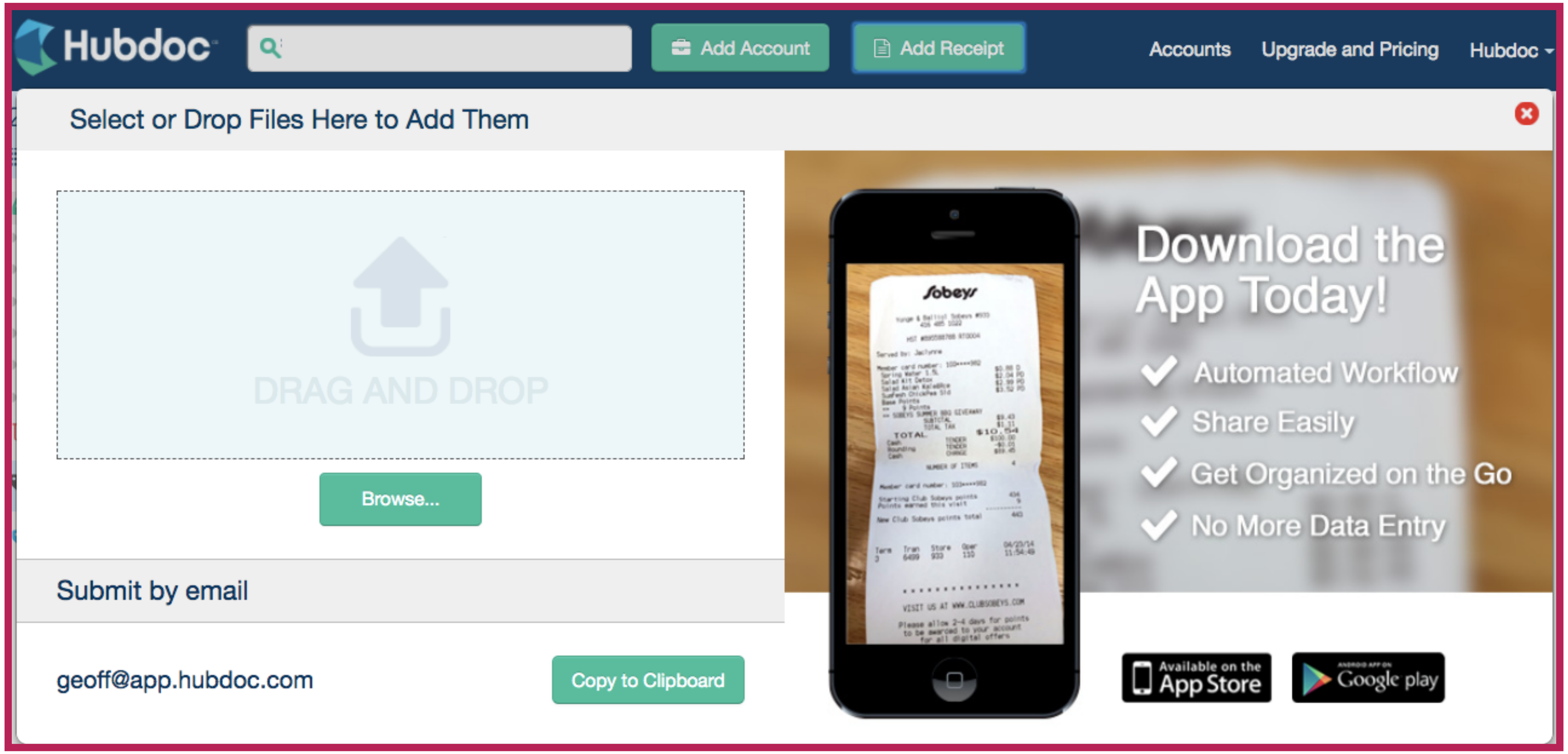
Bell Canada
Payment Type*
Credit Card
Payment Account Code*
Close


Hubdoc
Mail
Settings
COMPOSE
General
Labels
Inbox
Accounts
Filters and Blocked Addresses
Forwarding and POP/IMAP
Add-ons
Chat
Labs
Offline
Themes
Inbox (8,907)
Starred
Sent Mail
Drafts (65)
Support (7,050)
Support Emails (63)
Forwarding:
Learn more
Add a forwarding address
Tip: You can also forward only some of your mail by creating a filter!
POP Download:
1. Status: POP is disabled
Add a forwarding address
Please enter a new forwarding email address:
geoff@app.hubdoc.com
Next
Cancel
IMAP Access:
Configure your email client (e.g. Outlook, Thunderbird, iPhone)
Configuration instructions
Save Changes
Cancel

Enable Clients



Workflow automation with Karbon

1. **Prep data table**: Genericize step owners, convert duration to due date, update description and capture the high-level details.
2. **Setup supporting components:** In Practice Settings, add new work type, work statuses, job roles, and create work template.
3. **Build work template:** Copy & paste titles in Karbon; add item descriptions, job roles, and due dates per checklist item.
4. **Add automators:** Determine triggered section behaviors to change work or task statuses automatically.
5. ***Publish & get work done.***

The journey to checklists

From processes to mapping to work to checklists

	Processes & mapping	Work & checklists
Raw data	• Process name • Step title • Step description • Step duration	• Work template name • Checklist item • Checklist item description • Due date, budgeted time
Overview	• Phase descriptions • Subprocesses	• Work status • Checklist section
Detailed	• Ownership & notes • Order • Logic	• Step owner • Checklist step order • Additional checklist steps

Step 1: Prep your checklist data table

Checklist Summary	Details
Checklist Name	1120 (FYE2017)
Description	Corporate tax return process for fiscal year ending 2017.
Owner	Tax Manager
Expected Duration	4 weeks

Workflow Status Details

Workflow ID#	Workflow status name
1	Financial statements prep
2	Workpaper prep
3	Return prep
4	Assembly
5	Filing

