







Hawkins & Co. Accounting  
PROFESSIONAL CORP.



# Standardizing Your Bookkeeping Workflows to Fuel Efficiency





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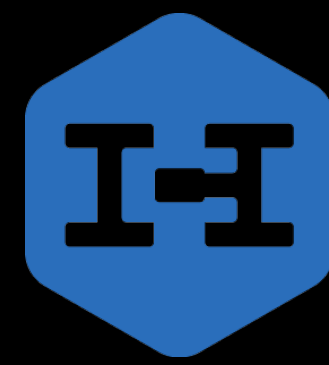


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**Hawkins & Co. Accounting**  
PROFESSIONAL CORP.



## OWNING YOUR NUMBERS

Processes, automation and  
technology - OH MY!  
How can you transform your business?

AUTHORS: ALLISON & JULES HAWKINS

Download “Owning Your Numbers” at <http://bit.ly/2PJ1760>



All work ▾

All

Planned

In progress

Waiting

Completed

ADD WORK

Search...

Bronwyn Fredrickson 4

Tax Return 20163m

Jamatane Vietnamese Dim Sum

Finalizing

Due tomorrow

Client Onboarding3h

Mildred's Piano Bar

Review

Due Friday

Fringe Benefit Tax Estimate5d

Natureland

Gathering info

Due 30 Sep

Client Onboarding2w

Tim's Tool Stand

Gathering info

Due 4 Oct

Daniel Gonzalez 3

Building Acquisition6d

Hospice Shop Nelson Ltd

Preparing

Due today

Tax Return 20164h

Boom Fireworks

Preparing

Due tomorrow

Disposal of vehicle5d

Boom Fireworks

Preparing

Set due date

Also working on 3

Client Onboarding

Edge Shoes Ltd

8 items assigned

John Hunt 4

Client Satisfaction Survey4h

Hospice Shop Nelson Ltd

Finalizing

Due Friday

QuickBooks Connect2d

Internal work

Preparing

Due Friday

Fixed asset details for insuranc...7m

Yellow Cafe

Preparing

Due tomorrow

Client Onboarding2h

Autofocus

Preparing

Due tomorrow

Louis Hall 1

Client Onboarding

Comida Spanish Bar

Gathering info

Due Wednesday

Also working on 3

Training Day

Internal work

2 items assigned

Monthly Accounts

ABC Tech Inc

13 items assigned

Client Onboarding

Grand Central Designs

5 items assigned

Also involved in 29 other conversations across 4 pieces of work

Marion Smith

Internal work

Review

Due Wednesday

Event Plan for

Internal work

Preparing

Due Wednesday

Budget Review

Gathering info

Due Wednesday

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...***





**GoTo**Webinar

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



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

1. Close any open apps
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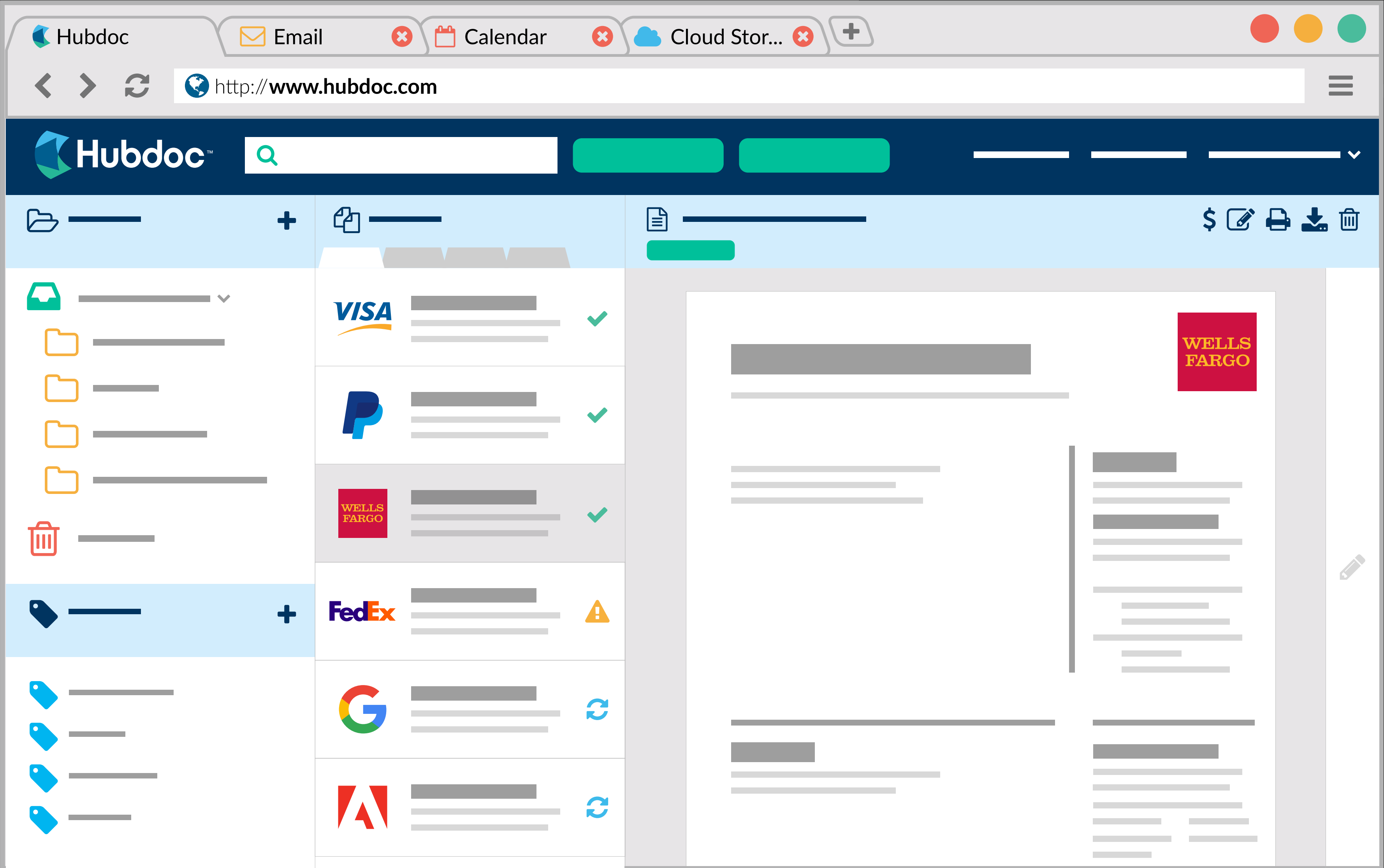


# Introducing Hubdoc

Bookkeeping made easy.

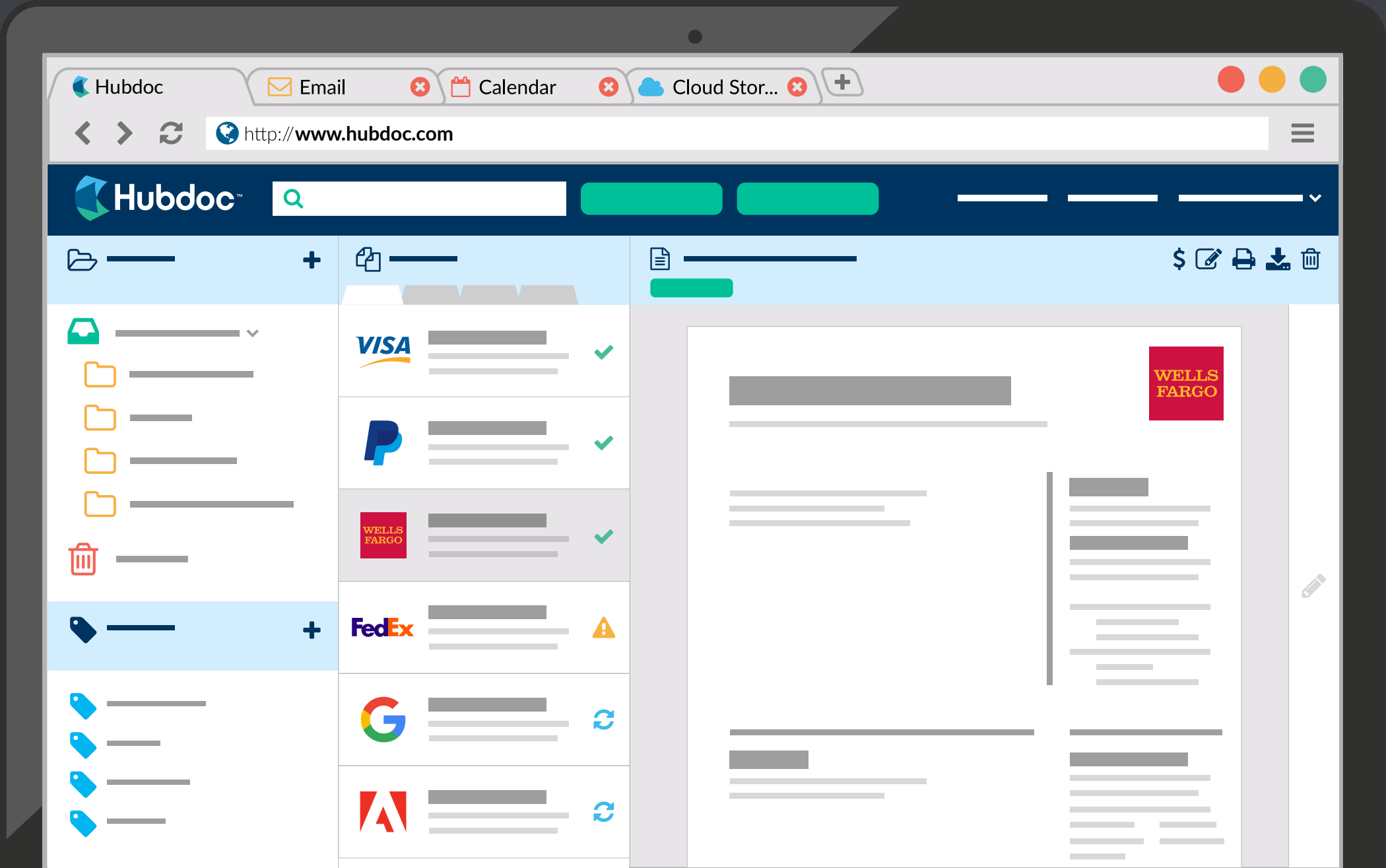
[hubdoc.com](https://hubdoc.com)

All your financial documents in one place, automatically.



