

Trends that will Transform Your Practice

The Decade Ahead ...

2011 California Accounting & Business Show and Conference
 Jill Ward and Steve King
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Four Trends That Affect You Over the Next Decade

1. The New Marketplace ...
A Shifting Playing Field
2. Professionals and Clients Get A New Face
3. Technology At Light Speed: From Data to Decision
4. The Social Circle is The Winner's Circle


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Your Assignment ...

1. Make a short list of a few things that you will do to respond to the trends ... and stack-rank that list.
2. If you're active on public social networks:
 - Use the #Intuit2020 hash tag to post on Twitter your insights from this speech.
 - Post your insights on your Facebook page and on the Intuit ProLine Facebook page.

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Trend 1

The New Marketplace ... A Shifting Playing Field

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TREND 1: NEW PLAYING FIELD

Work Shifts from Full-time to Free Agent Employment

Over the next decade:

- Contingent workers will exceed 40% of total US workforce by 2020. Higher % in Europe.
- Self-employment, personal and micro business numbers will increase.
- Traditional full-time, full-benefit jobs will be harder to find.

Chart source: 2009 calculated from US BLS and US Census statistics. 2020 forecast data from Emergent Research.

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TREND 1: NEW PLAYING FIELD

Small Businesses and Global Giants

Over the next decade:

- Global scale requirements will drive industry consolidation.
- The average small business will be smaller due to the use of contingent workers and partnering.

Source: BLS Monthly Labor Review, September 2010.

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TREND 1: NEW PLAYING FIELD

Niche Markets Flourish in the New Economy

Over the next decade:

- Customers will increasingly seek out goods and services tailored to their specific needs.
- Variable cost access to business services and infrastructure will make creating niche products cheaper.



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Trend 1

Implications to Accounting Profession

The New Marketplace ... A Shifting Playing Field

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TREND 1: NEW PLAYING FIELD

Growing Contingent Workforce



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TREND 1: NEW PLAYING FIELD

Industry Consolidation =
Intensified Competition =
Global Opportunity



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TREND 1: NEW PLAYING FIELD

Industry Specialties to Become Even
More Targeted



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Trend 2

Professionals and Clients
Get A New Face

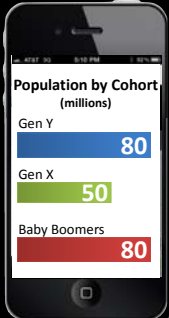
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TREND 2: A NEW FACE

Digitally Savvy Kids Grow Up and Change Everything

By 2020:

- The oldest Gen Y'ers turn 40.
- The oldest Gen Zs enter college.
- From laptops to smartphones



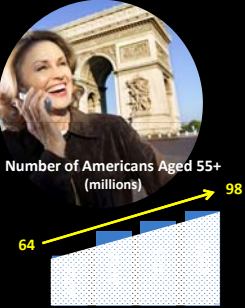
13 Chart source: Pew Research Center 2009. **intuit**

TREND 2: A NEW FACE

Baby Boomers Gray, But They Don't Slow Down

Over the next decade:

- 55+ will control over half of U.S. disposable income.
- Those aged 55 to 65 will have the highest small business formation rate.
- Aging Workforce



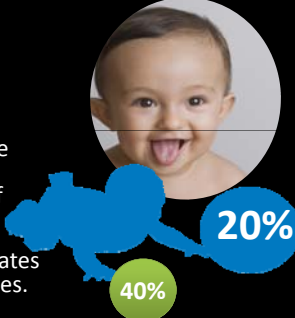
14 Chart source: US Census **intuit**

TREND 2: A NEW FACE

Cultural Fusion Connects Tastes Globally

By 2020,

- Almost 20% of children born in U.S. are multicultural.
- Minorities will comprise 40% of total US population, with half of that Hispanic.
- Drives innovation & creates int'l market opportunities.



15 Source: Pew Research Center, Gallup **intuit**

Trend 2

Implications to Accounting Profession

Professionals and Clients

Get A New Face

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TREND 2: A NEW FACE

Digital Generation Grows Up



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TREND 2: A NEW FACE

Seniors ...

The "Unretirement" Lifestyle



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TREND 2: A NEW FACE

Multi-cultural Clients Require Multi-talented Support



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Trend 3

Technology At Light Speed: From Data to Decision


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TREND 3: TECHNOLOGY AT LIGHT SPEED

Data is Critical for Competitive Advantage

Over the next decade:

- In 2020, 35 times more data will be generated than in all of 2010.
- Data becomes an important value component in many products and services.
- Statisticians and others who work with and analyze data will be in short supply.



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TREND 3: TECHNOLOGY AT LIGHT SPEED

Working in the Cloud

Over the next decade:

- Ubiquitous computing finally arrives.
- Mobile devices, especially smartphones and tablets, will become the primary computing tool for most of the world.



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Trend 3

Implications to Accounting Profession

**Technology At Light Speed:
From Data to Decision**

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TREND 3: TECHNOLOGY AT LIGHT SPEED

Analysis, Advice and Interpretation of Data Win



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TREND 3: TECHNOLOGY AT LIGHT SPEED

Technology Reinvents How We Work



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Trend 4

The Social Circle is The Winner's Circle

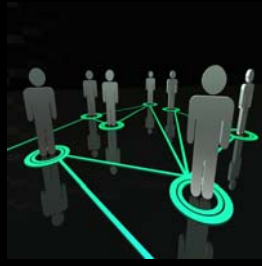
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TREND 4: SOCIAL CIRCLE IS THE WINNER'S CIRCLE

Social Networks Fuel the Participatory Economy

Over the next decade:

- Power of Few = Power of Influence over the Many.
- How we form relationships and communities will evolve and change.
- By 2020, more than 2/3 of the world's population will have Internet access, mostly through mobile computing devices.



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TREND 4: SOCIAL CIRCLE IS THE WINNER'S CIRCLE

Clients Control the Relationship

Over the next decade:

- Online social network platforms key to purchase decisions for consumers and B2B customers.
- The role of non-traditional influencers will expand.
- “Findability” is paramount.



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Trend 4

Implications to Accounting Profession

The Social Circle is The Winner's Circle

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TREND 4: THE E-INNER CIRCLE IS THE WINNER'S CIRCLE

New Channels for Client Consumption & Acquisition



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Conclusion

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Your Mission

1) Perform Your Own Review

- Evaluate your services – How do the trends apply to you – How can you take advantage

2) Invest in Tech

- Use tools that do the data for you while you become a full time advisor for your clients

3) Get connected

- Use Twitter, Facebook, and YouTube as your new calling card



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Thank You!

More resources available at:

- Intuit News Central blog:
<http://blog.accountant.intuit.com/>
- Intuit 2020 Research Series:
<http://about.intuit.com/futureofsmallbusiness/>

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