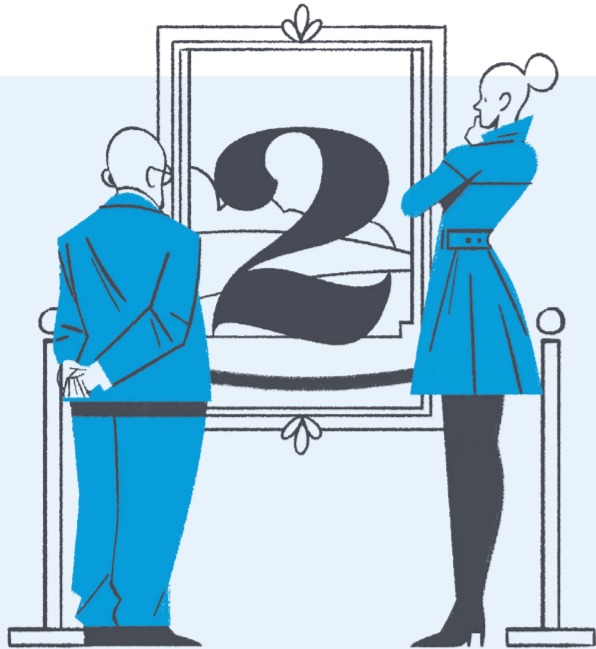


The FD Works Manifesto

When it comes to business finance and accounting we believe:

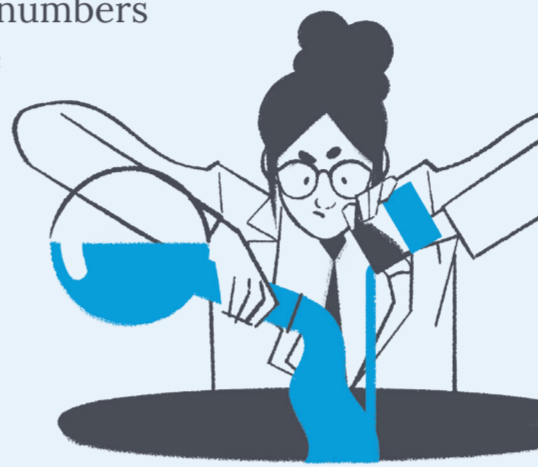


Numbers are beautiful, embrace them

Numbers reveal the opportunities for shaping the business you want to run and the life you want to lead.

Finance is a science and an art

The science gives you the data, the art is in telling the story and shaping the numbers to get you where you want to go.

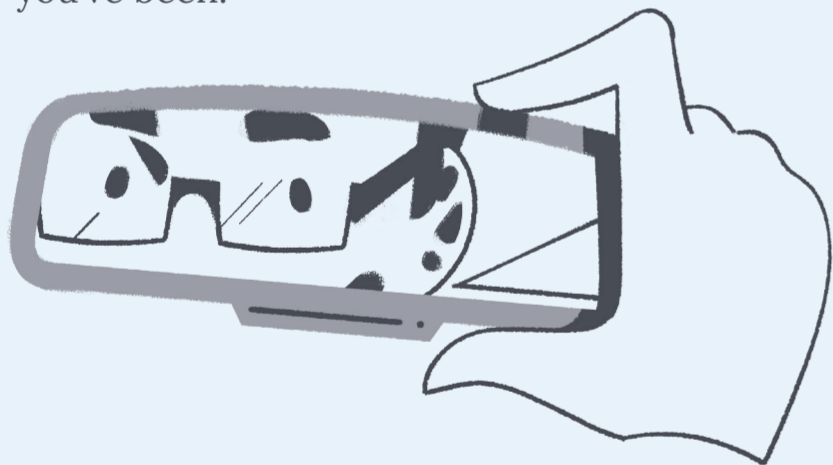


Finance is empowering

Understanding your business finance puts you in control. Getting to grips with your business finance isn't about overcoming barriers or ticking boxes, it's about finding opportunities and making bold decisions. Understanding the link between value and profit is the key to growth.

Don't just look in the rear-view mirror

Look forward. Focus on where you want to be, not on where you've been.