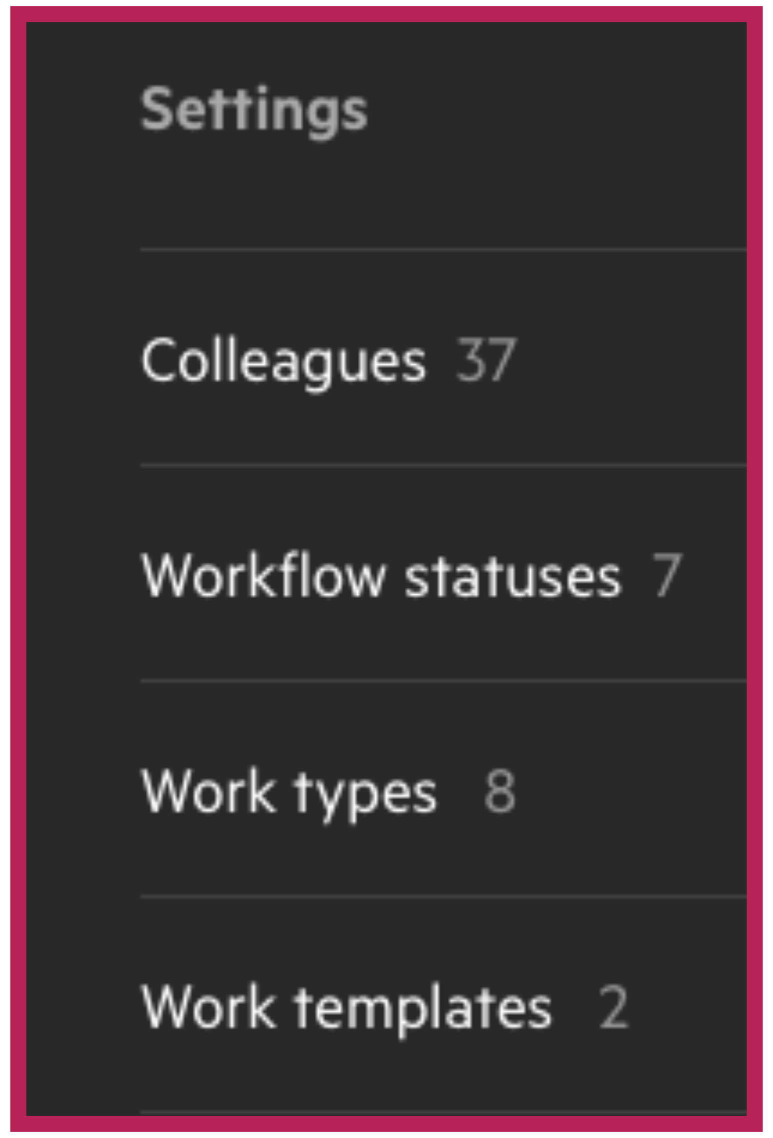
Job Role Details

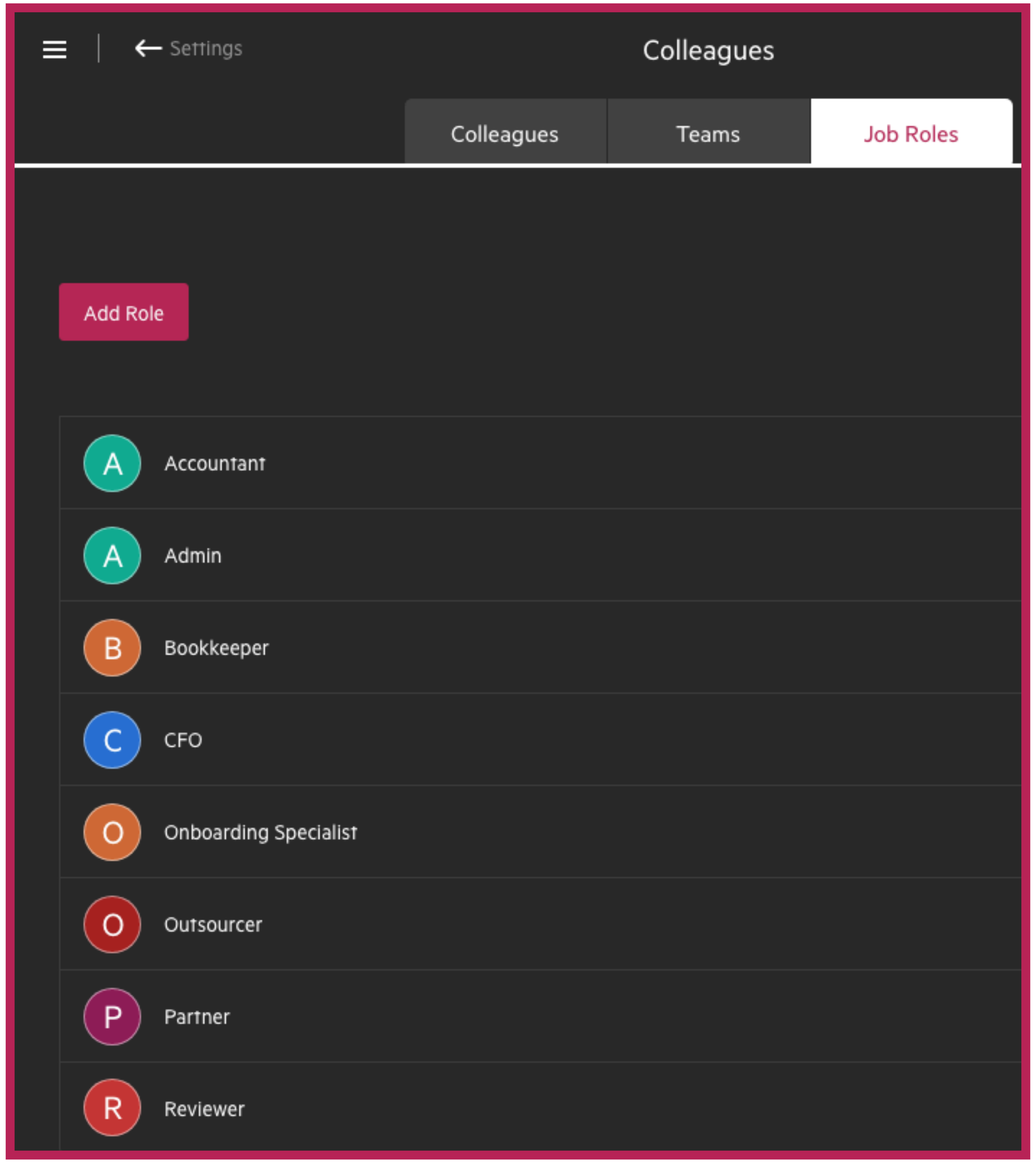
Job role ID#	Job role name
1	Audit Associate
2	Audit Partner
3	Tax Associate
4	Tax Manager
5	Tax Partner
6	Admin

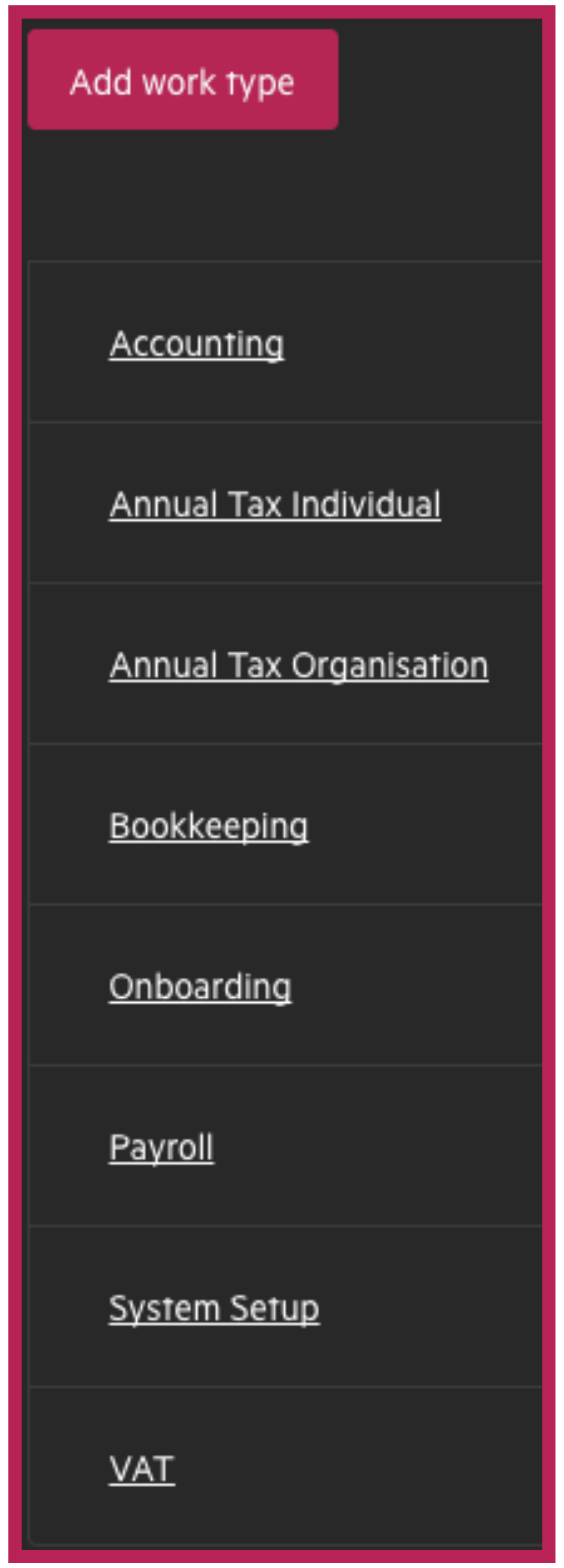
Section Name #1: ***Prepare financial statements***

Step #	Step Title	Owner	Duration (hours)	Dependent On Step #	Due Date
1	Create and send agreement	Admin	1	Sales process	0
2	Receive and file signed agreement	Admin	0.25	1	0
3	Create and send bill	Admin	0.5	2	0
4	Request and receive access to books	Audit Associate	1	3	1
5	Review books (initial)	Audit Associate	4	4	1
6	Chase for missing documents	Audit Manager	2	5	3
7	Reconcile accounts	Audit Manager	8	6	5
8	Review internally	Audit Partner	1	7	5
9	Review with client	Audit Partner	1	8	7
10	Update work status as "Financial Statements to File"	Audit Partner	0	8	7

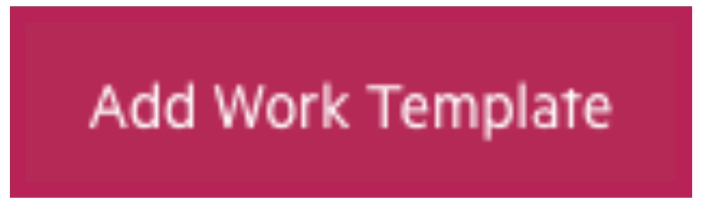
Step 2: Configure your practice settings