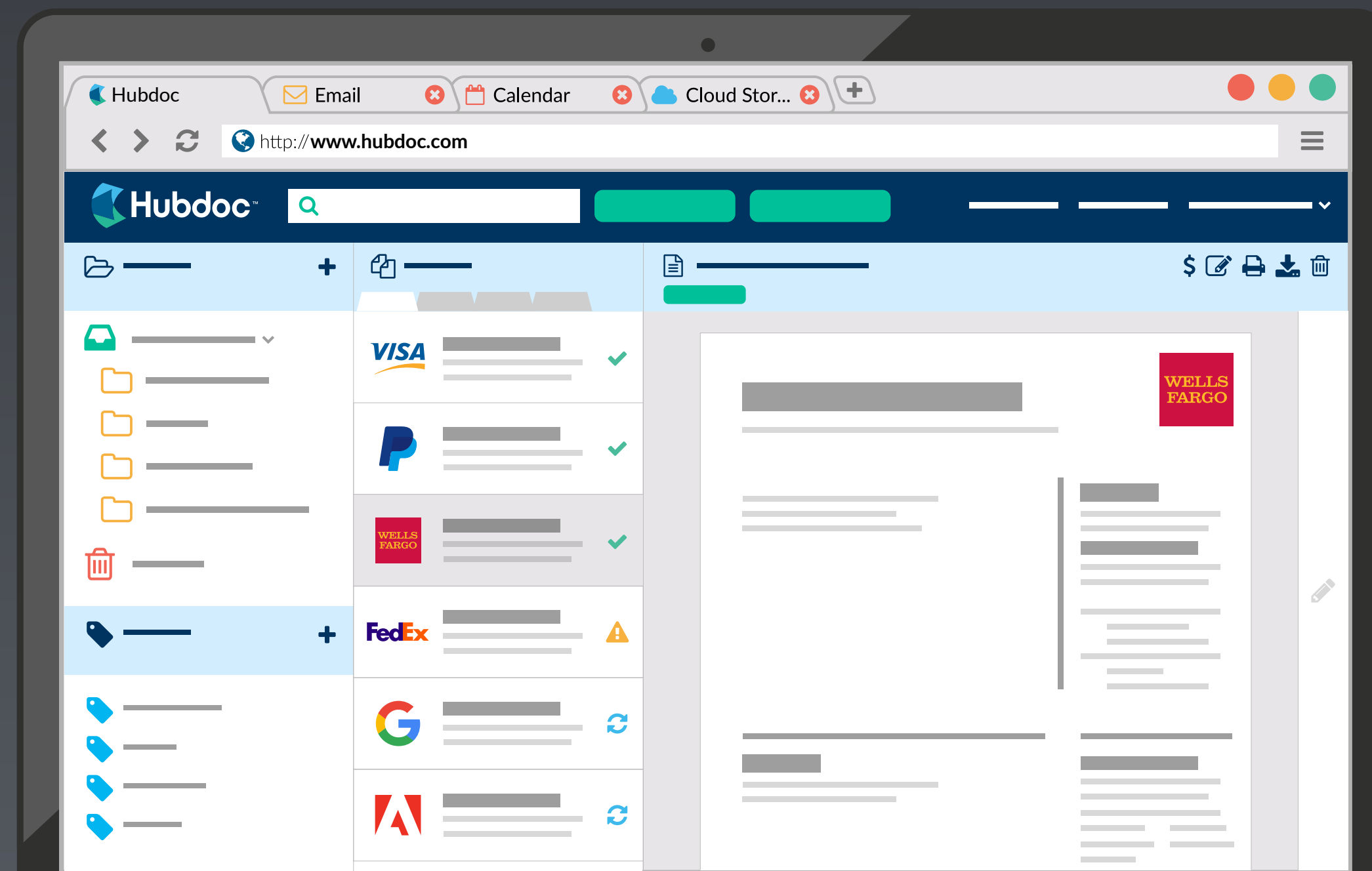


Bank statements, receipts, and bills auto-fetched from over 700 connections.





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



# Introducing Karbon

How work gets done

[karbonhq.com](https://karbonhq.com)



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

KARBON

Triage 3

Organizer

Work

Clients

Low Priority

Drafts 2

Sent

Cleared

Insights

Practice Settings

Help & Feedback

Logout

Triage

3

Compose

Search...

↕

Today 6

Clear Today

Sammantha Caterton

Director appointment

Hi, I have just been appointed director of Hanson Hargrave Association and was hoping to get...

✓

Carrie, Me, Tim (4)

End of month info

Hey there, I'll have those final invoices ready by the end of the week so you should be able to tackle this onc...

3:45pm

John Freeman assigned you 'Monthly accounts Dec 2017' for Reach Foundation

10:32am

Abigail Silvers, Me (2)

Exceeding tax filing deadline

Hi Abigail, Don't stress about that. We have requested an extention for you that will carry through...

3:03pm

Carrie Anne

Account files

Hey Bronwyn, happy new year! Good holiday break? Pretty sure this is everything you requested but please let m...

12:09pm

Me, Mark McDonald

Got time for coffee?

Sure I do Mark! What time are you passing through? There's a great little cafe on the corner of Market St an...

10:32am

Justin Kennard (6)

Left over petty cash

Hi again, yes I think that covers it all right? The only one I'm still unclear about is this \$120 that is marked...

9:27am

Tim, Me, Carrie (4)

Service proposal

Thanks for that Brownwyn. Tim passed this on to me to review. I only have one question about the repeat sc...

9:18am

Yesterday 3

Clear Yesterday

Bart Parker

Establishing a family trust

Hi, you have been recommended to me by my friend Xing at Parker Law as experts in fa...

Yesterday, 5:45pm

Tim Hill, Me (9)

Month end documents

Hey there, as an early reminder, I am expecting my tax files to be ready in time for your pre...

Yesterday, 5:20pm

Abigail Silvers, me (2)

Requested documents for new payroll

Hi Bronwyn, I think all those files are in the shared Dropbox folder now. Give th...

Yesterday 5:01pm

Mark, Kyle, Me (3)

Service Enquiry

No worries Mark, I'm glad we could sort it out for you. Best, Bronwyn.

Yesterday 3:16pm

Get the work done — collectively, collaboratively and repeatedly.

KARBON

Triage 3

Organizer

Work

Clients

Low Priority

Drafts 2

Sent

Cleared

Insights

Practice Settings

Help & Feedback

Logout

Financial Statements 2018 — Reach Foundation

3

Client

Reach Foundation

Status

In Progress

Assigned to

Pax Zwanikken

Start date

Feb 6, 2018

Due

Mar 1, 2018

Tasks

0% (0 of 10 completed)

Timeline

Tasks

Details

Pre-work

☐

Send client tasks to primary contact person. 1

In Progress

Due Tomorrow

☐

Check client organiser and bank statements are correct.

Ready to Start

Due Tomorrow

☐

Scan accounts in Xero to look for any issues.

Planned

Due Tomorrow

Collate Data & Process

☐

Input details from organizer.

Planned

Due Friday

☐

Quick review of missing P&L items. 3

Planned

Due Friday

☐

Run reconcile check workpaper on accounting details. 9+

Planned

Due Friday

☐

Run accounts through COA year on year analysis workpaper.

Planned

Due Friday

☐

Calculate return in Drake.

Planned

Due Friday

Review & File

☐

Review and approve draft return

Planned

Due 27 Feb

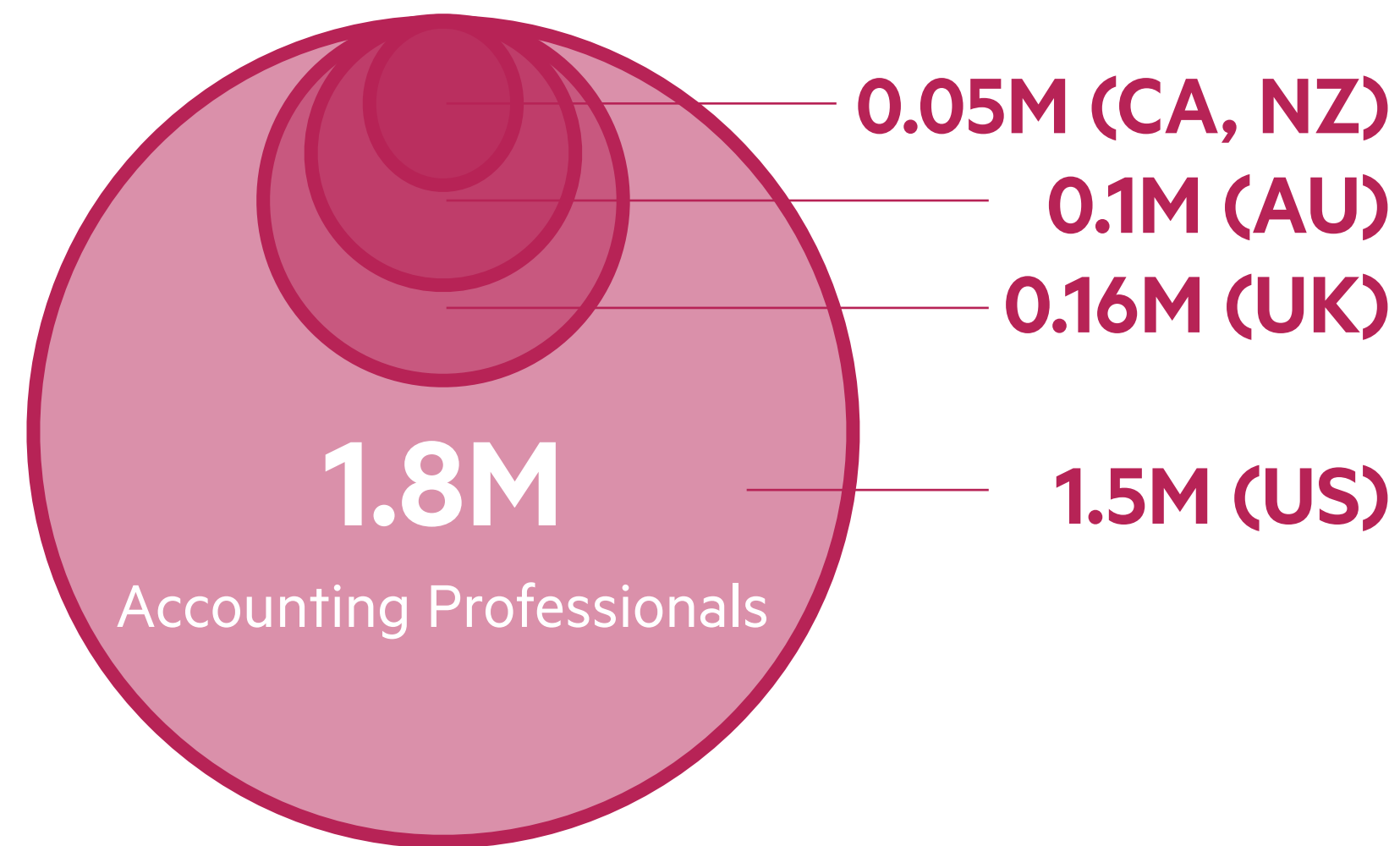


Get full visibility across the work. Get Karbon: [karbonhq.com](https://karbonhq.com)

