



AVN

THE ACCOUNTANTS' NETWORK:

- Empowering Firms
- Advancing Business
- Enriching Lives

A Manifesto for *Change*

Empowering Firms • Advancing Business • Enriching Lives

We Believe

That accountancy is more than numbers – it's about transforming lives and businesses

That success should never demand the sacrifice of family, health or happiness

That every accountant has the potential to become a transformative advisor

That technology should liberate, not threaten, the accounting profession

That profitable practices and fulfilling lives can – and should – coexist

That making a difference and making a profit are not mutually exclusive

What We Stand Against

The status quo is failing accountants and their clients.

We reject:

The myth that working longer hours equals greater success

The acceptance of constant stress as “just part of the job”

The view of accountants as mere number-crunchers

The isolation of practice ownership

The fear that technology will make accountants obsolete

The belief that accountants can't charge what they're truly worth

The Old Way

Trapped in compliance

Reactive and time-pressured

Constantly fighting fires

Sacrifice of personal life

Undervalued and underpriced

Isolated in decision-making

The New Way

Leading with advisory

Proactive and strategic

Systems and team-driven

Life and work in harmony

Confidently charging true worth

Supported by a community

Our Purpose & Passion

At AVN, we believe that Accountancy is a noble profession, that can make a profound difference to the lives of business owners, their teams, and their families.

For over 26 years, we've dedicated ourselves to a singular mission: helping accountants build practices that give them greater freedom, fulfilment, and choice.

We're driven by the conviction that a business should work for its owner, not the other way around. Our passion burns brightest when we see accountants break free from the daily grind to spend precious moments with family, pursue cherished hobbies and build practices that truly reflect their values.

This transformation extends beyond the accountants themselves to touch the lives of their clients. We empower accountants to move beyond traditional number-crunching to become trusted advisors who confidently deliver strategic growth solutions. By understanding the story behind the numbers, they help their clients build stronger businesses, create better lives for their families, and achieve their own dreams of freedom and fulfilment.

Our Vision for the Future

As artificial intelligence increasingly commodifies compliance work, we see a world where:

- Accountants are deeply valued for their expertise and the transformative impact they have on their clients' businesses
- Accounting practices run smoothly, powered by engaged teams who share their owners' vision
- Practice owners have the freedom to choose how they spend their time, both in and out of the office
- Firms confidently deliver high-value advisory services that create real change in their clients' lives
- Communities thrive because accountants are empowered to strengthen the businesses around them

This is what we call "Accountancy 2.0" – where technology and human insight combine to make accountants more impactful than ever before.



The AVN Journey

In the spirit of the old adage "give someone a fish and you feed them for a day; teach them to fish and you feed them for life," our philosophy is to educate, inspire, and skill accountants so they're not reliant on our help. We walk alongside accountants on their path to transformation through:

1. Partnership & Personal Growth



- One-to-one expert coaching that recognises each accountant's unique journey
- Dedicated Accounting Practice Growth Experts who provide genuine support and guidance
- Regular check-ins to celebrate progress and overcome challenges

2. Comprehensive Development



- A proven roadmap for practice transformation
- From pricing and advisory services to team development and scalability – we address every aspect of improving an accounting business
- Support in building confidence and overcoming limiting beliefs

3. Innovation & Future-Proofing



- Embrace of new technologies and artificial intelligence
- Development of efficient systems and workflows
- Focus on high-value advisory work that machines can't replicate

4. Community & Collaboration



- A global family of forward-thinking accountants
- Shared learning and mutual support
- Regular opportunities to connect and grow together

A hand holding a string over water with ripples and a reflection. The background is a soft-focus image of a hand holding a string, with the string's end just above a dark blue circular graphic. Below the circle, the string dips into a body of water, creating concentric ripples. The water's surface reflects the sky and the hand. The overall mood is calm and contemplative.