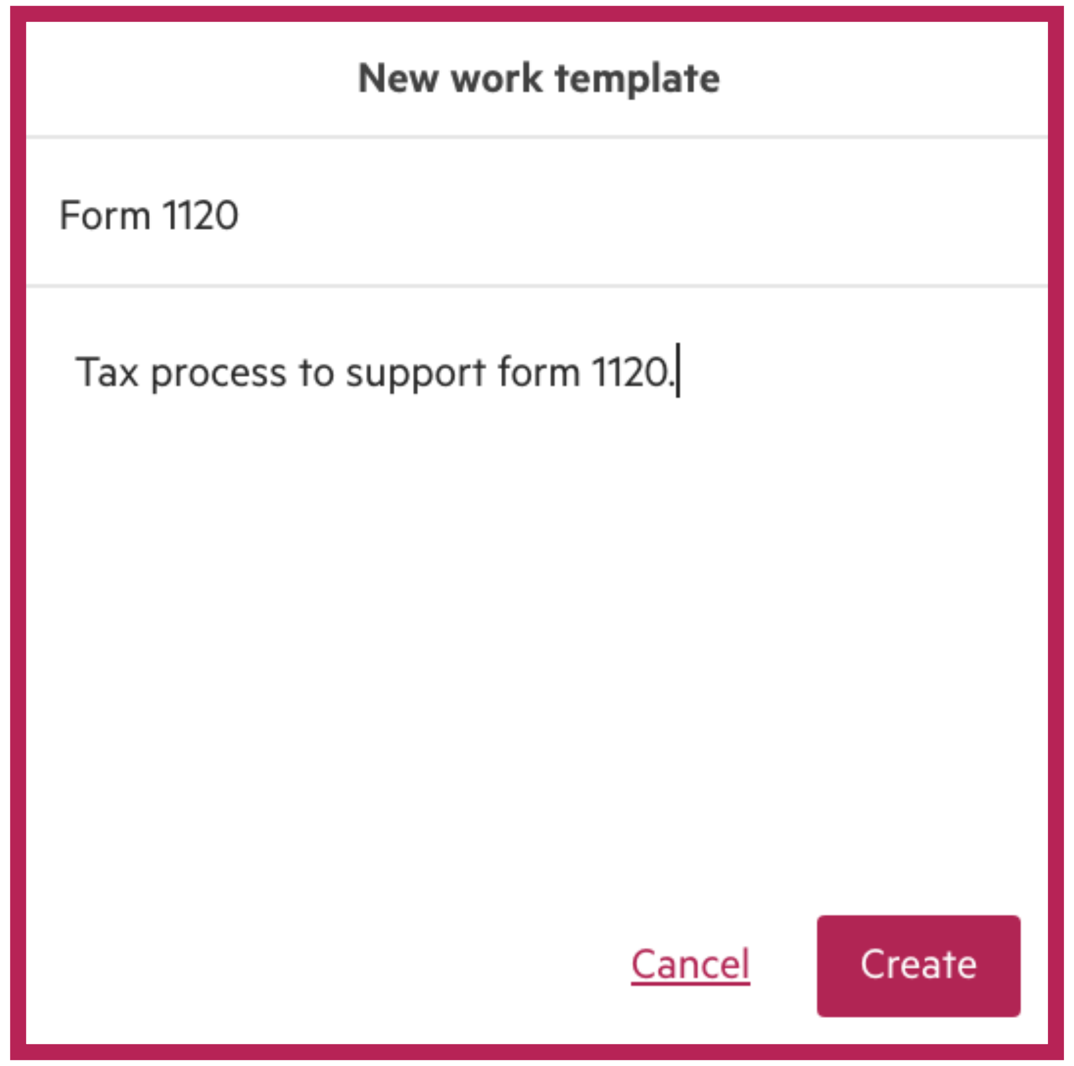


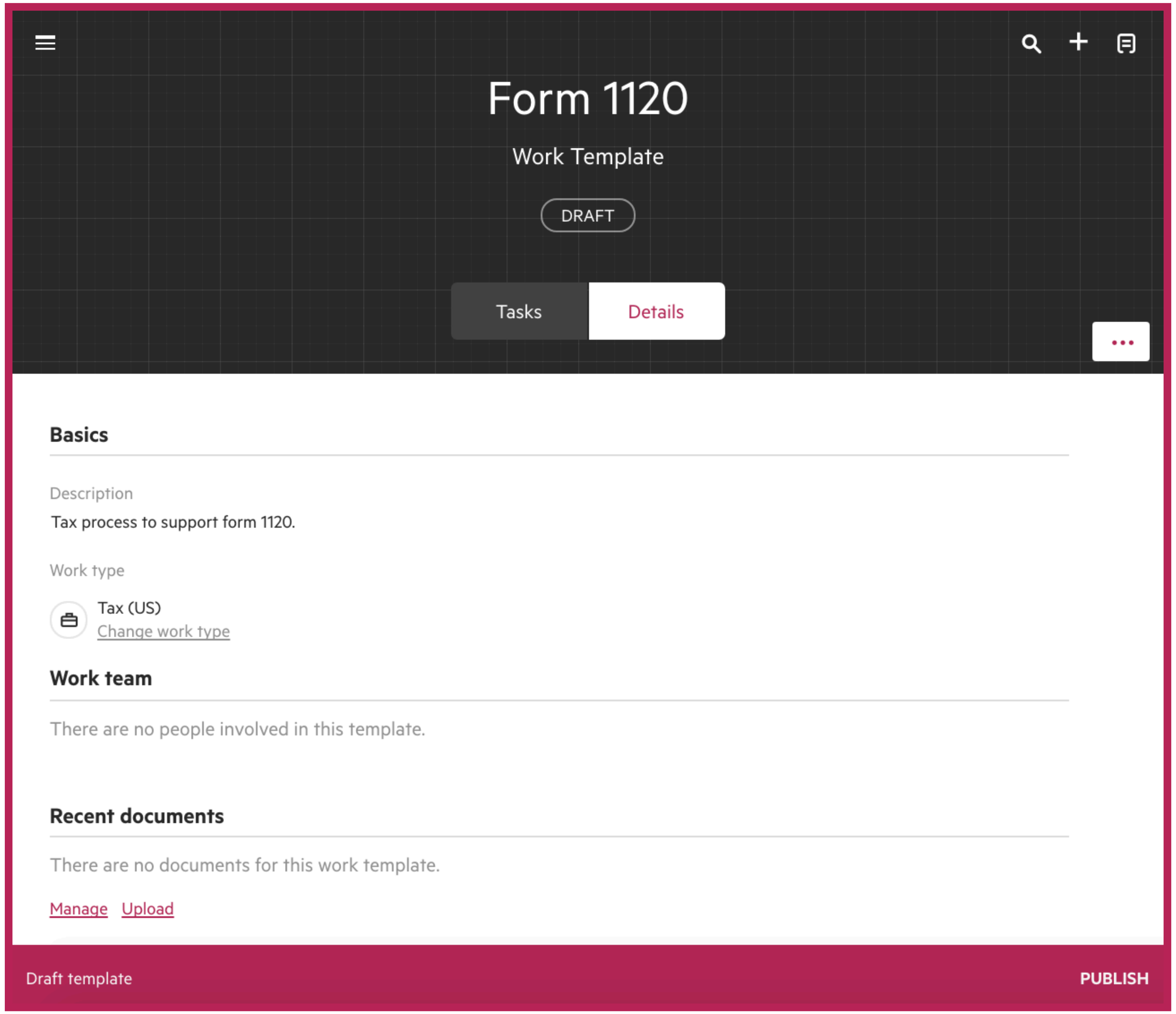




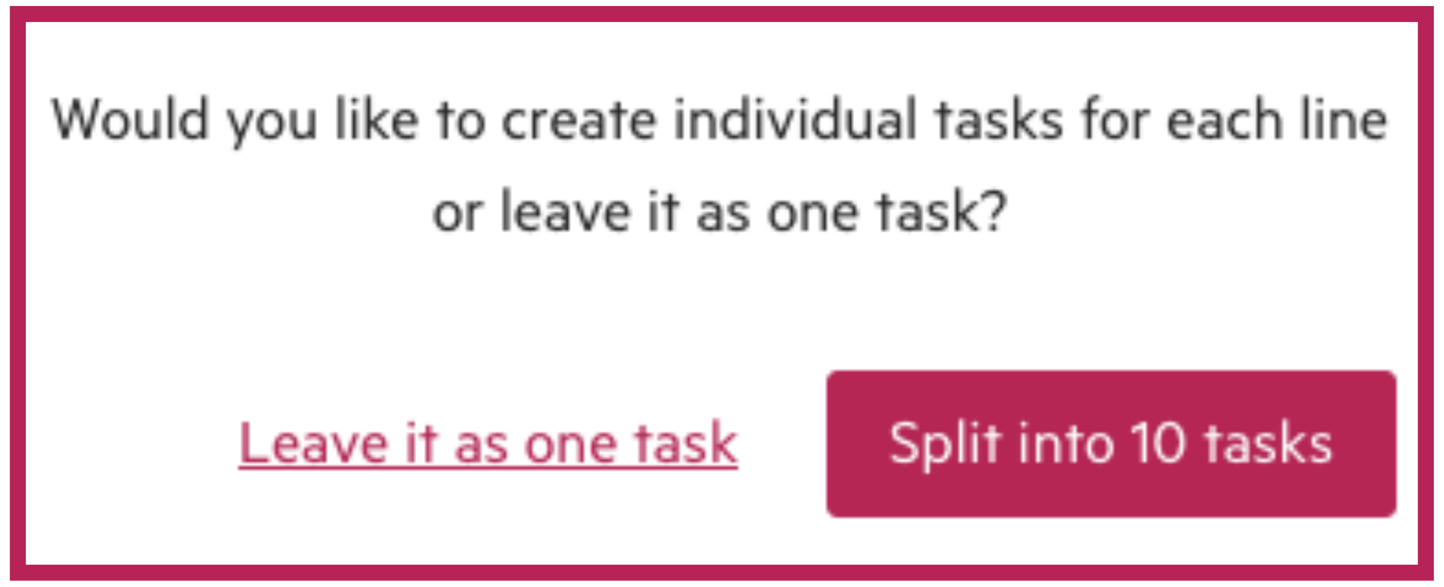
Step 3: Create your work template...