True wealth means freedom

It's not how much money you have in the bank. True wealth is the ability to do what you want, when you want, where you want and with whom you want.

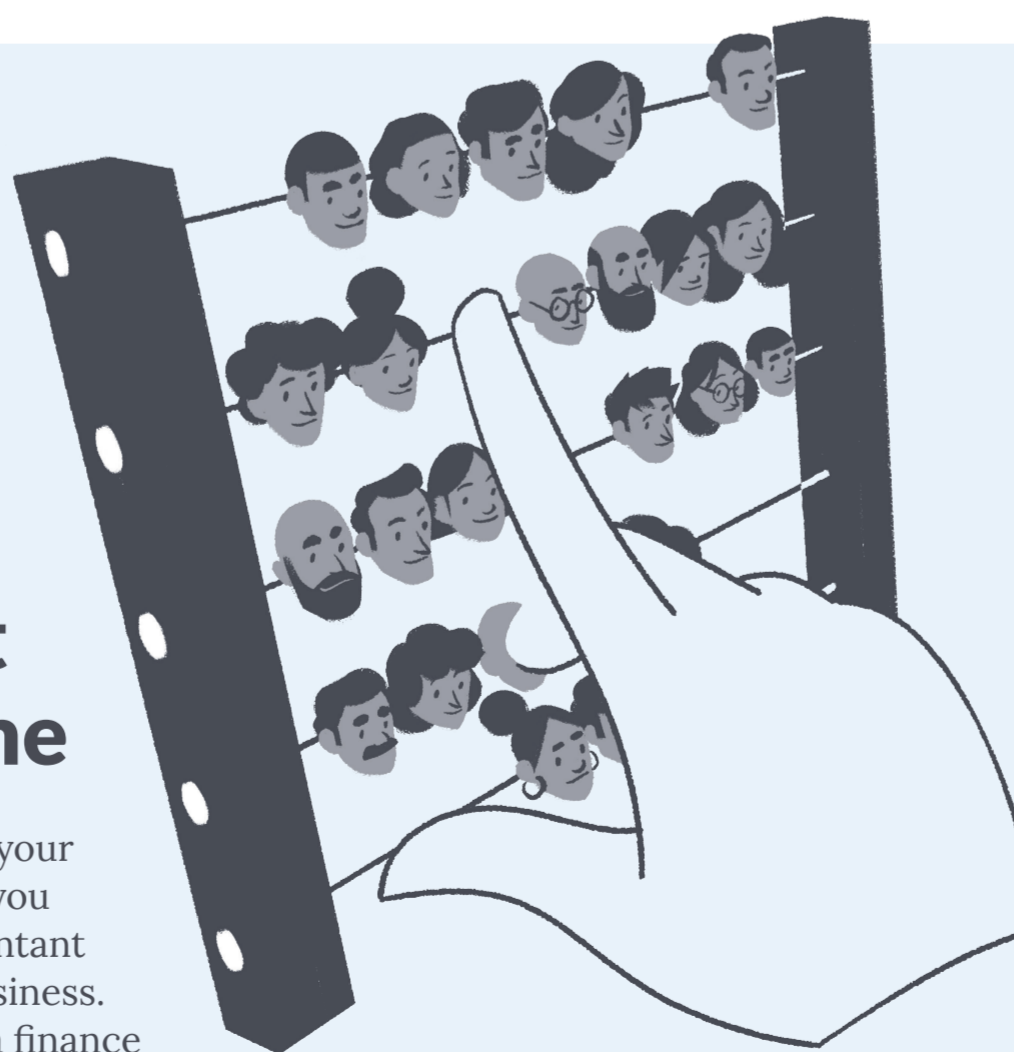


Learn from your mistakes

But don't let your mistakes hold you back.

Accountancy is a people business, not (just) a numbers game

Your accountant needs to understand you – your aims, ambitions, dreams – if they're to offer you meaningful business advice. The right accountant will change the way you think about your business. You don't have to be good at maths to learn a finance mindset, but you do need to be willing to listen.



Dare to dream

You started your business for a different kind of life, don't lose sight of that. Make it happen.