- 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

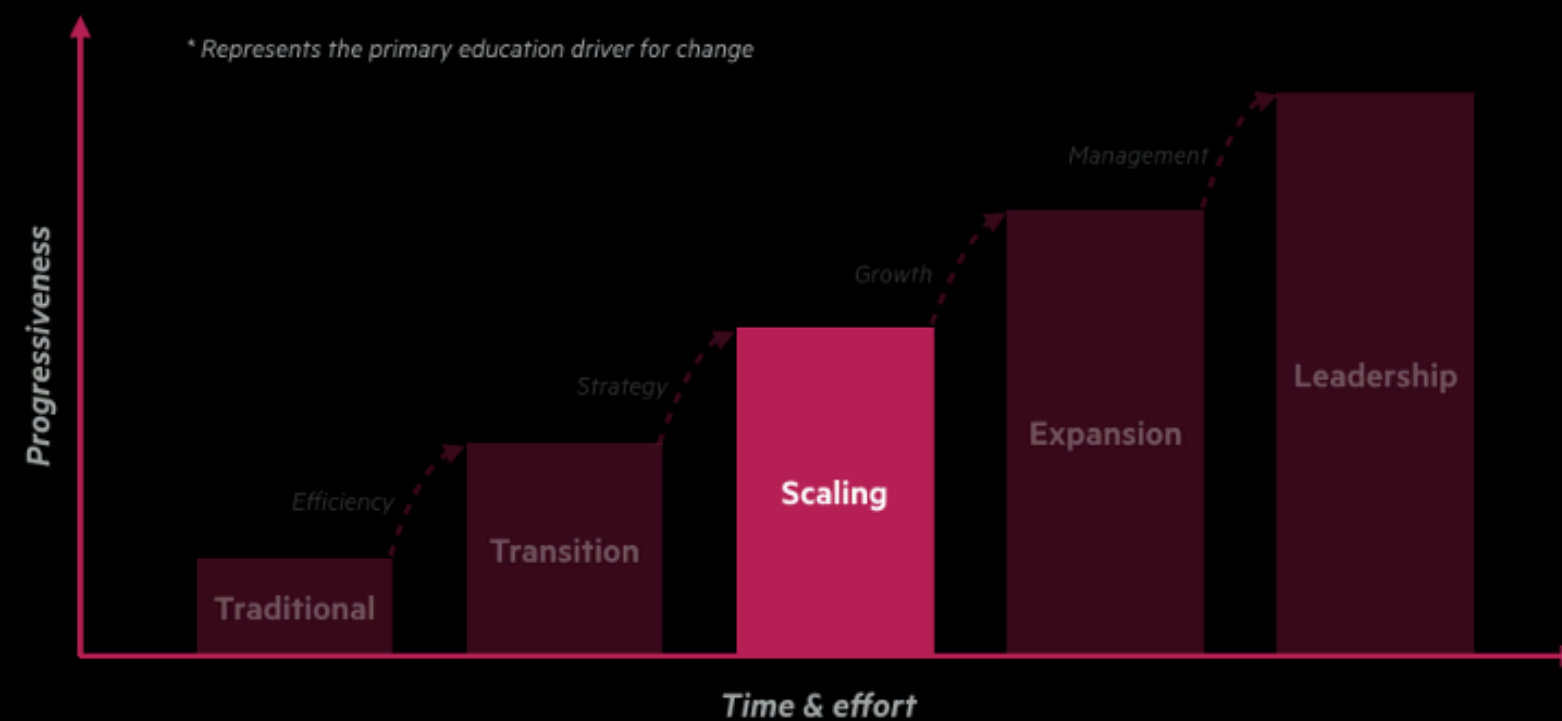


# Practice Excellence assessment



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](https://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.

**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
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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:
<b>Top three processes</b>	<b>#1:</b> <b>#2:</b> <b>#3:</b>

**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 <b>Customer renewals</b>	Hiring Pre-onboarding (sales) <b>Year-end close</b>
Biggest opportunity	<b>Advisory/coaching</b> Software review & select Marketing	Marketing <b>Customer renewals</b> New team onboarding	<b>Year-end close</b> Pre-onboarding (sales) CFO advisory
Most associated revenue	<b>Advisory/coaching</b> Software review & select Marketing	Marketing <b>Customer renewals</b> Coaching	CFO advisory <b>Year-end close</b> Pre-onboarding (sales)
Top three processes	<b>#1: Advisory/coaching</b> #2: Software review #3: Onboarding	<b>#1: Customer renewals</b> #2: Marketing #3: New team onboarding	<b>#1: Year-end close</b> #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	Players	Key Moments
		<ul style="list-style-type: none"><li>“ ”</li></ul>
Goal		
	Milestones	
Metrics		
<ul style="list-style-type: none"><li>Baseline:</li><li>Target:</li></ul>		
Ownership		
<ul style="list-style-type: none"><li>Driver:</li><li>Approver:</li></ul>		

# Example: Onboarding

Objective	Players	Key Moments
<ul style="list-style-type: none"><li>"My books are setup correctly &amp; confident they are taken care of."</li></ul>	<ul style="list-style-type: none"><li>Partners, bookkeeper, systems</li><li>Bill, Kelly, April &amp; Zach</li></ul>	<ul style="list-style-type: none"><li>"I am ready to get started."</li><li>"I feel confident in my decision &amp; w/ TR."</li><li>"I can do this &amp; provide TR what they need."</li><li>"I know how we are going to work together."</li><li>"Wow, they are getting my books in order."</li><li>"While entering D2D items in QBO, I can see TR getting my books in order."</li><li>"I understand what state my books were in and feel confident on our path forward."</li><li>"I feel like TR is part of my team."</li><li>"Wow, that was easy &amp; painless. I'm happy."</li></ul>
Goal	Milestones	
<ul style="list-style-type: none"><li>Reduce time to complete by 50%</li></ul>	<ul style="list-style-type: none"><li>Proposal for services signed</li><li>Bookkeeper assigned</li><li>1st appointment with Partner</li><li>Underlying systems setup</li><li>Key financials are gathered</li><li>Partner educated procedures</li><li>Partner collaboration on item</li></ul>	
Metrics		
<ul style="list-style-type: none"><li>Baseline: 30 days (on avg)</li><li>Target: 14 days (on avg)</li></ul>		
Ownership		
<ul style="list-style-type: none"><li>Driver: Zach; Approval: Joe</li></ul>		

Source: "Client Onboarding" process for Two Roads



# Example: New team member

Objective	Players	Key Moments
<ul style="list-style-type: none"><li>“I am a creative initiator of value.”</li></ul>	<ul style="list-style-type: none"><li>New hire, CCD, Admin, Expert</li><li>Client, Systems</li></ul>	<ul style="list-style-type: none"><li>“I want to join.”</li><li>“I will join.”</li><li>“I can access everything.”</li><li>“I know how to find what I need.”</li><li>“I can do the work in the systems of choice.”</li><li>“I’m proficient in processes I need to know.”</li><li>“I’m contributing to the team.”</li><li>“I believe in what we are doing.”</li><li>“I’m self-sufficient.”</li><li>“I’m a creative initiator of value.”</li></ul>
Goal		
<ul style="list-style-type: none"><li>Put in place &amp; reduce to &lt;60 days</li></ul>	Milestones	
Metrics	<ul style="list-style-type: none"><li>Contract signed</li><li>Paperwork completed</li><li>2-day beta complete</li><li>1 week up and running</li><li>30 day up-to-speed</li><li>60-day “culturization” check-in</li><li>90 day comfort period</li></ul>	
<ul style="list-style-type: none"><li>Baseline: 90+ days</li><li>Target: &lt;60 days</li></ul>		
Ownership		
<ul style="list-style-type: none"><li>Driver: Ian</li><li>Approver: Adrian</li></ul>		

Source: “New Team Member” process for Elements CPA

# Example: Monthly bookkeeping

Objective	Players	Key Moments
<ul style="list-style-type: none"><li>I understand how my business is doing &amp; what to monitor.”</li></ul>	<ul style="list-style-type: none"><li>Client, Partners, Bookkeeper, Manager, Systems</li></ul>	<ul style="list-style-type: none"><li>“I understand that the timing of when I submit my information to H&amp;Co. impacts the timing of my reports/call.”</li><li>“I understand why you need my source doc”</li><li>“I know how much I owe in HST.”</li><li>“I’m comfortable making decisions about my business based on my numbers.”</li><li>“I know how profitable my business is.”</li><li>“I know what the business owes me or I owe and impact this has on my personal taxes.”</li><li>“I understand what the biz owes in taxes”</li><li>I know what key numbers to monitor.”</li></ul>
Goal	Milestones	
<ul style="list-style-type: none"><li>Reduce cycle time by 5 days.</li></ul>	<ul style="list-style-type: none"><li>Reminder email sent to client</li><li>Bank stmts &amp; docs received</li><li>Bank accounts reconciled</li><li>Client queries answered</li><li>Report pack finalized</li><li>Prtnr review complete</li><li>HST filed</li><li>Client report/call</li></ul>	
Metrics		
<ul style="list-style-type: none"><li>Baseline: 25 days (avg)</li><li>Target: 20 days (avg)</li></ul>		
Ownership		
<ul style="list-style-type: none"><li>Driver: Margaret</li><li>Approver: Allison</li></ul>		

Source: “Monthly Bookkeeping” process for Hakwins & Co.