Our Impact

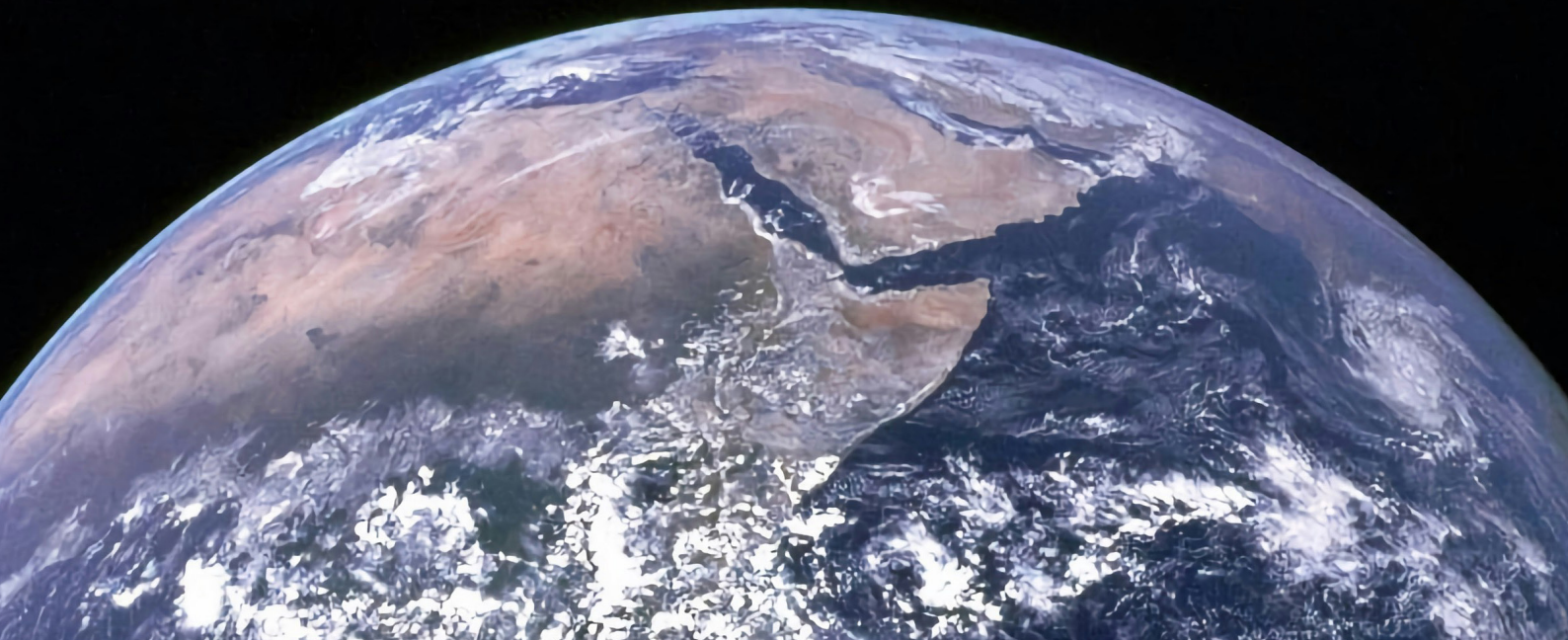
The ripple effect of our work extends far beyond accountancy. We believe in creating positive change at every level – from individual practices to global communities.

Making a Difference Globally

At AVN, we're proud supporters of the UN Global Goals. Our commitment to global impact is woven into the fabric of our daily operations:

- **Supporting Sustainable Business:**
Each KnowHow Club subscription provides a day of beekeeping business training
- **Empowering Women:**
New KnowHow Club subscribers enable a day of business training for women in need
- **Access to Education:**
Every webinar attendee provides a month of library book access for children
- **Clean Water:**
Each Practice Growth Expert call provides 150 days of safe drinking water for a family
- **Environmental Protection:**
New members help plant trees to save orangutans and reduce carbon dioxide emissions through food waste rescue
- **Healthcare:**
Every video uploaded to the KnowHow Club provides access to free healthcare for refugees
- **Business Education:**
Strategy calls fund business training programmes
- **Hygiene & Wellbeing:**
Each book posted provides hygiene kits for girls, and event attendance enables music therapy for children with special needs
- **Wildlife Conservation:**
Resource updates help protect sea turtles and their hatchlings
- **Climate Action:**
We're committed to reducing our environmental impact through sustainable practices, including using 100% recycled paper, implementing energy conservation policies for remote work, conducting annual beach cleanings, and helping accountants integrate carbon accounting into their services

Our team actively participates in choosing quarterly giving goals, ensuring our business success translates into meaningful global change.