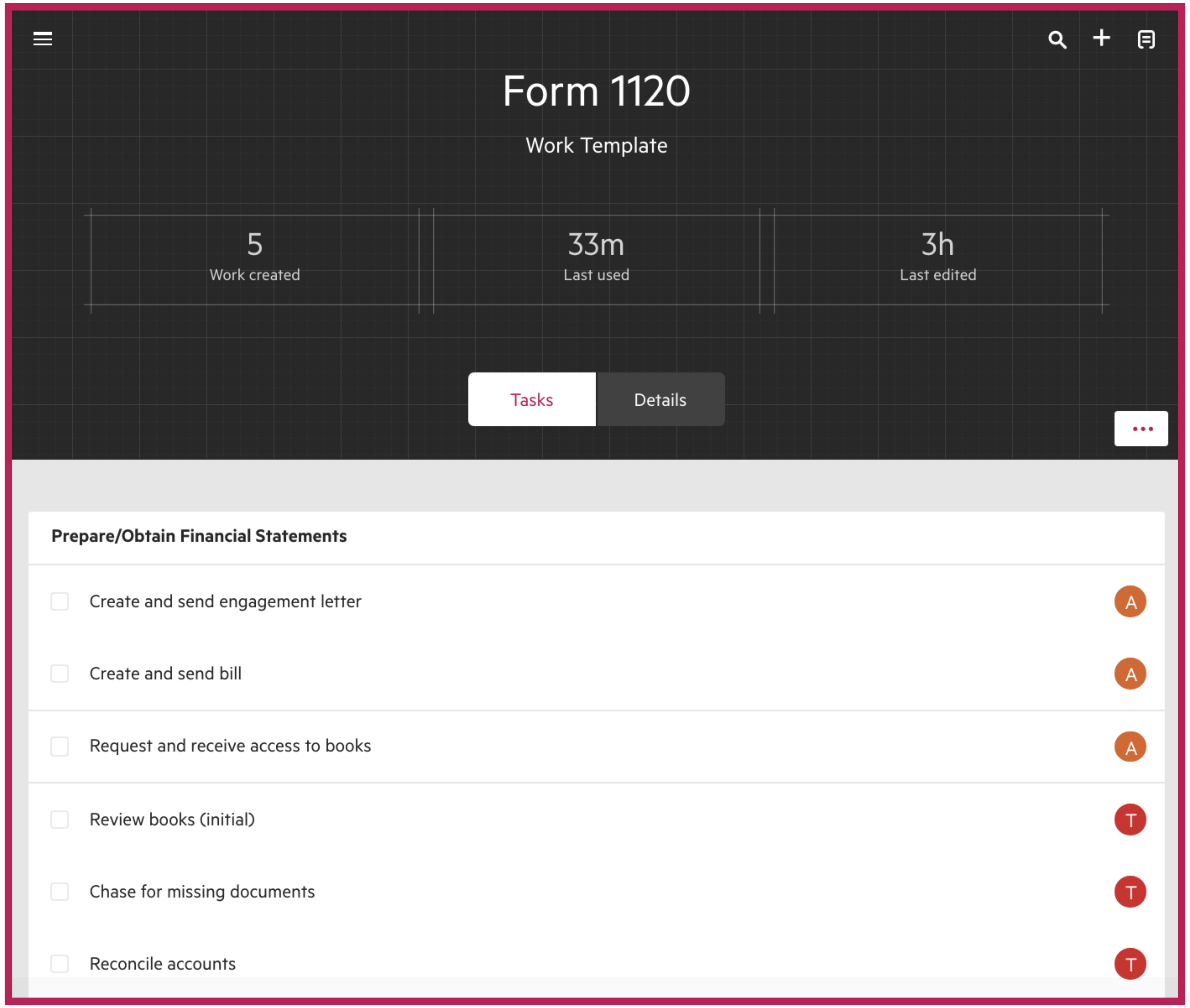




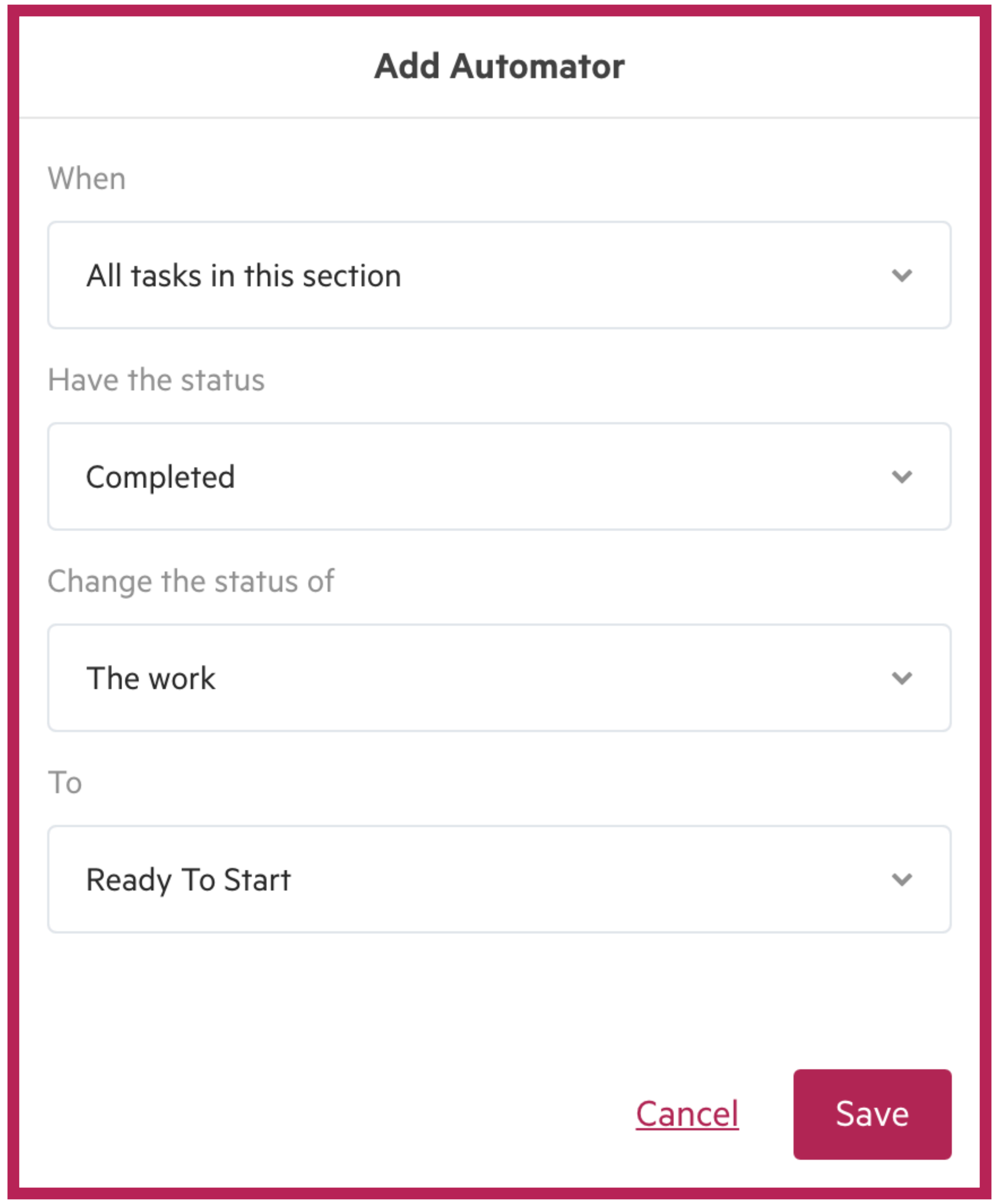
… copy/paste, and fill out the details.

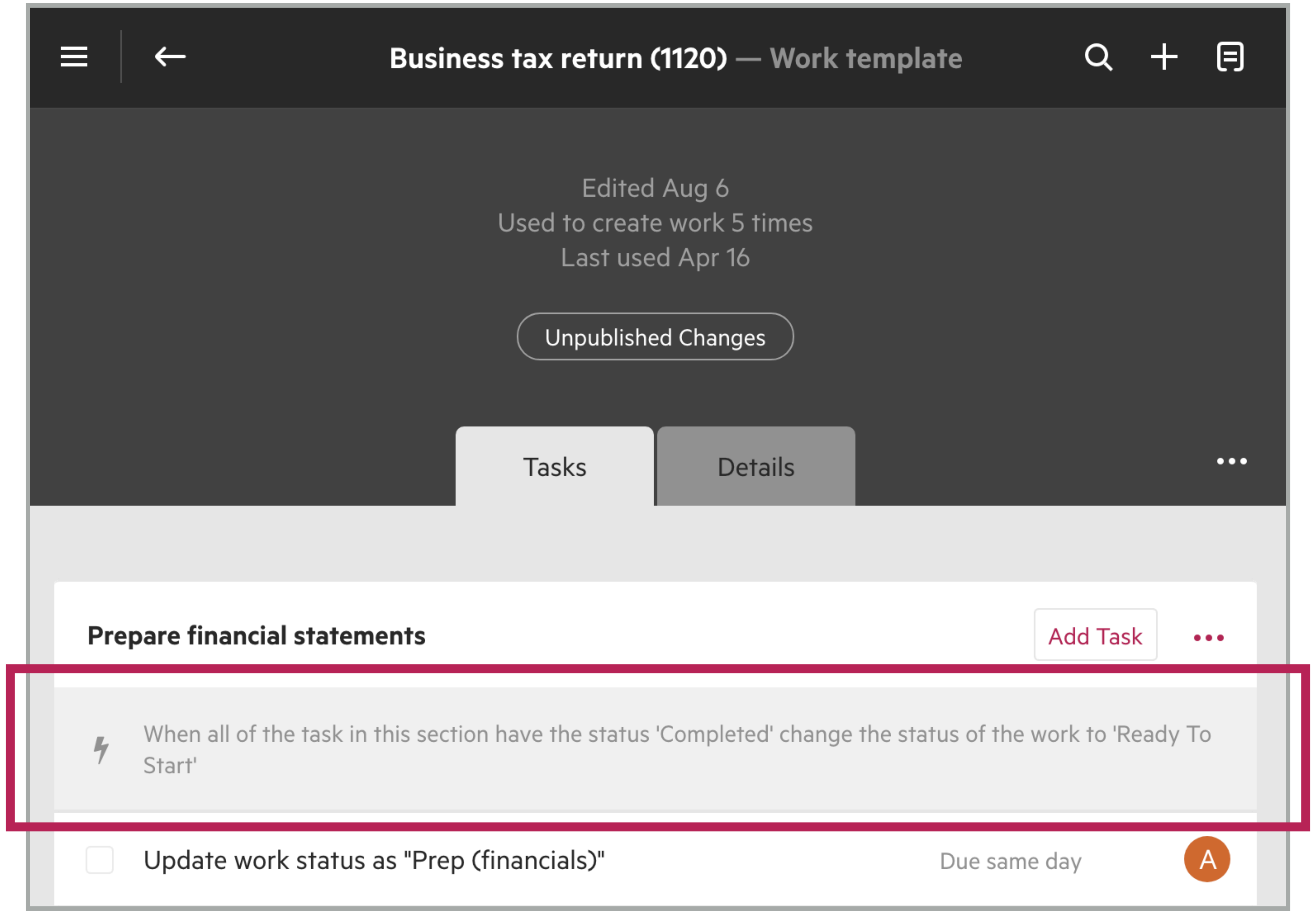


Just copy & paste to populate.