1. Determine the process to optimize
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10. Iterate and further optimize



**“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 —*

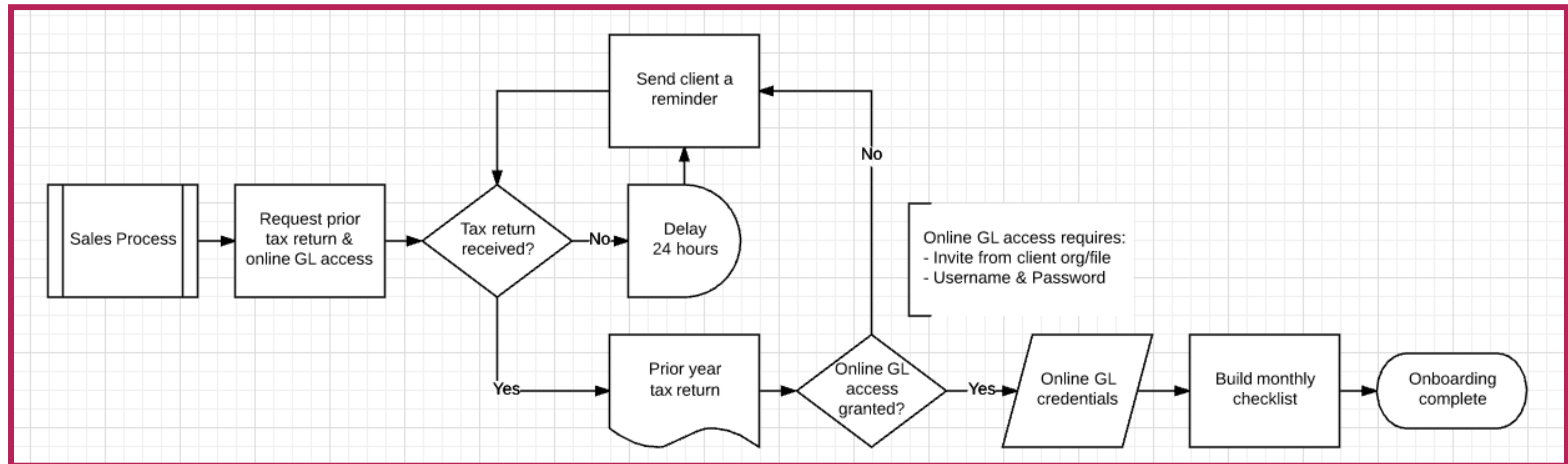


# Map out the As-Is process & experience





# Example using all process symbols



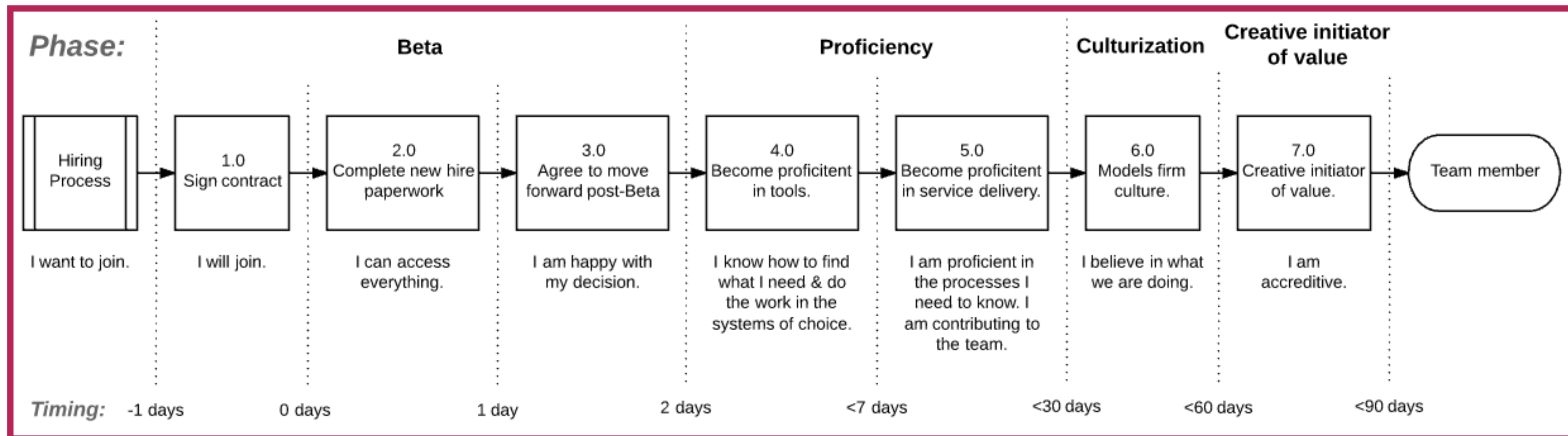
The client onboarding chase process (simplified)



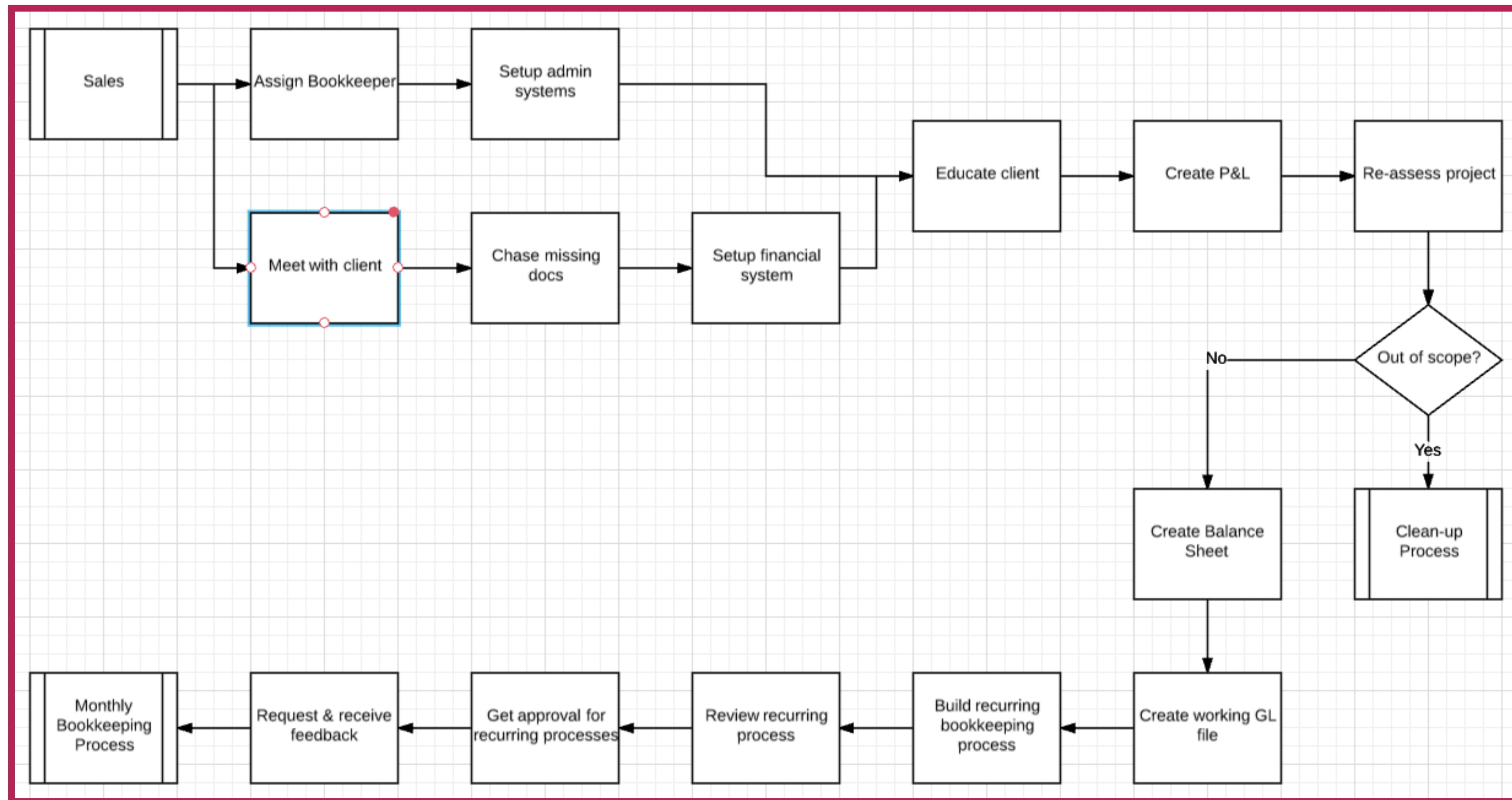
# Process map types to consider

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

# Simple overview process map example

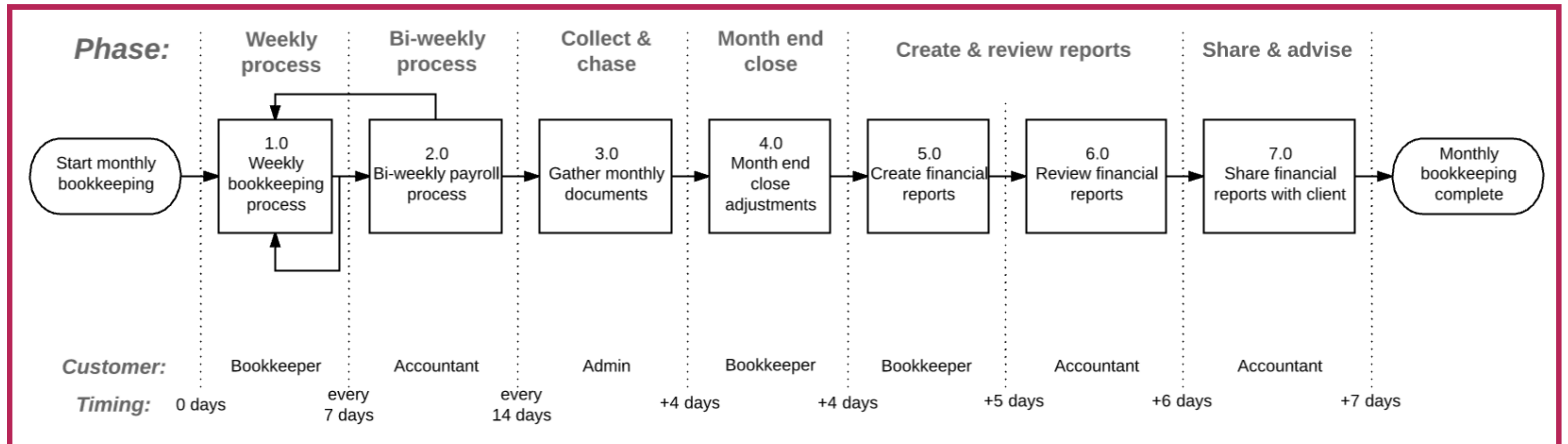
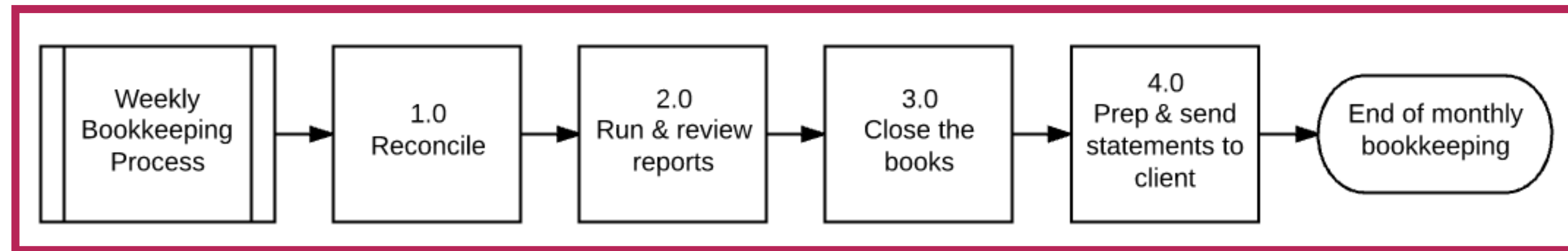


# Detailed+ process map example



*Two Road's "Onboarding" process*

# Example: Processes & sub-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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**“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



**How to open?**



**What to do?**



**How spicy?**



**Enough water?**



**For how long?**



**How to eat?**



# Re-imagine and re-invent





# Test, learn... and refine





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

AE - Monthly Services Checklist w/HST — Work template

Tasks

Details

Collect & chase

Add Task

☐ Hudoc has current statements

Due 3 days after

S

☐ Xero bank feeds or .csv imports

Due 3 days after

S

☐ Receiptbank has documents

Due 3 days after

S

☐ Other documents are received -POS reports etc.

