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themselves. You'll hear from industry experts with tips and techniques for improving your business and telling yourself the truth.

Jul. 25, 2023



This webinar was held on Tuesday, August 8, 2023

**Sponsor:** Canopy

**Duration:** 1 Hour

[View the Archived Webinar](#)

This webinar will look at common and not so common lies accountants tell themselves. Whether it's around work hours or running their business, what looks like an obvious truth – working more hours makes you more money – may be

nothing but. You'll hear from industry experts Ryan Lazanis, the founder of Future

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**Ryan Lazanis**, CPA founded Xen Accounting, a 100% cloud-based accounting firm, in 2013. Following its acquisition in 2018, Ryan started Future Firm which provides coaching, community and training to help accountants quickly scale a systematic firm of their own that improves their lifestyle. Ryan currently educates over 9,500 firm leaders globally via his free weekly newsletter and coaches hundreds of successful accounting firms through his Future Firm Accelerate online coaching program.



**Randy Crabtree** CPA, co-founder and partner of Tri-Merit Specialty Tax Professionals is a widely followed author, lecturer, and podcast

host for the accounting profession.

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accounting associations, state CPA societies and other industry associations.

In 2021 Randy was listed as someone to watch on Accounting Today's 100 most influential people in accounting list.

Randy serves on the Intuit Tax Council and is on the board of The Accounting Cornerstone Foundation. Prior to starting Tri-Merit, Randy was managing partner of a CPA firm in the greater Chicago area. He has more than 35 years of public accounting and tax consulting experience in a wide variety of industries and has worked closely with top executives to help them optimize their tax planning strategies.



**Dawn Brolin** is The Designated Motivator for Accounting Professionals and the CEO of Powerful Accounting, Inc.

For more than two decades, Dawn has been a well-known and respected educator and motivator for her clients, other accounting professionals and technology solution providers. She is known for innovative collaborations within the accounting profession including

with her technology ecosystem partners which are included in her

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Dawn is also the President of the Accounting Cornerstone Foundation Inc where she and other industry leaders provide scholarships to accounting professionals to attend in person learning. Her passion to support others drove her to work with other leaders to create this amazing non-profit organization.

As an in-demand thought leader, speaker, and the author of *The Designated Motivator* and *The Designated Motivator for Accounting Professionals*, Dawn believes that motivation and strategic planning is not a one-time event, it is a critical part of being able to achieve the success you want for yourself and your team.



**Isaac M. O'Bannon** is the managing editor and digital content manager for *CPA Practice Advisor* ([www.CPAPracticeAdvisor.com](http://www.CPAPracticeAdvisor.com)), drawing on two decades of experience covering the areas of professional accounting, taxation, business productivity and consumer technologies. Prior to *CPA Practice Advisor*, Isaac was a consultant at firms in San Francisco, Denver and Tulsa, serving clients that included Logitech, Polycom, Hilti, Microsoft, the Stanford Research Institute, the

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