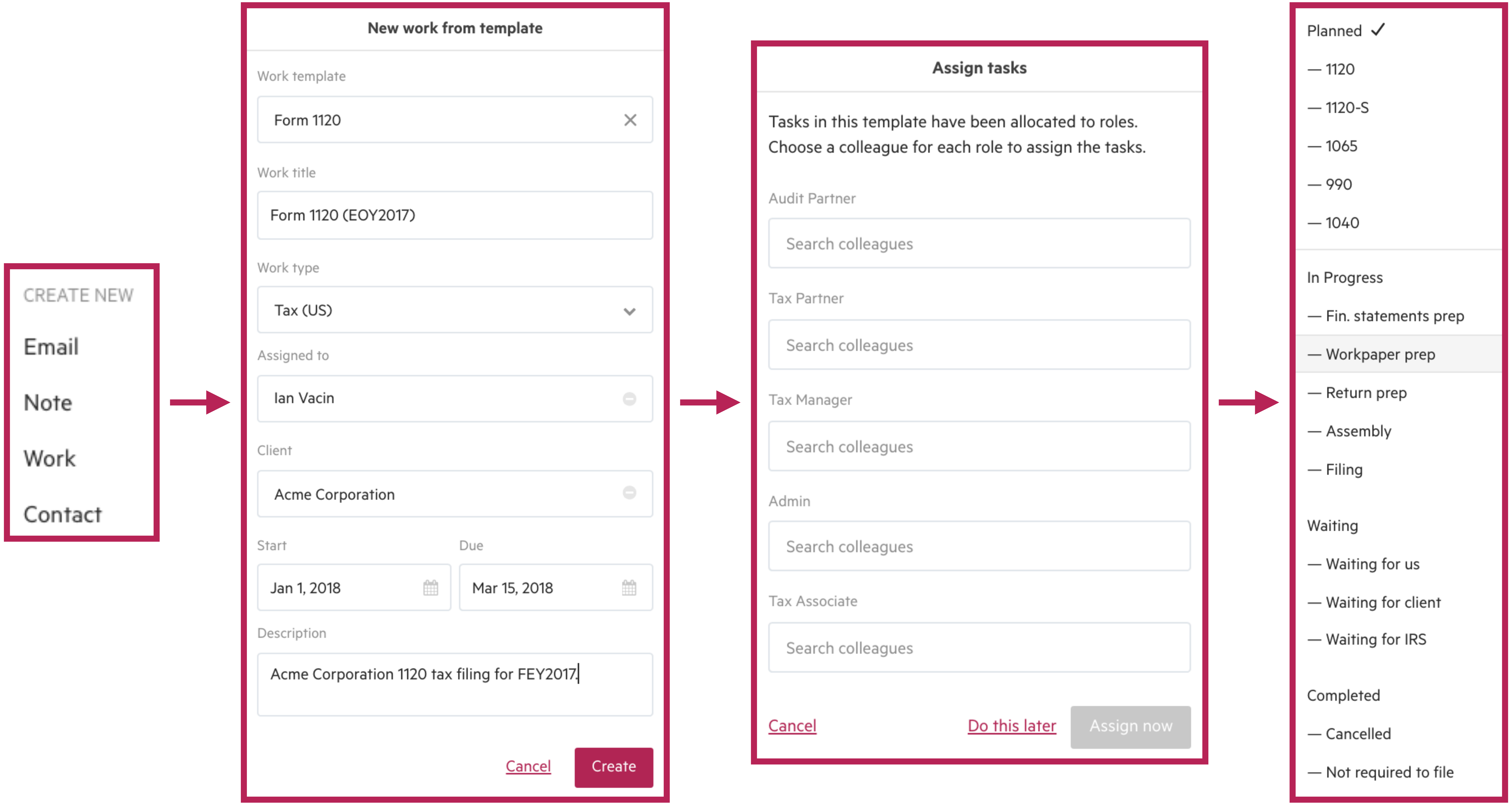


Step 4: Add your automators & publish

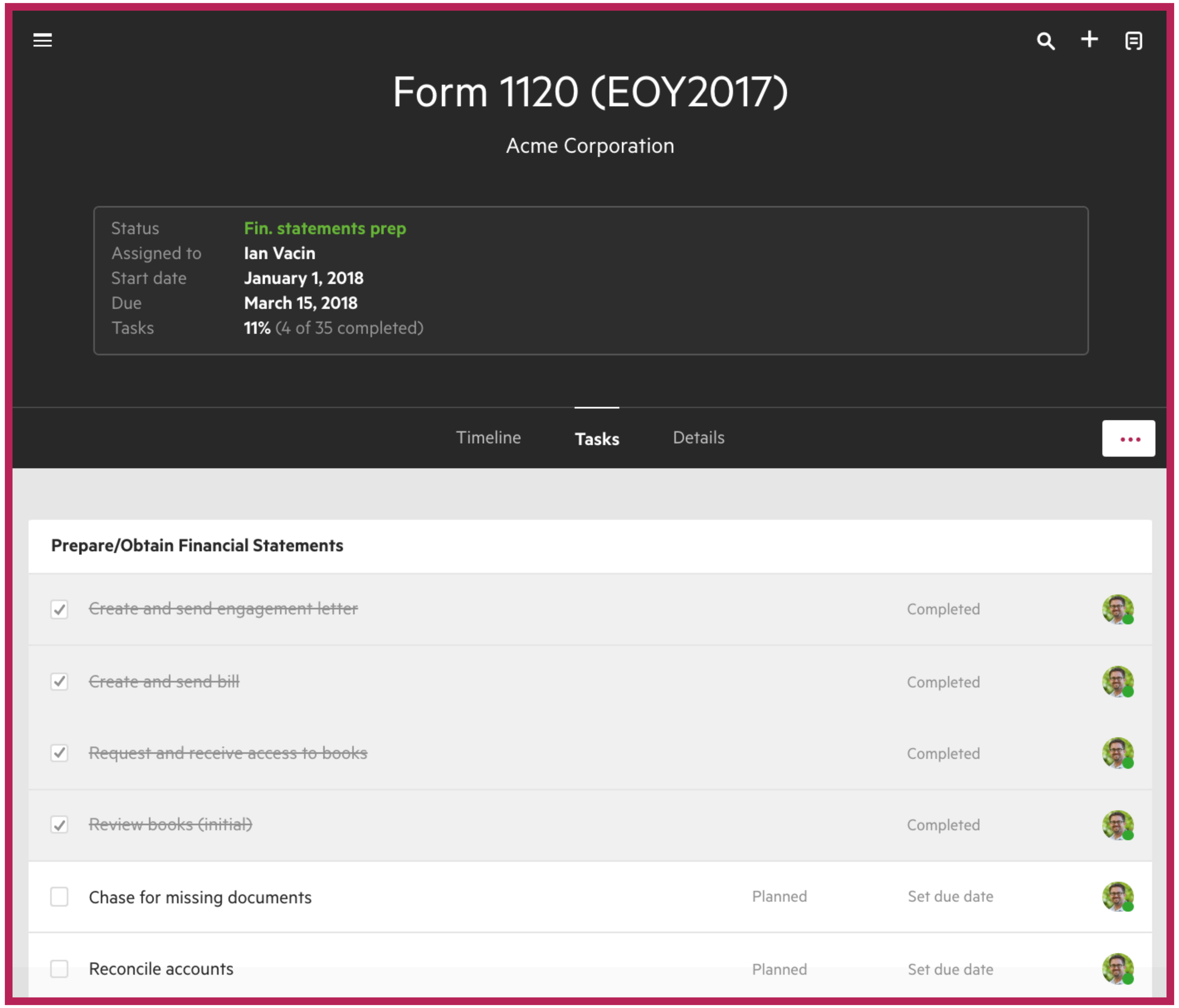




Finally… Create new work from template…

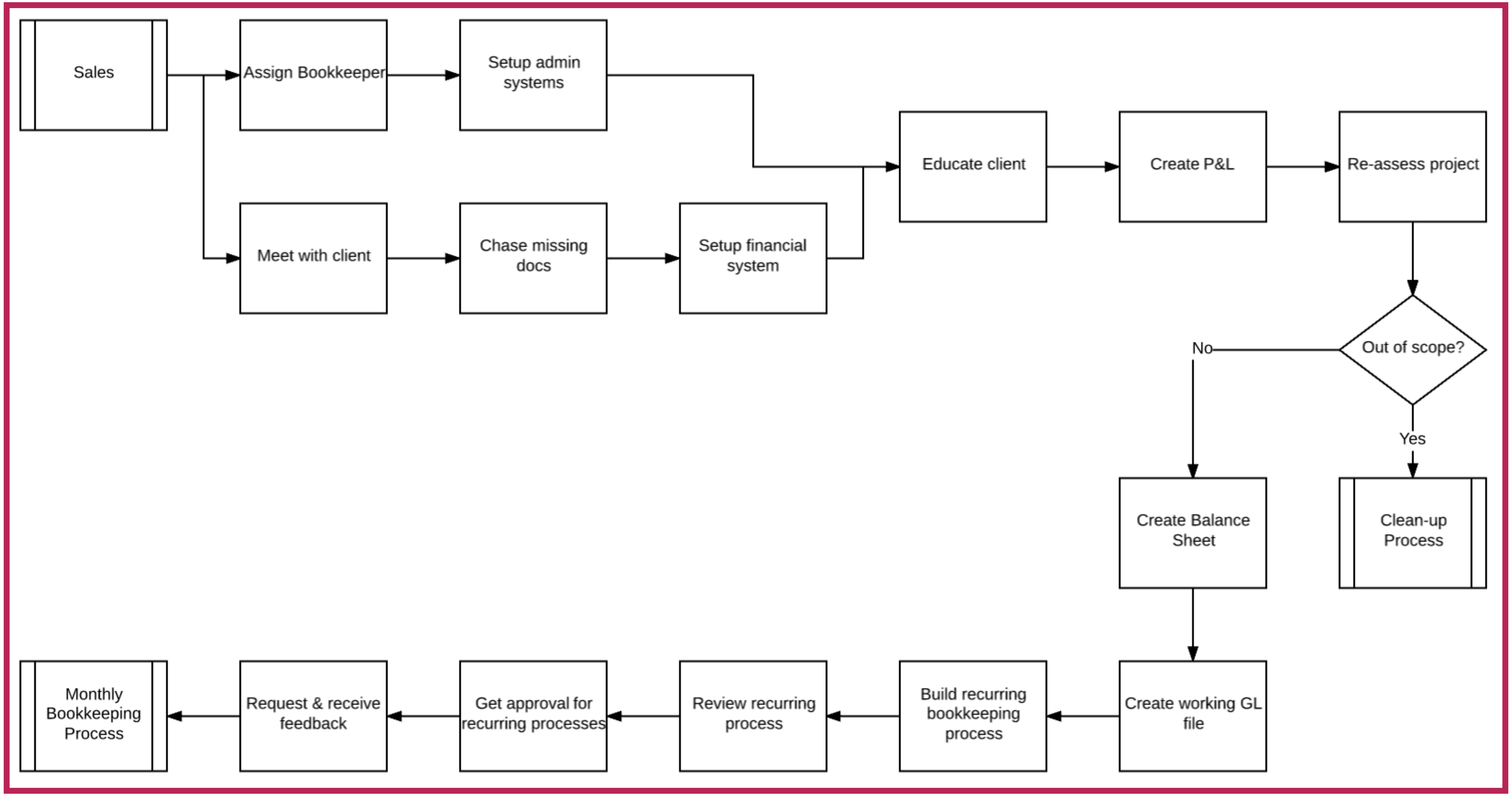


And... get work done consistently.

