

Superman Was Unfortunately Not An Accountant - Who Is Saving The Businesses That Are In Trouble?

Is it part of our modern collective psyche to stand back and watch bad situations unfold without doing something to help?

Newspapers are full of stories of elderly members of our society being mugged while a crowd watches and does not intervene.

The young adults in our society are being attacked and sometimes killed in public places without action from witnesses.

Where are our values? What happened to bravery, honour, duty, making a difference to our society? What happened to feeling compelled to act when we witness acts of injustice?

Did we truly foster these values in our society or are we simply wishing that they were commonly held by the majority?

While not wishing to trivialise the tragedies befalling some of the most vulnerable members of our society, similar things are occurring to our small businesses with the same lack of response from those in a position to help.

The list of victims is also very long, but barely reported. Those affected number in the millions with hundreds of thousands businesses ruined and millions out of work. Many more millions are facing hard financial times and uncertain futures.

The rot seems to run deep. Notions of values seem to be held as old fashioned in business as well as in society as a whole. The general outlook is one where businesses use other businesses for income, rather than businesses offering their services and expertise to enrich their customers and consequently deserve to be enriched themselves.

Is the problem our role-models?

Are the role-models that extolled the values and principles of honour, selflessness and responsibility out of date?

Super heroes represent the epitome of these values and the courage and power to selflessly put them into practice for the benefit of ordinary people.

It is a fact that that most of these characters were created in the 50s or earlier and the values that they represent could arguably belong to past generations.

Batman
Captain America
Spiderman
Wonder Woman
The Hulk
Doctor Manhattan
The Fantastic 4

These are superheroes that we all know and love. Their stories have made the transition from comic book to cinema screen and even into television series. Their values are still needed in business as well as in society in order to make it work at its best.

The legal profession has benefited from the inspiration of a blind lawyer from a deprived New York neighbourhood who fights for ordinary people by day as Mike Murdoch and upholds justice as his crime-fighting alter-ego Daredevil by night.

The military is represented by countless heroes both imagined and real that inspire us with acts of bravery and selflessness.

There is a long list of professions that produce prominent heroes both real and imaginary.

Scientists
Photographers
Journalists
Philanthropists
Doctors
Pilots
Soldiers
Janitors
Astronauts

What about the professionals that businesses depend on most? Where are the professional examples of the best of human values? Where are the characters that represent the most noble of us? Where are our heroes? Where is our Superman?

Lets look at the banks. Surely they depend almost as much on businesses, as businesses depend on them? This may well be the case but more often than not, the role that they take can often seem more like the super villain, than super hero.

Having gotten us hooked on cheap loans and credit, they suddenly withdrew these facilities and caused countless casualties.

The mis-selling and price-fixing scandals also seem to confirm this conclusion, but are there heroes among the villains?

Accountants are in an ideal position to help businesses and can intervene before disaster can claim another victim. However, the industry standard for accountants that look after small to medium sized businesses is to offer basic services that keep the customers within the demands of the law.

There is little will at this level to provide valuable intervention or offer more pro-active services. This seems to be reserved for the big firms who will charge accordingly. Smaller accountancy firms seem to lack the same confidence or will to make a real and practical difference to the fortunes of their smaller clients.

The old adage of The More You Pay Your Accountant, the Less You Pay the Tax Man, seems to have been taken to heart by the entire industry with very few willing to stand up and make a positive difference to companies that can't afford to spend millions to save tens or hundreds of millions.

All accountants have this ability, they just don't tend to use it to help companies that are not huge.

What would the superman accountant look like?

- They would be proactive and provide clients with the benefit of his (or her) experience.
- They would seek to keep their clients from financial harm.
- They would be willing to do what was necessary to save their clients businesses from peril.
- They would be approachable and honest at all times.
- They would not charge for advice that should be free.
- Their focus and primary concern would be the wellbeing of their client's business.
- They would make recommendations that fell outside of their specific area of expertise in order to give they're the maximum benefit of their experience and knowledge.

A superhero, in other words would put their considerable powers and abilities at the disposal of those that are in need.

An altruist who goes above and beyond the call of duty can save you from dangers such as:

- Business failure
- HMRC Tax investigations
- VAT investigations
- Excess taxation
- Financial losses
- Costly financial decisions
- HMRC fines
- Excess costs and waste
- Ruined credit ratings
- Withdrawal of credit or funding
- Bad cash flow
- Running your business blind
- Unpleasant but foreseeable surprises

Can we spot the supermen amongst the accountants?

They do not tend to draw attention to themselves just in case their secret identity is revealed, but once you find them (or they find you) you'll know that you are in the safest of hands.

They will seek to share their knowledge with you and actively offer help that will make a difference to your entire business, not just to your tax returns.

They'll ask you about your biggest ambitions and needs and work with you to make it happen.

They may even introduce you to other superheroes with their own super powers. You never know how great being in business can be till you have specialists actively working to create the best possible conditions for your success.

In such times of great instability and hardship we wisely turn to individuals with the knowledge, experience and bravery to offer their abilities for our benefit.

We may not have asked for their help before but, by god, we need them now.

Business advisors, mentors, trainers, coaches and business trouble-shooters are more available now for smaller businesses and even start-ups than at any other time, along with their accumulated knowledge, experience and abilities.

This level of support is no longer just for big businesses. Many of these business heroes have found greater satisfaction in helping businesses where there is the potential to make huge positive differences where it matters most.

Where would Superman's limits be when it comes to helping you?

Good luck finding your Superman or Superwoman.

If you are one of the thousands of businesses that are looking for a better way and the kind of help that really makes a difference to the health of your business, then get in touch.

We have made a point of seeking out professionals that can truly help with the issues that matter.

We know more than a few Clarke Kents, Bruce Waynes, Mike Murdochs and even some Tony Starks that specialise in almost every area that matters in business and would happily recommend these heroes.