


Becoming A DIGITAL CPA:

A Digital Ninja Master Class

presented by
Gregory L. LaFollette, CPA, CITP, CGMA
Strategic Advisor

CPA.com - an AICPA Company



mas·ter class

noun : master class; plural noun : master classes; no unmaster class plural
noun : master-classes; no unmaster class; plural noun master classes

"... a class, often in the arts, given by an expert to highly talented students."

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Gregory L. LaFollette, CPA, CITP, CGMA

Semi-Retired Vice President of product strategy
- CPA.com
Author, Speaker, Thought-leader

- *Eide Bailly, LLP* - Senior Manager, Tax and Technology Consulting
- *LaFollette Consulting, LLP* -- Consultant to the industry
- *The CPA Practice Advisor* -- Executive Editor
- *Thomson Reuters (Creative Solutions)* -- Vice President - Product Strategy
- *LaFollette, Jansa, Brandt & Co., LLP* -- Tax & Technology partner



CPA Practice Advisor **2013** TOP 25 THOUGHT LEADER
accountingtoday **100** Top 100 People
CPA Practice Advisor **2013** HALL OF FAME



Becoming a Digital Ninja CPA
What We'll Cover ---



1. First impressions
2. Literacy
3. Recognizing Disruptive Technologies
4. Trends to Study
5. Genre's to Know About



First Impressions Matter




Personal First Impressions – 1986



Personal First Impressions – 1986

Negative	Positive
<input type="checkbox"/> Old car	<input type="checkbox"/> Nice car (not 100 fancy)
<input type="checkbox"/> Poor office/location	<input type="checkbox"/> Prestigious office address
<input type="checkbox"/> Wrong or no country dial	<input type="checkbox"/> Best country dial
<input type="checkbox"/> Cheap letterhead	<input type="checkbox"/> High end stationery
<input type="checkbox"/> Low quality report paper	<input type="checkbox"/> Embossed report covers
<input type="checkbox"/> No follow up page ad	<input type="checkbox"/> Full page w/ picture & red ink
<input type="checkbox"/> No Chamber of Commerce membership	<input type="checkbox"/> President of Rotary, Board of Chamber
<input type="checkbox"/> Not returning phone calls	<input type="checkbox"/> Call back by end of next business day
<input type="checkbox"/> Inappropriate attire	<input type="checkbox"/> Three piece suit
<input type="checkbox"/> Too many erasures on workpapers	<input type="checkbox"/> Beautiful, consistent, colorful tidemarks
<input type="checkbox"/> Too many out of town diets	<input type="checkbox"/> Big business on main street




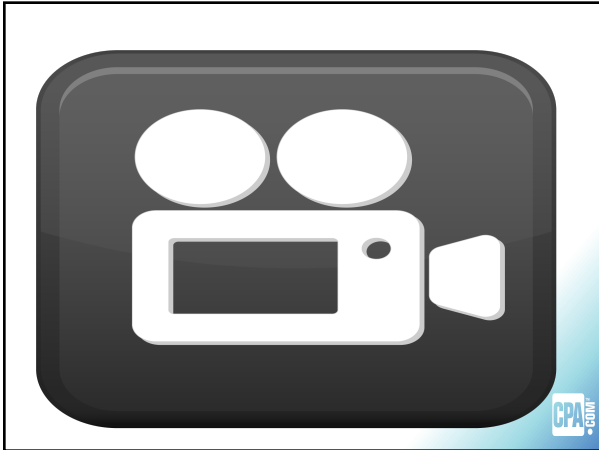
Personal First Impressions – 1986




Technological First Impressions - 2016

Negative	Positive
<input type="checkbox"/> Flip phone	<input type="checkbox"/> Large iPhone
<input type="checkbox"/> Unprofessional email address	<input type="checkbox"/> Name, first name, or first initial
<input type="checkbox"/> EMAILING IN ALL CAPS	<input type="checkbox"/> Proper grammar, punctuation & email signature
<input type="checkbox"/> Using a 1990's email platform	<input type="checkbox"/> Business or personal domain, Gmail
<input type="checkbox"/> Twitter non-existent or silly address	<input type="checkbox"/> Recognizable Twitter handle
<input type="checkbox"/> Out of date LinkedIn page	<input type="checkbox"/> Up to date photo and contact info
<input type="checkbox"/> Out of date iContact information	<input type="checkbox"/> Professional iContact card available
<input type="checkbox"/> Not "accepting" iCalendar invites	<input type="checkbox"/> Collaboration tool like Doodle
<input type="checkbox"/> Dialing in to video meeting	<input type="checkbox"/> Zoom or even Skype
<input type="checkbox"/> Old style laptop	<input type="checkbox"/> MacBook Air, Ultrabook, Surface Pro
<input type="checkbox"/> Not using text messaging	<input type="checkbox"/> SMS, Twitter DM, Slack