Due 3 days after

S

CLIENT TASKS

Information Needed (Month End) – [Sending Settings](#)

Add Client Task

Reconcile

Add Task

☐ Publish & match expenses (Receipt Bank or Xero Files)

Due 5 days after

S

☐ Review items in Receipt Bank and edit before publishing (excluding home office expenses)

Due 5 days after

S

☐ Publish items to Xero

Due 5 days after

☐ Reconcile bank accounts in Xero for items published through Receipt Bank & using bank rules

Due 5 days after

S

CRA review

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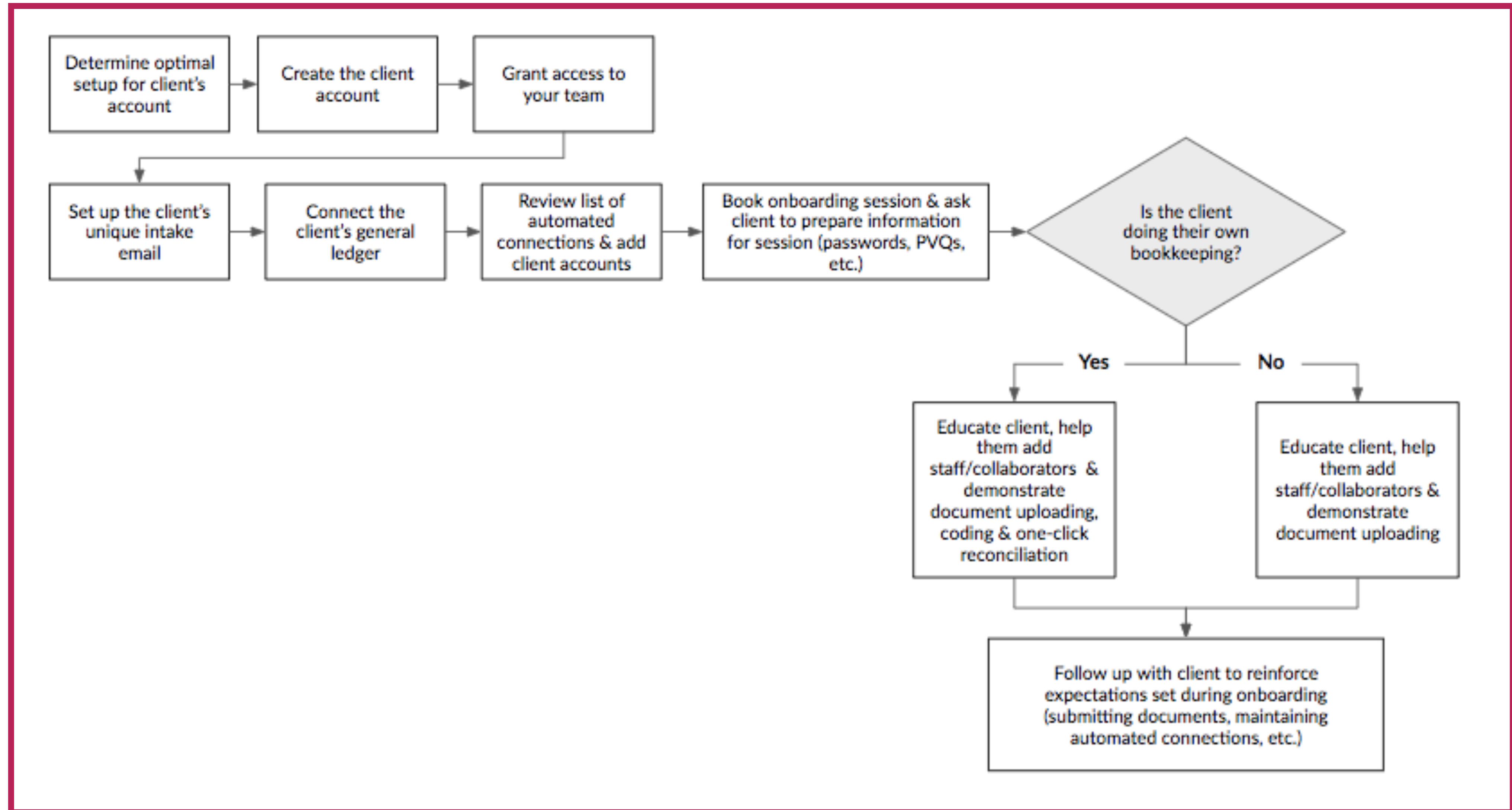
1. The reality
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4. Sample workflows
5. Tips & tricks



# 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





**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.bitno.com](http://www.bitno.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](http://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

Hubdoc Inc.

Geoffrey Gualano

Dashboard

Accounts

Reports

Contacts

Settings

All Contacts

Customers

Suppliers

Import

Export

Send statements

Add contact

All 2785

Customers 11

Suppliers 598

Archived 6

Groups

Smart Lists

Options

Edit

No items selected

Search

Sort by Name

Dashboard

Expenses

Suppliers

Suppliers

New supplier

Unpaid Last 365 Days

7 OVERDUE

7 OPEN BILLS

Paid

0 PAID LAST 30 DAYS

Batch actions

Find a supplier or company

SUPPLIER

PHONE

EMAIL

CURRENCY

OPEN BALANCE

ACTION

10

10

CAD

\$0.00

Create bill

American Express

American Express

USD

\$77.88

Make payment

Avis

Avis

CAD

\$198.93

Make payment

Bell

Bell

CAD

\$265.75

Make payment

Best Buy

Best Buy

CAD

\$542.36

Make payment



Hubdoc Live Connections

NAME

TYPE

ENHANCED

1st Bank

Banks and Credit Cards

1st Century Bank

Banks and Credit Cards

28 Degrees Card (AU)

Banks and Credit Cards

Adams Community Bank Business

Banks and Credit Cards

Algonquin Bank & Trust

Banks and Credit Cards

Ally Bank

Banks and Credit Cards

Alpine Bank (Colorado) (Business)

Banks and Credit Cards

Alterna Savings

Banks and Credit Cards

Amazon.ca Rewards Visa from Chase

Banks and Credit Cards

America First Credit Union

Banks and Credit Cards

American Airlines Aviator Card

Banks and Credit Cards

American Express (Australia)

Banks and Credit Cards

American Express (Canada)

Banks and Credit Cards

American Express (USA)

Banks and Credit Cards

American Express Merchant Card

Banks and Credit Cards

American Funds (Individual Investor)

Banks and Credit Cards

American Heritage Federal Credit Union

Banks and Credit Cards

American National Bank and Trust

Banks and Credit Cards

American Riviera Bank

Banks and Credit Cards

Anchor Bank

Banks and Credit Cards

ANZ (AU)

Banks and Credit Cards

Arvest Bank

Banks and Credit Cards

ASB (NZ)

Banks and Credit Cards

Assiniboine Credit Union

Banks and Credit Cards

Associated Bank

Banks and Credit Cards

ATB Financial (Business)

Banks and Credit Cards

ATB Financial (Personal)

Banks and Credit Cards

Manage Accounts

Hide Accounts

Profile

Billing Information

Destinations

Automated Accounts

Manual Accounts

Find Your Company

Search

Popular companies

All companies (A-Z)

American Express

Bank of America

Bell

CIBC

Capital One

Citi

Comcast

Costco

Delta

Bank of Montreal

Bank of Nova Scotia

RBC

Scotiabank

TD

Verizon

Summary

Account

QBO

Email Forw...

Close

# Build Rules

The image displays the Hubdoc web interface, which is used for managing accounts and documents. The interface is divided into two main sections: a left sidebar for account management and a main content area for settings and document viewing.

**Left Sidebar (Account Management):**

- Manage Accounts:** A tab for managing accounts, with sub-tabs for 'Automated Accounts' and 'Manual Accounts'. An 'Add Account +' button is visible.
- Profile:** A tab for user profile settings.
- Billing Information:** A tab for billing details.
- Destinations:** A tab for document destinations.

**Main Content Area (Account Settings for Bell Canada):**

- Document Location:** A section for setting the location of documents, with a dropdown menu for 'Bills & Statements/Bell Canada (Edit location)'.
- Autopay:** A section for enabling autopay, with a checkbox for 'This account is on autopay'.
- Auto Archive:** A section for enabling auto-archiving, with a checkbox for 'Archive documents with no configured destinations'.
- Email Alerts:** A section for enabling email alerts, with checkboxes for 'Send me an email when a new document is retrieved' and 'Send me an email 5 days before a bill is due'.
- Destinations:** A section for configuring document destinations, including options for 'Autosync to Box', 'Autosync to ShareFile', 'Autosync to Xero Files', and 'Configure rules for Xero'.

**Right Panel (Mail Settings):**

- Mail Settings:** A section for configuring mail settings, including 'Forwarding', 'POP Download', and 'IMAP Access'.
- Forwarding:** A section for setting up email forwarding, with a button for 'Add a forwarding address'.
- POP Download:** A section for configuring POP download settings, with a button for 'Learn more'.
- IMAP Access:** A section for configuring IMAP access, with a button for 'Learn more'.

**Dialog Box: Add a forwarding address**


This dialog box prompts the user to enter a new forwarding email address. The input field contains the email address 'geoff@app.hubdoc.com'. The dialog includes 'Next' and 'Cancel' buttons.

**Footer:**

- Using 1.71 GB:** A status indicator for storage usage, with a 'Manage' link.
- Program Policies:** A link to the program policies.
- Powered by Google:** A logo for Google.
- Last account activity:** A status indicator showing '0 minutes ago' and 'Open in 1 other location'.