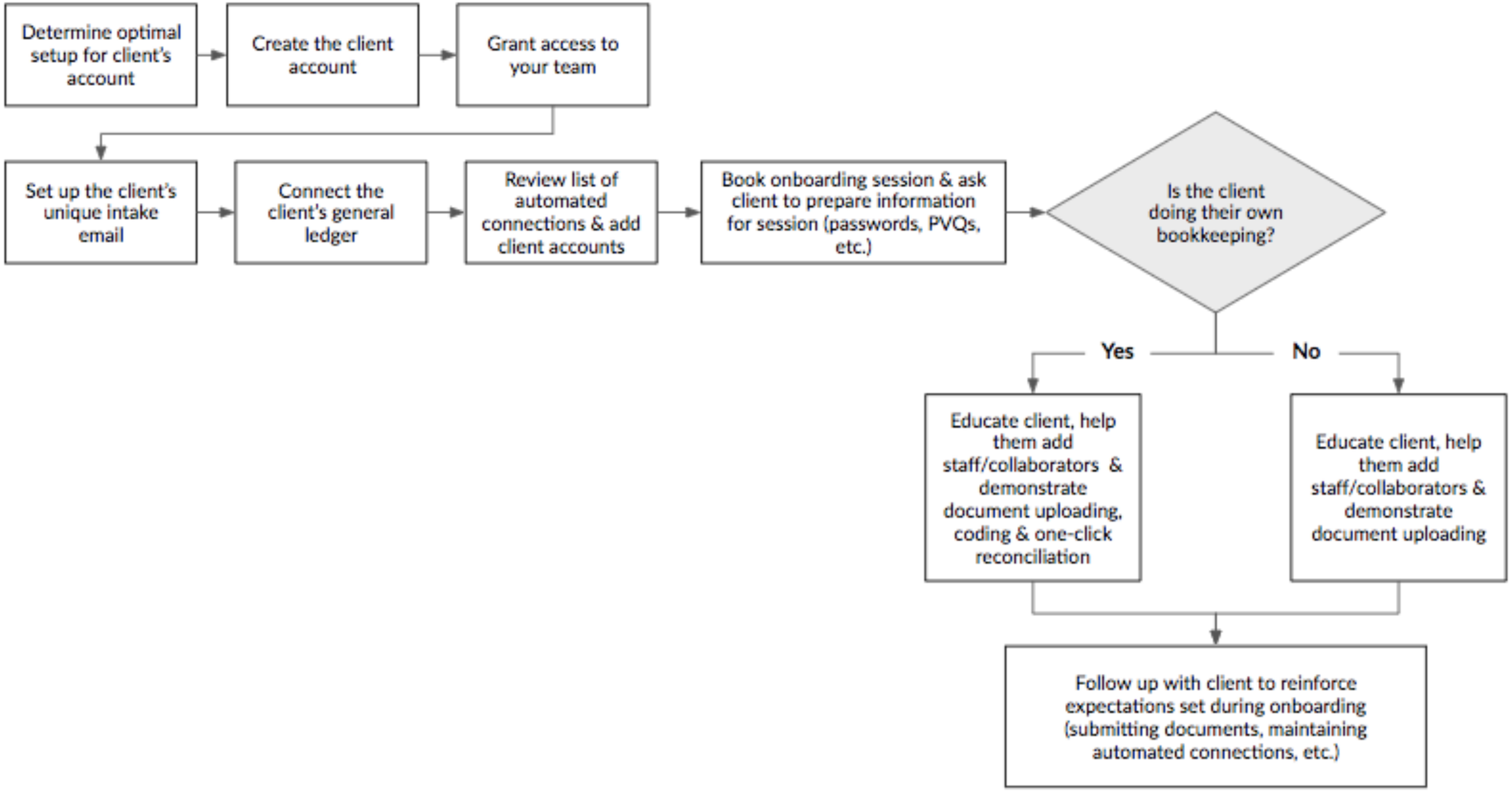


1. The reality
2. Creating consistency
3. How to automate
4. **Sample workflows**
5. Tips & tricks

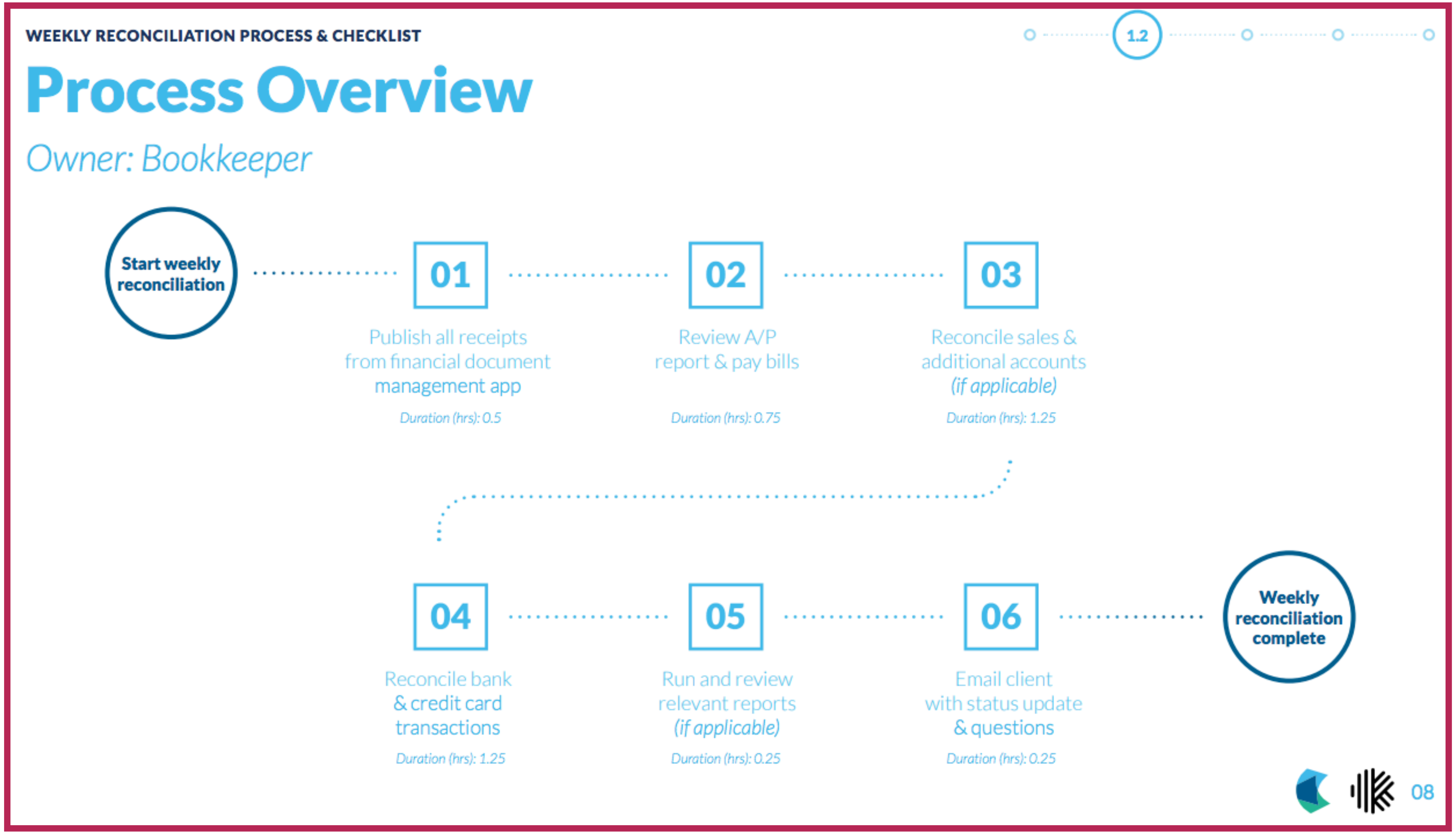
Client onboarding



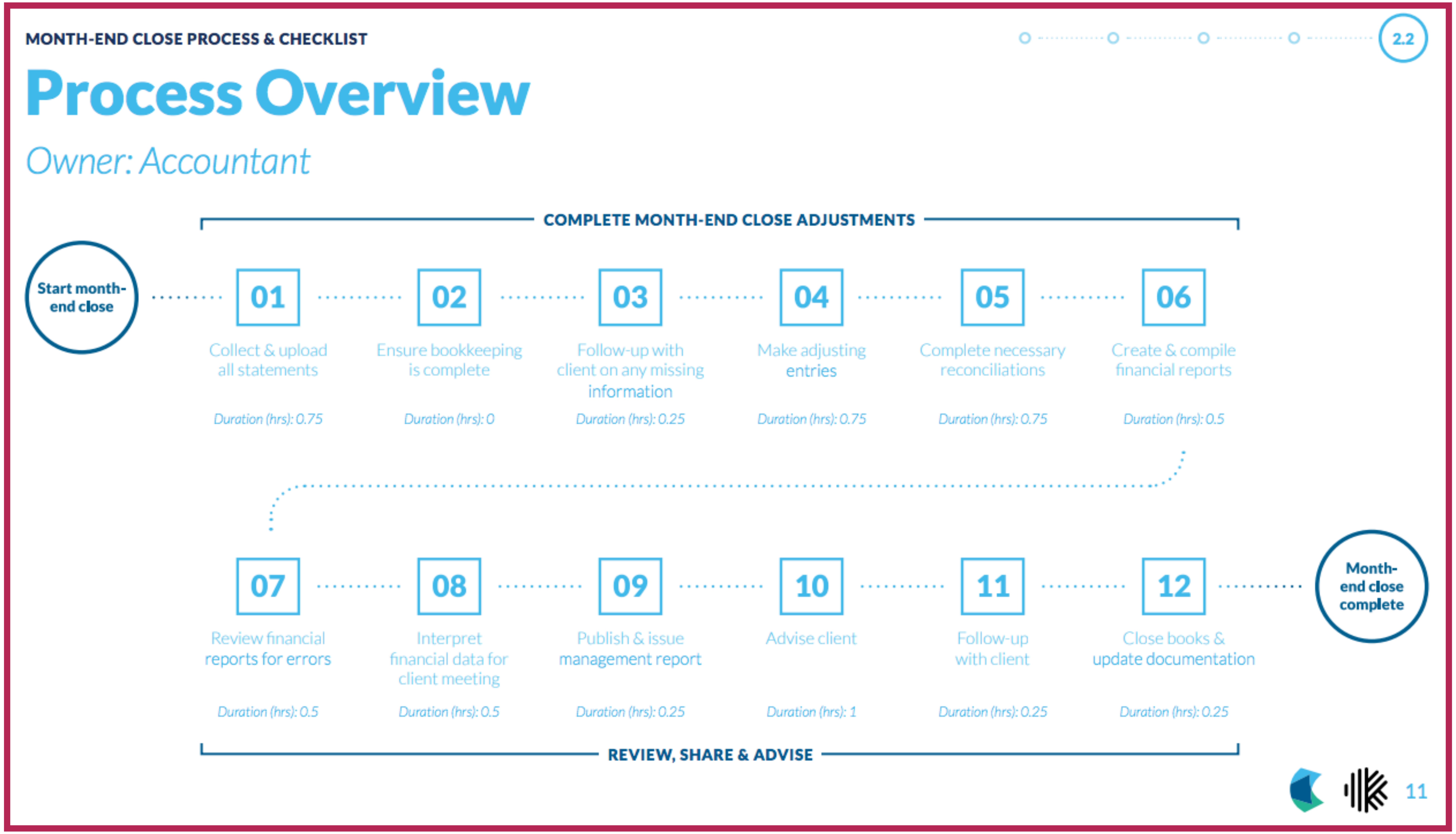
Onboarding to Hubdoc



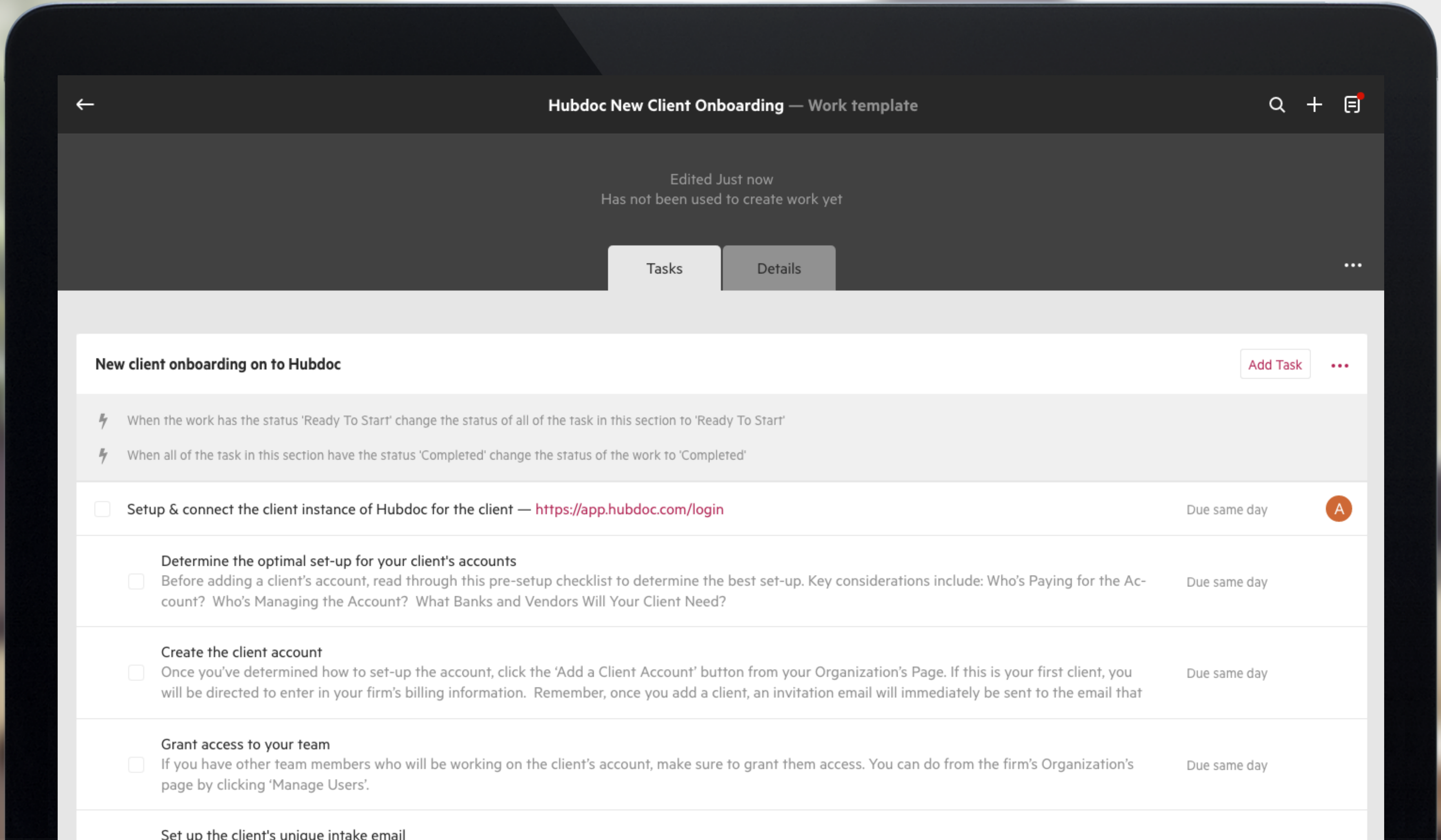
Weekly reconciliation (http://bit.ly/2QQ0jMH)



Month-end close (http://bit.ly/2QQ0jMH)



Example: New client onboarding to Hubdoc



Want the templates?

Check the crowdsourced library of process templates.

karbonhq.com/templates | http://bit.ly/2QQ0jMH

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The benefits of consistency.