Our Core Impact Areas

1. Empowering Firms

- Transform practices into profitable, sustainable businesses
- Build confident, capable teams
- Create systems that support growth without sacrificing life balance

2. Advancing Business

- Enable accountants to deliver transformative advisory services
- Help clients build stronger, more successful businesses
- Raise standards across the accounting profession

3. Enriching Lives

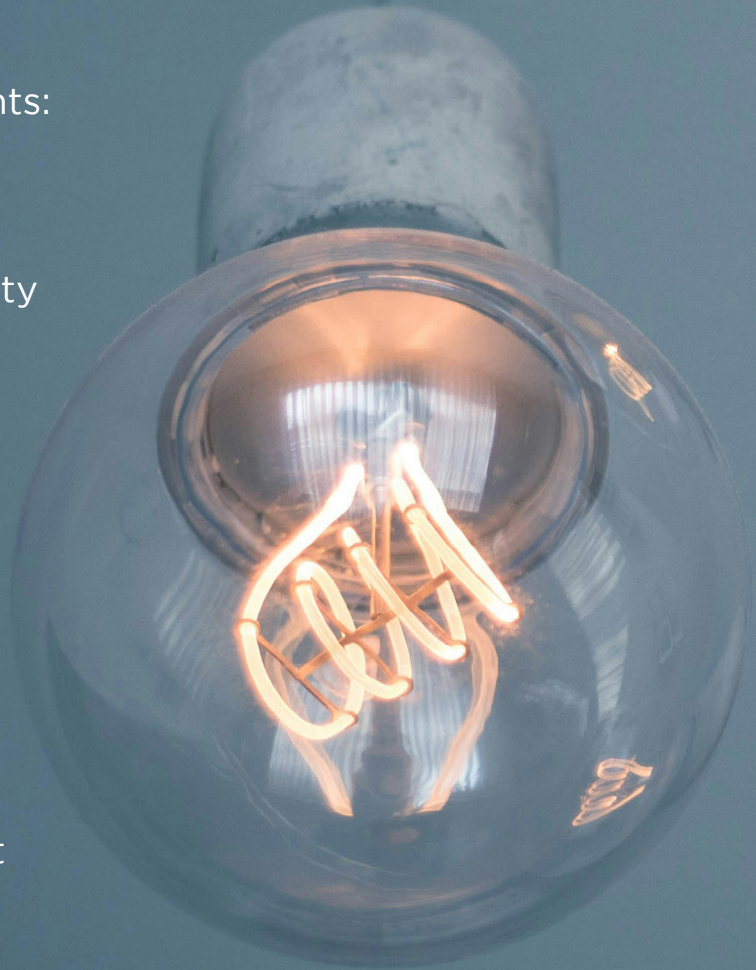
- Give accountants more time with family and friends
- Create positive changes that extend to clients' families, local and wider communities
- Build a legacy of excellence in the profession



Our Commitment

AVN promises accountants:

- Genuine partnership in their growth journey
- A supportive community that celebrates each member's success
- Practical tools and resources that make a real difference
- Innovation that keeps them ahead of industry changes
- A focus on both professional success and personal fulfilment



Join Our Movement

AVN is creating a new standard in accountancy – one where success doesn't mean sacrifice, where technology enhances rather than replaces human connection and where accountants are truly valued for the difference they make.

Whether as a team member, strategic partner or member firm, joining AVN means becoming part of a movement that's redefining what's possible in accountancy. Together, we're building a future where accountants don't just survive but truly thrive – both in their practices and in their lives – while creating positive change for businesses and communities worldwide.



The lightbulb in our logo represents more than just ideas; it symbolises the moments of inspiration that transform practices and lives. As The Accountants' Network, we're proud to be a community that lights the way toward a brighter future for our profession.

**Together, we're not just
changing businesses;
we're changing lives.**

Our Symbol of Change



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