# Enable Clients



[Add Account](#) [Add Receipt](#) [Accounts](#) [Upgrade and Pricing](#) [Hubdoc](#)

Select or Drop Files Here to Add Them




DRAG AND DROP

[Browse...](#)



Submit by email

geoff@app.hubdoc.com [Copy to Clipboard](#)



**Download the App Today!**

- ✓ Automated Workflow
- ✓ Share Easily
- ✓ Get Organized on the Go
- ✓ No More Data Entry

# 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

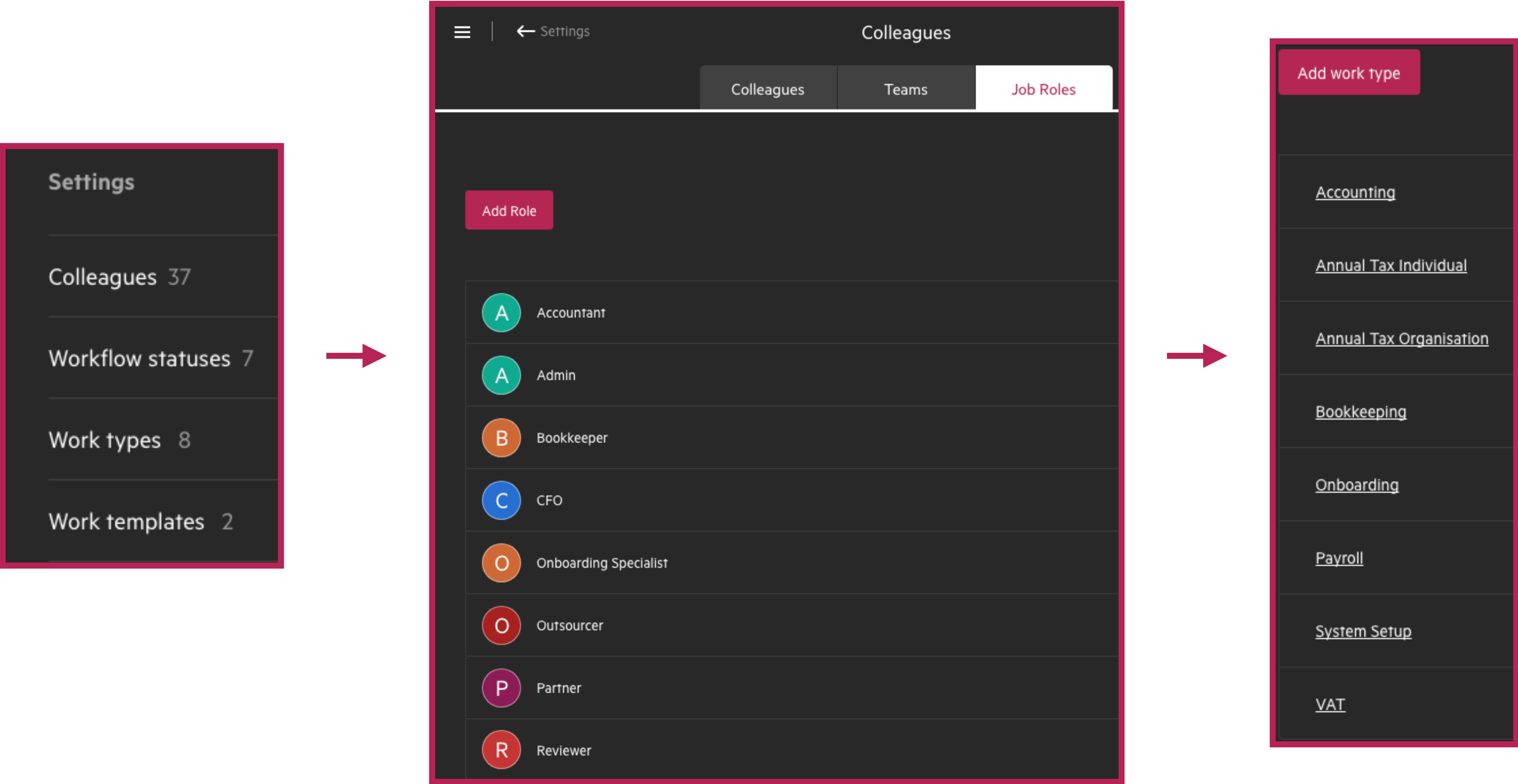
	Processes & mapping	Work & checklists
Raw data	<ul style="list-style-type: none"><li>• Process name</li><li>• Step title</li><li>• Step description</li><li>• Step duration</li></ul>	<ul style="list-style-type: none"><li>• Work template name</li><li>• Checklist item</li><li>• Checklist item description</li><li>• Due date, budgeted time</li></ul>
Overview	<ul style="list-style-type: none"><li>• Phase descriptions</li><li>• Subprocesses</li></ul>	<ul style="list-style-type: none"><li>• Work status</li><li>• Checklist section</li></ul>
Detailed	<ul style="list-style-type: none"><li>• Ownership &amp; notes</li><li>• Order</li><li>• Logic</li></ul>	<ul style="list-style-type: none"><li>• Step owner</li><li>• Checklist step order</li><li>• Additional checklist steps</li></ul>



# 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				Job Role Details	
Workflow ID#	Workflow status name			Job role ID#	Job role name
1	Financial statements prep			1	Audit Associate
2	Workpaper prep			2	Audit Partner
3	Return prep			3	Tax Associate
4	Assembly			4	Tax Manager
5	Filing			5	Tax Partner
				6	Admin
Section Name #1: <i>Prepare financial statements</i>					
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...

Add Work Template

New work template

Form 1120

Tax process to support form 1120.

[Cancel](#) [Create](#)

Form 1120

Work Template

DRAFT

TasksDetails

Basics

Description

Tax process to support form 1120.

Work type

Tax (US)

Change work type

Work team

There are no people involved in this template.

Recent documents

There are no documents for this work template.

[Manage](#) [Upload](#)

Draft template

PUBLISH



# ... copy/paste, and fill out the details.

Would you like to create individual tasks for each line  
or leave it as one task?

[Leave it as one task](#)

**Split into 10 tasks**

*Just copy & paste to populate.*

The screenshot shows a software interface for a 'Form 1120' Work Template. At the top, it displays 'Form 1120' and 'Work Template'. Below this, there are three boxes indicating progress: '5 Work created', '33m Last used', and '3h Last edited'. There are two tabs: 'Tasks' (active) and 'Details'. A list of tasks is shown under the heading 'Prepare/Obtain Financial Statements':

- ☐ Create and send engagement letter (marked with an 'A' in an orange circle)
- ☐ Create and send bill (marked with an 'A' in an orange circle)
- ☐ Request and receive access to books (marked with an 'A' in an orange circle)
- ☐ Review books (initial) (marked with a 'T' in a red circle)
- ☐ Chase for missing documents (marked with a 'T' in a red circle)
- ☐ Reconcile accounts (marked with a 'T' in a red circle)

# Step 4: Add your automators & publish

Add Automator

When

All tasks in this section

Have the status

Completed

Change the status of

The work

To

Ready To Start

Cancel

Save



Business tax return (1120) — Work template

Edited Aug 6  
Used to create work 5 times  
Last used Apr 16

Unpublished Changes

TasksDetails

Prepare financial statements

When all of the task in this section have the status 'Completed' change the status of the work to 'Ready To Start'

☐ Update work status as "Prep (financials)"

Due same day

Add Task

...



Unpublished changes ?

DISCARD

PUBLISH

# Finally... Create new work from template...

CREATE NEW

Email

Note

Work

Contact

New work from template

Work template

Form 1120

Work title

Form 1120 (EOY2017)

Work type

Tax (US)

Assigned to

Ian Vacin

Client

Acme Corporation

Start

Jan 1, 2018

Due

Mar 15, 2018

Description

Acme Corporation 1120 tax filing for FEY2017

Cancel

Create

Assign tasks

Tasks in this template have been allocated to roles.  
Choose a colleague for each role to assign the tasks.

Audit Partner

Search colleagues

Tax Partner

Search colleagues

Tax Manager

Search colleagues

Admin

Search colleagues

Tax Associate

Search colleagues

Cancel

Do this later

Assign now

Planned ✓

— 1120

— 1120-S

— 1065

— 990

— 1040

In Progress

— Fin. statements prep

— Workpaper prep

— Return prep

— Assembly

— Filing

Waiting

— Waiting for us

— Waiting for client

— Waiting for IRS

Completed

— Cancelled

— Not required to file



*And...* get work done consistently.

Form 1120 (EOY2017)  
Acme Corporation

Status

Assigned to

Start date

Due

Tasks

Fin. statements prep

Ian Vacin

January 1, 2018

March 15, 2018

11% (4 of 35 completed)

Timeline

Tasks


Details

Prepare/Obtain Financial Statements

☒

Create and send engagement letter


Completed



☒

Create and send bill


Completed



☒

Request and receive access to books


Completed



☒

Review books (initial)