Be "In the Know"

Read -

- > Gizmodo
- > NY Times Tech & Bits
- > USA Today Personal Technology
- > Wired magazine
- > CNET Emerging Tech News
- > What's Your App-titude (*Journal of Accountancy*)

Social Media

- > LinkedIn
- > Facebook
- > Twitter

Listen

- > TWIT (This Week in Tech)
- > TED Radio Hour
- > Re/code Decode

stay in the know ←



Templosion

tem-plō-sion [tem-splōh-zhuhn] noun

“the Implosion of everything into compressed time”



A Note on Predictions



“It’s tough to make predictions, especially about the future.”

— Yogi Berra



Our near term view is always unclear.

- "Inside the Tornado"
- "Tipping Point",
- "Crossing the Chasm"

Disintermediation

BORDERS®

Travel Agents

CPA

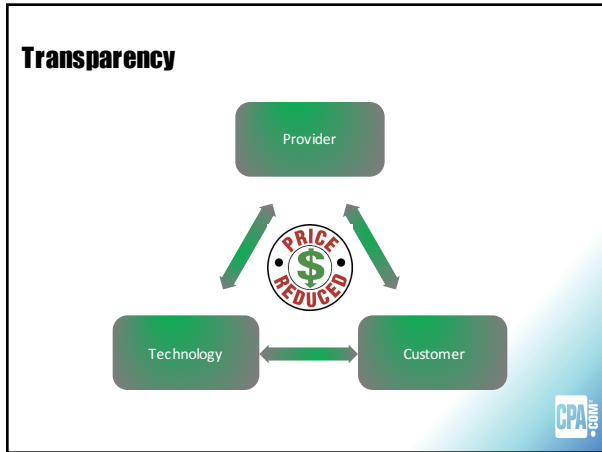
Disintermediation

Removing the middleman -- a popular buzzword used to describe how Internet-based businesses are using cloud and mobile technologies to reach customers.

These companies provide products and services cheaper and faster.

These technologies are revolutionizing the way products and services are bought and sold, and **disintermediation is the driving force** behind this revolution.

CPA



- 8 Strong Indicators**
1. Ratio of expenditures -- Legal to Tech
 2. Governmental involvement
 3. Excessive resistance --- mockery
 4. Generational differentiation
 5. Huge efficiencies
 6. Protectionism
 7. First or early mover(s) soon copied by others
 8. Who benefits?

Personal Applications


Genre's to Know About

1. Social
2. Personal
 - Harry's
 - PillPack
 - Amazon Prime Subscriptions
3. Banking
4. Investing
 - Mint
 - Personal Capital
 - Betterment
 - Prosper / Lending Platforms / Biz2Credit




Genre's to Know About

5. Travel
 - Uber / Time Travel
 - AirBnB
 - Triplt
 - TripAdvisor
 - Hilton /Hyatt / SPG, etc.
 - Airline apps
6. Google Voice
7. Zoom
8. Rivio
9. MobileMeet



Genre's to Know About

10. Doodle
11. Dropbox / Box / One Drive
12. Audible / Overcast
13. Tile
14. Kindle / Flipboard
15. Waze
16. Find My iPhone
17. Apple Pay / Wallet / Apple Watch
18. Paperless Post / Eventbrite



Some Trends to Study

- 1. The Internet of Things
- 2. 3D Printing
- 3. Peer-to-peer lending
- 4. Restaurants
- 5. Hotels / lodging
- 6. Cars



LaFollette's Maxim

The "Law of Probabilities" says there is ALWAYS a technological solution. It's your job to find it. Practice identifying and adopting it. Then adapt your processes and habits to take advantage it.

It's like exercise --- the more you do it, the better you get!

gll