- **Save 10 hours per week per employee.**
- 9 out of 10 customers say Karbon has improved work delivery, citing higher quality outcomes & increased on-time delivery.
- 91% of firms say the majority of their work completed in Karbon is driven by standardized workflows and templates.
- 9 out of 10 customers say that Karbon gives them more visibility and control over their firm than ever before.
- **Improve revenue by 14% per employee.**

Tips & tricks of standardization

1. **Map out your workflows using a template**: Visualizing each workflow will make it easier to understand how to standardize.
2. **Focus on those with frequency and volume**: Standardizing these types of processes will supercharge your firm's efficiency.
3. **Just write it down**: Don't get hung up on getting it to 100%. It's much easier to fill in the gaps if you have a starting point.
4. **Split to build**: When building processes, consider splitting it in two: 1) an internal one and 2) one from the client's experience.
5. **Two views**: Create a high-level visual overview and a detailed steps version. It makes it easier for everyone to understand.

Tips & tricks of automation

1. **Start with your own practice**: Not sure an automation tool is the right fit for your firm? Try it with your own practice first.
2. **Introduce in cohorts**: No matter how savvy the tech or team is, roll it out to carefully to selected cohorts (i.e., not all at once!).
3. **Look inwards**: Look at what is painful or of little value with your staff—these are the things you should look to automate.
4. **Simple saves**: Provide a formatted form instead of typing something free form. Simple changes add up quickly over time.
5. **Test first**: Test out automation to ensure it works consistently. Sometimes exceptions can take longer than the automation.

Wrap up

1. The reality
2. Creating consistency
3. How to automate
4. Sample workflows
5. Tips & tricks

“Building a process is a balancing act between steps that provide enough detail for newer staff members but still allow experienced staff members to exercise their judgement.”

— Allison Hawkins, Hawkins & Co., Partner —

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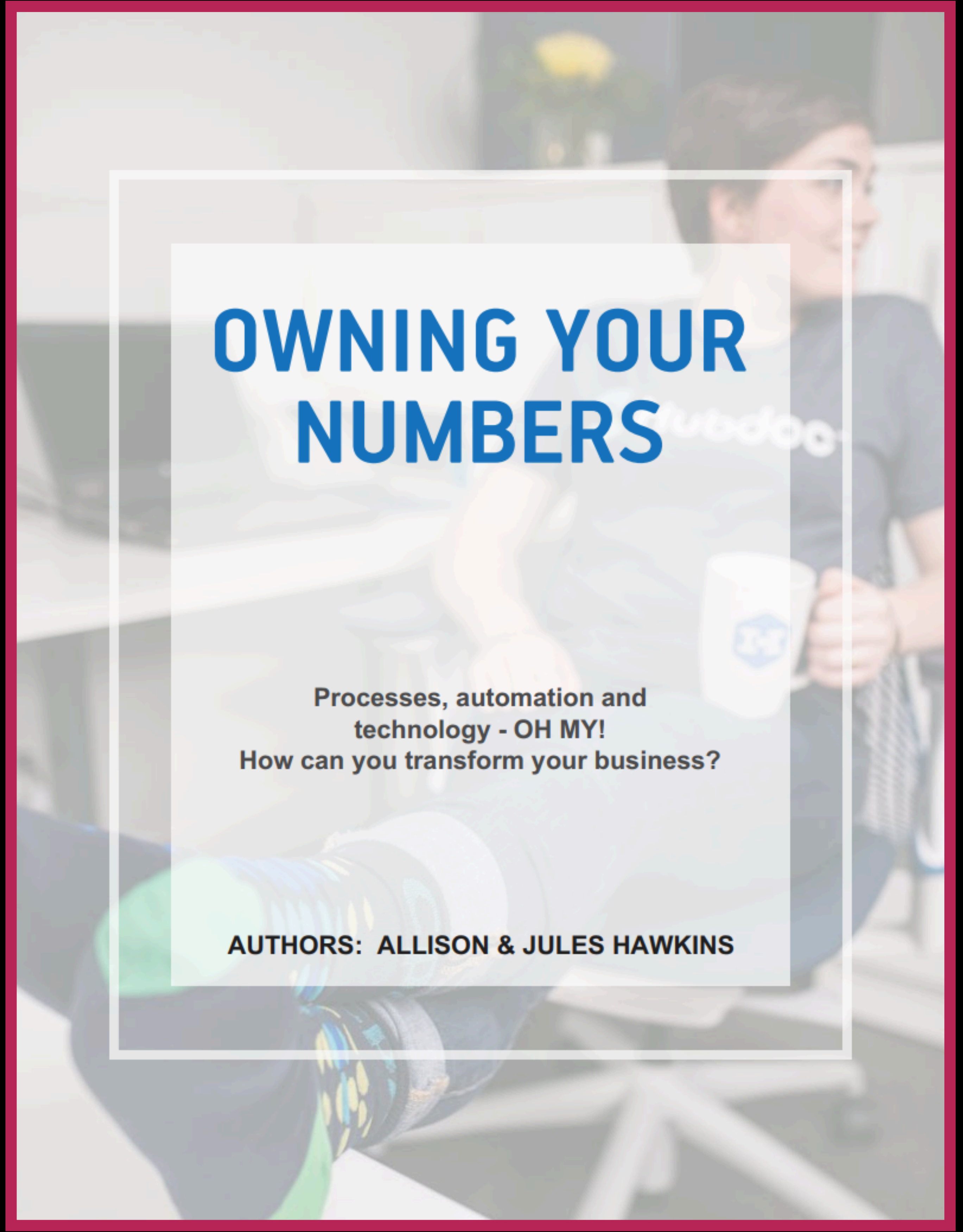
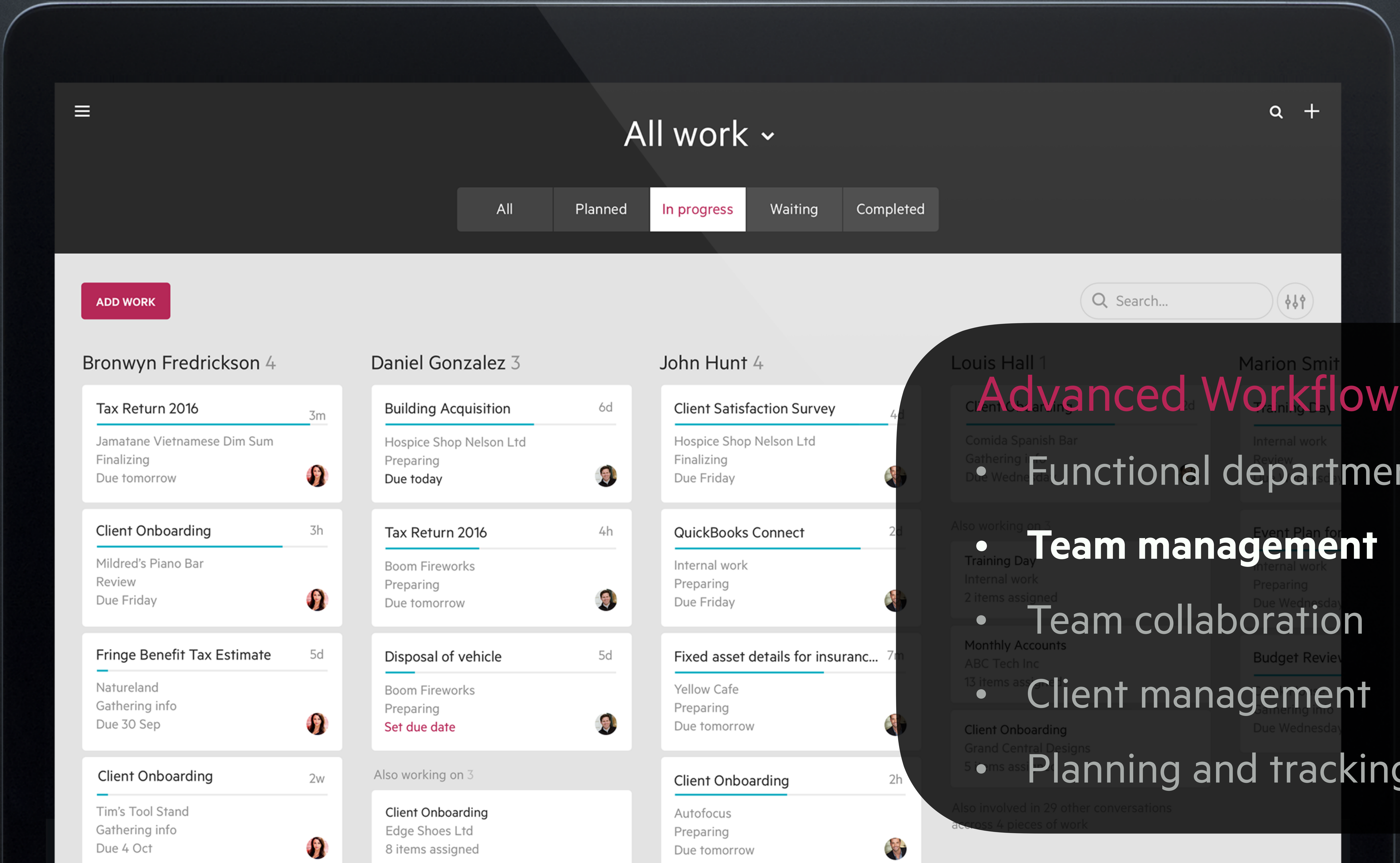


Download "Owning Your Numbers" at http://bit.ly/2PJ1760 karbonhq.com/events

KARBON



Advanced Workflows

- Functional departments
- **Team management**
- Team collaboration
- Client management
- Planning and tracking

Questions?

Thank you!

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