Completed




☐

Chase for missing documents

Planned

Set due date




☐

Reconcile accounts

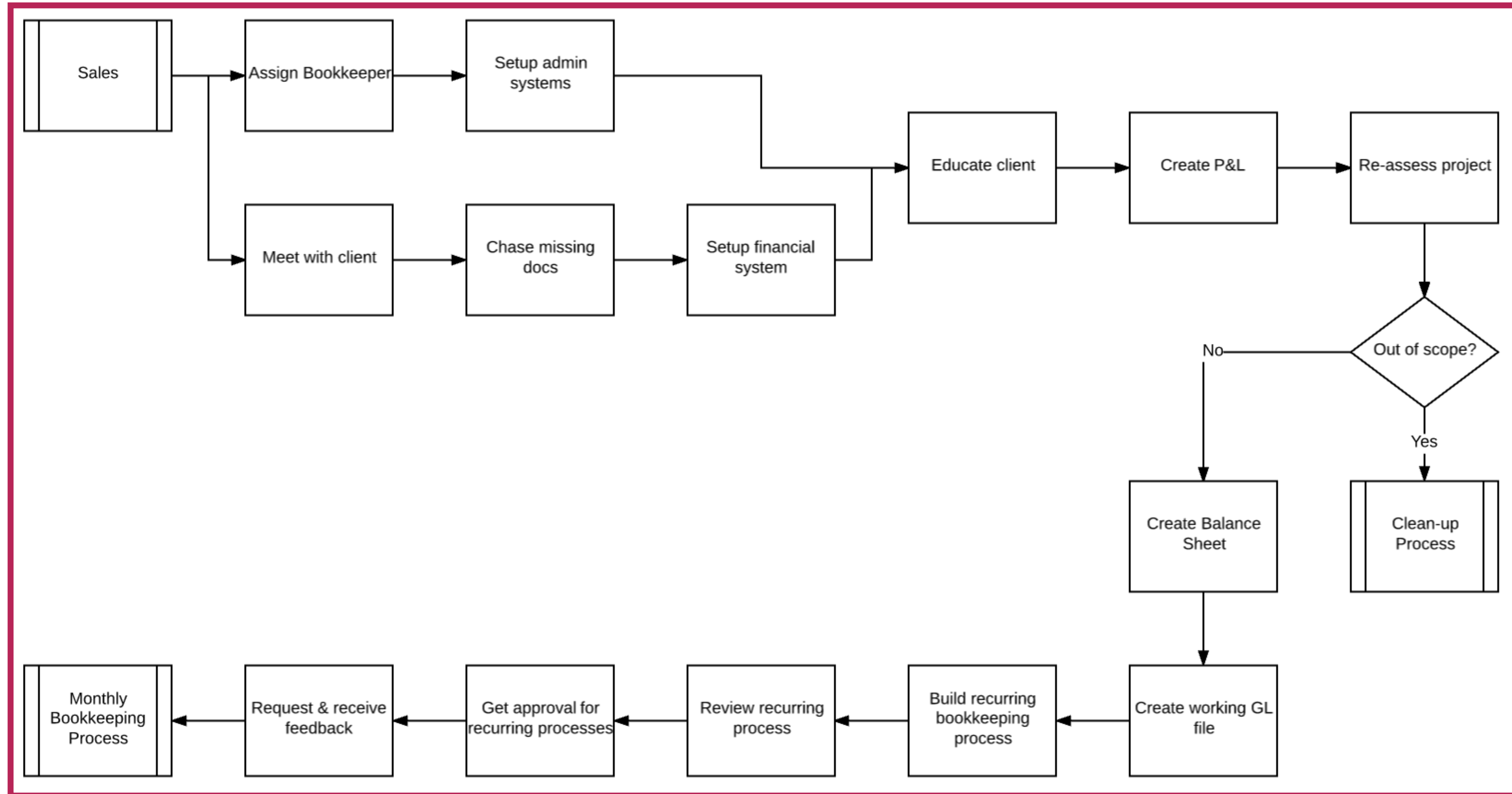
Planned

Set due date



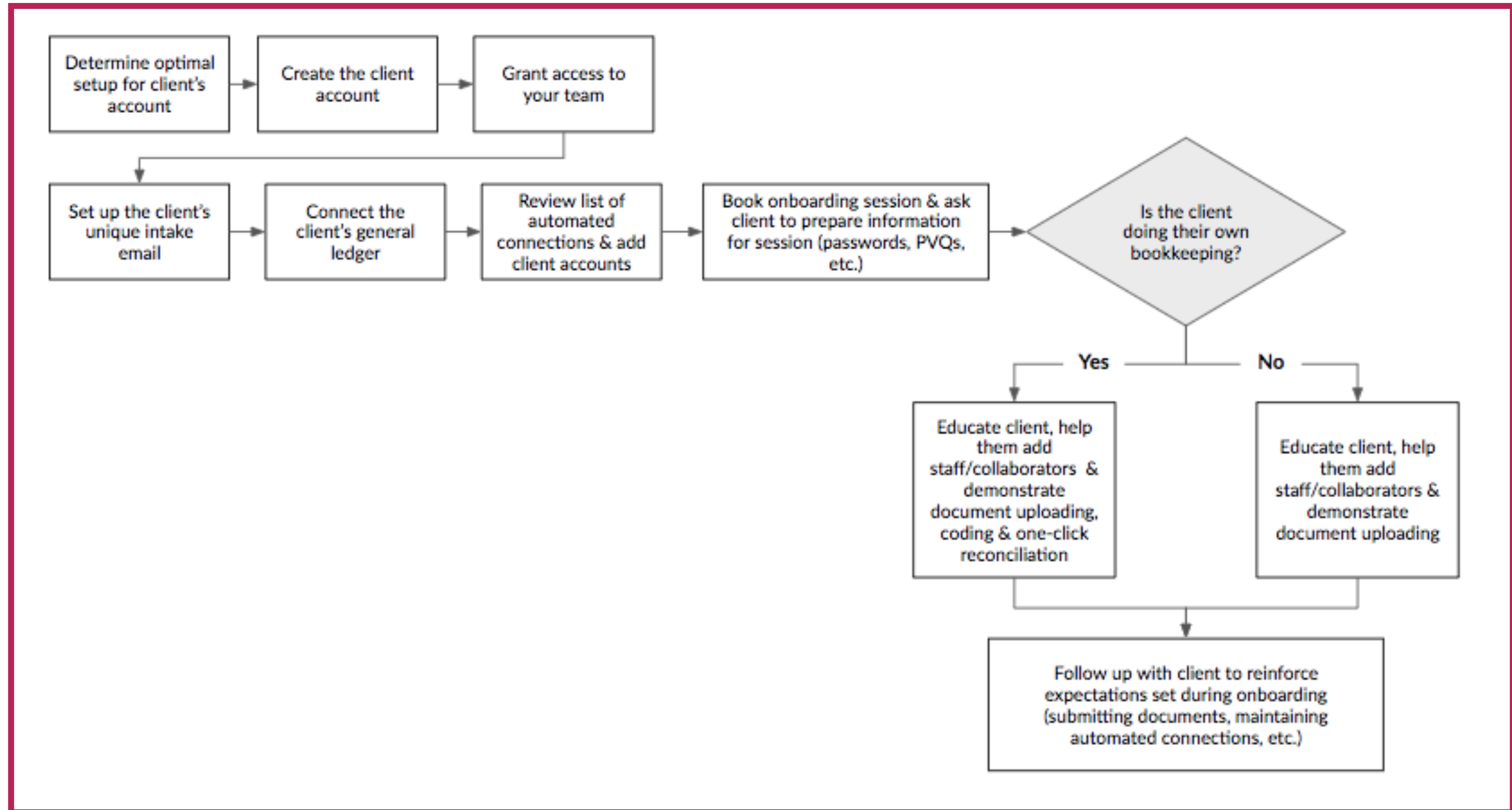
1. The reality
2. Creating consistency
3. How to automate
- 4. Sample workflows**
5. Tips & tricks

# Client onboarding

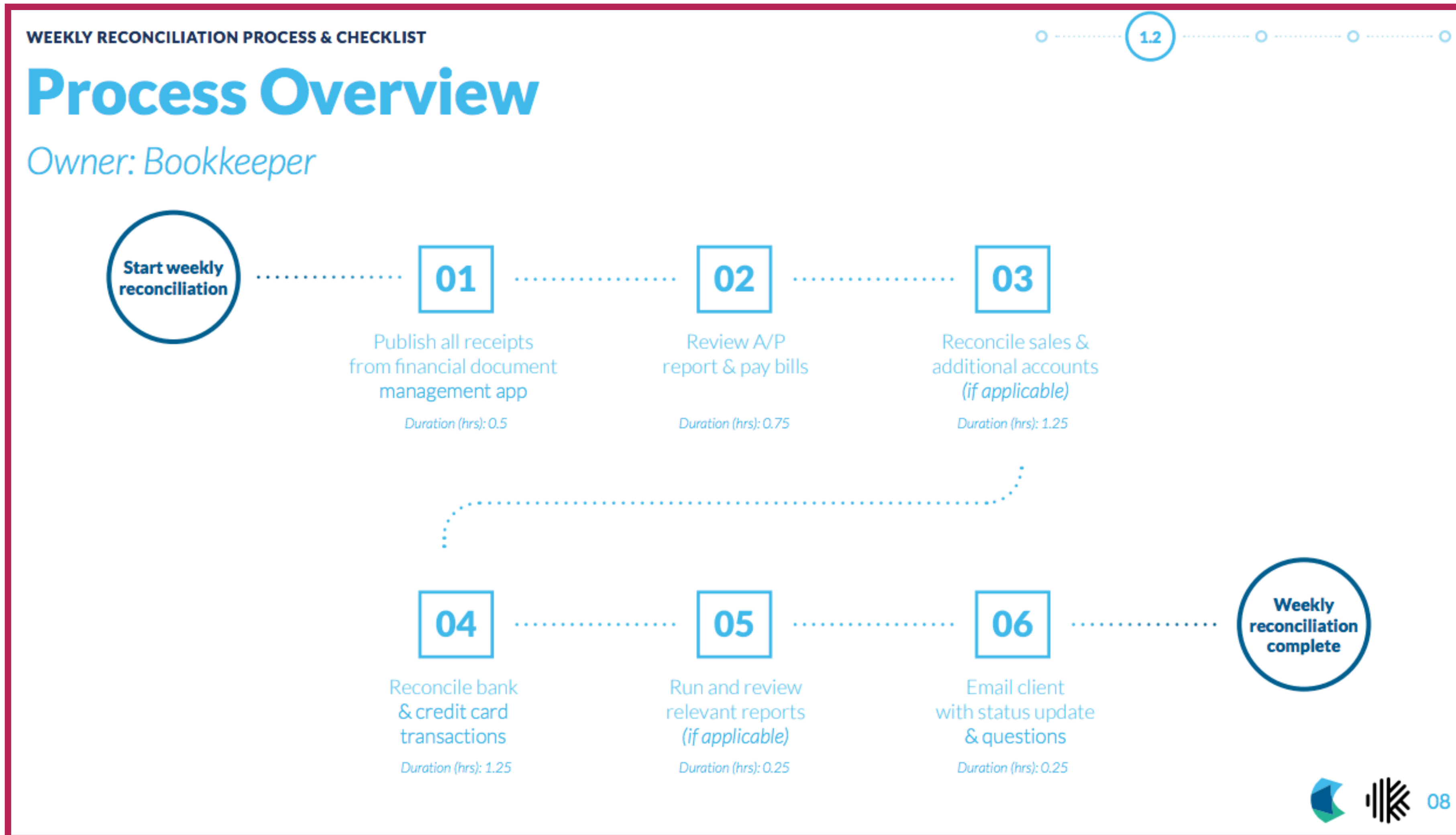




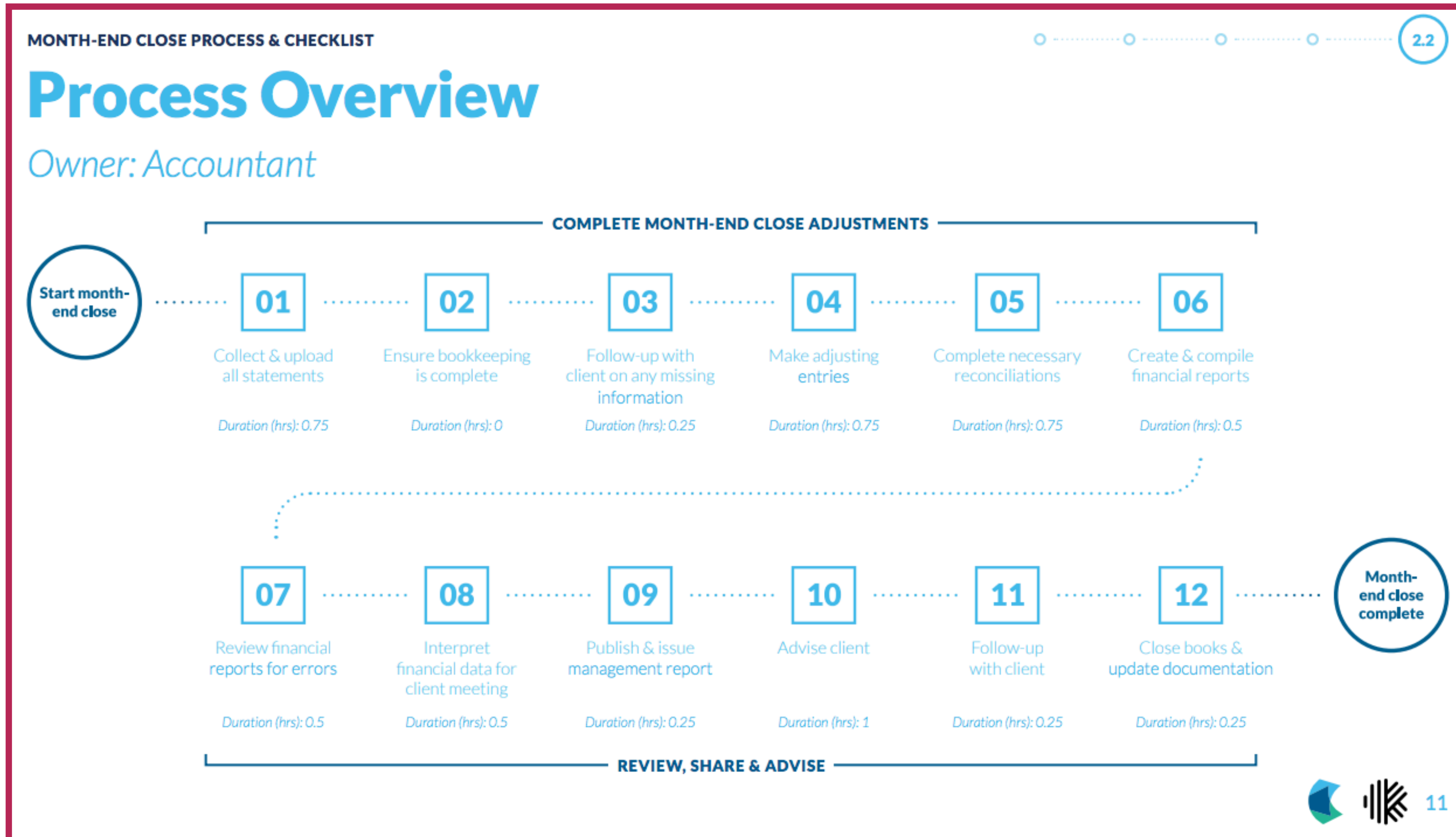
# Onboarding to Hubdoc



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



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





# Example: New client onboarding to Hubdoc

←

Hubdoc New Client Onboarding — Work template

🔍

+

📄

Edited Just now

Has not been used to create work yet

Tasks

Details

⋮

New client onboarding on to Hubdoc

Add Task

⋮

⚡

When the work has the status 'Ready To Start' change the status of all of the task in this section to 'Ready To Start'

⚡

When all of the task in this section have the status 'Completed' change the status of the work to 'Completed'

☐

Setup & connect the client instance of Hubdoc for the client — <https://app.hubdoc.com/login>

Due same day

A

☐

Determine the optimal set-up for your client's accounts

Before adding a client's account, read through this pre-setup checklist to determine the best set-up. Key considerations include: Who's Paying for the Account? Who's Managing the Account? What Banks and Vendors Will Your Client Need?

Due same day

☐

Create the client account

Once you've determined how to set-up the account, click the 'Add a Client Account' button from your Organization's Page. If this is your first client, you will be directed to enter in your firm's billing information. Remember, once you add a client, an invitation email will immediately be sent to the email that

Due same day

☐

Grant access to your team

If you have other team members who will be working on the client's account, make sure to grant them access. You can do from the firm's Organization's page by clicking 'Manage Users'.

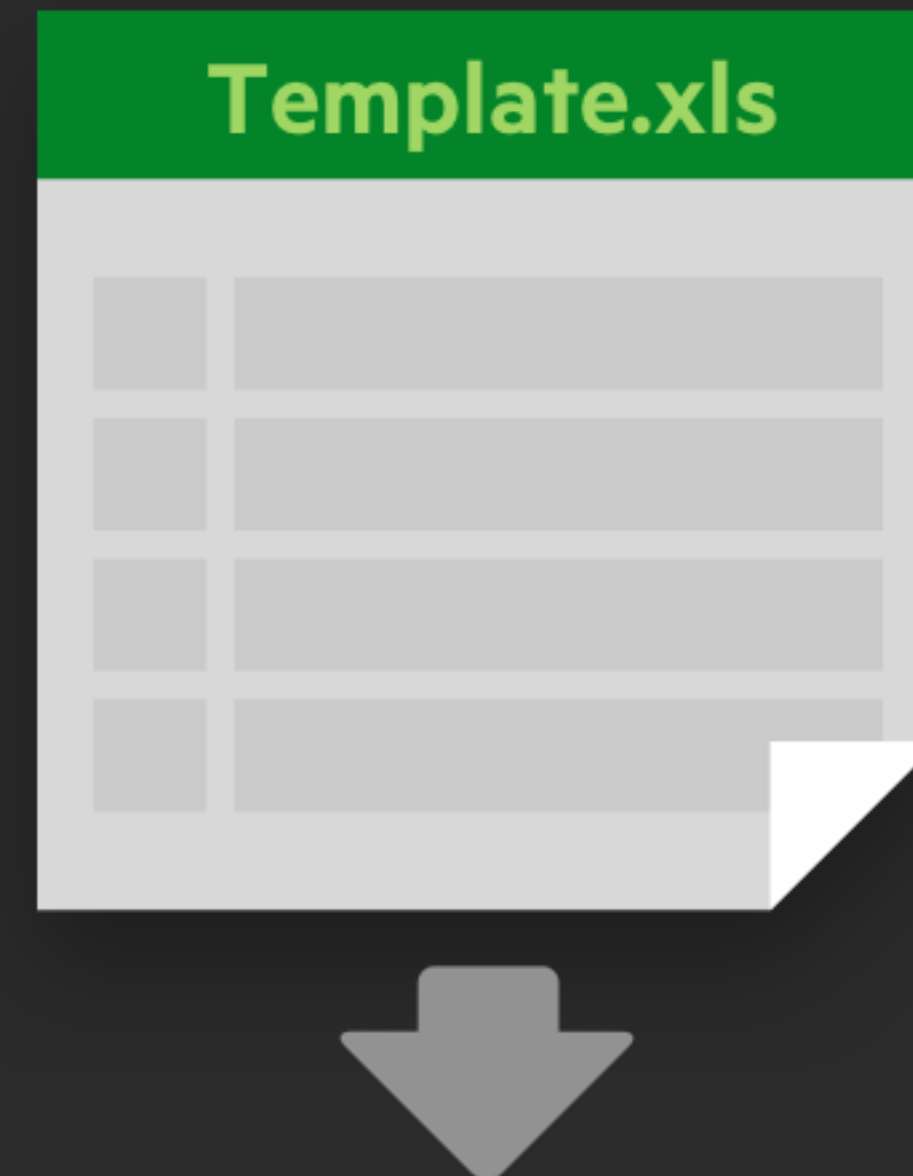
Due same day

☐

Set up the client's unique intake email

# Want the templates?

Check the crowdsourced  
library of process templates.



[karbonhq.com/templates](http://karbonhq.com/templates) | <http://bit.ly/2QQ0jMH>

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



## 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 —*



## VIP Account for You



One free Hubdoc account for Accountants & Bookkeepers



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**[HTTPS://APP.HUBDOC.COM/SIGNUP](https://app.hubdoc.com/signup)**

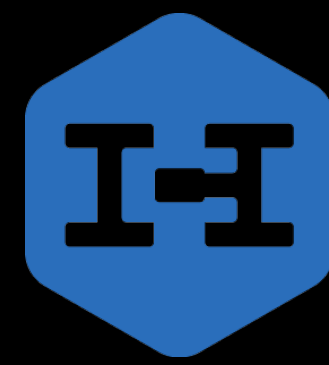


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PROFESSIONAL CORP.



## OWNING YOUR NUMBERS

Processes, automation and  
technology - OH MY!  
How can you transform your business?

AUTHORS: ALLISON & JULES HAWKINS

Download “Owning Your Numbers” at <http://bit.ly/2PJ1760>



All work ▾

All

Planned

In progress

Waiting

Completed

ADD WORK

Search...

Bronwyn Fredrickson 4

Tax Return 20163m

Jamatane Vietnamese Dim Sum

Finalizing

Due tomorrow

Client Onboarding3h

Mildred's Piano Bar

Review

Due Friday

Fringe Benefit Tax Estimate5d

Natureland

Gathering info

Due 30 Sep

Client Onboarding2w

Tim's Tool Stand

Gathering info

Due 4 Oct

Daniel Gonzalez 3

Building Acquisition6d

Hospice Shop Nelson Ltd

Preparing

Due today

Tax Return 20164h

Boom Fireworks

Preparing

Due tomorrow

Disposal of vehicle5d

Boom Fireworks

Preparing

Set due date

Also working on 3

Client Onboarding

Edge Shoes Ltd

8 items assigned

John Hunt 4

Client Satisfaction Survey4h

Hospice Shop Nelson Ltd

Finalizing

Due Friday

QuickBooks Connect2d

Internal work

Preparing

Due Friday

Fixed asset details for insuranc...7m

Yellow Cafe

Preparing

Due tomorrow

Client Onboarding2h

Autofocus

Preparing

Due tomorrow

Louis Hall 1

Client Onboarding

Comida Spanish Bar

Gathering info

Due Wednesday

Also working on 3

Training Day

Internal work

2 items assigned

Monthly Accounts

ABC Tech Inc

13 items assigned

Client Onboarding

Grand Central Designs

5 items assigned

Also involved in 29 other conversations across 4 pieces of work

Marion Smith

Internal work

Review

Due Wednesday

Event Plan for

Internal work

Preparing

Due Wednesday

Budget Review

Gathering info

Due Wednesday

Advanced Workflows

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



**Questions?**

**Thank you!**





hubdoc.com  
@Hubdoc  
geoff@hubdoc.com



karbonhq.com  
@KarbonHQ  
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