

Stop the Gerbil Workout!



Geni Whitehouse, CPA.CITP
Countess of Communication
www.evenanerd.com

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Your business in mind.



This was me at work.



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**This is what I gave the owner
when asked for information.**

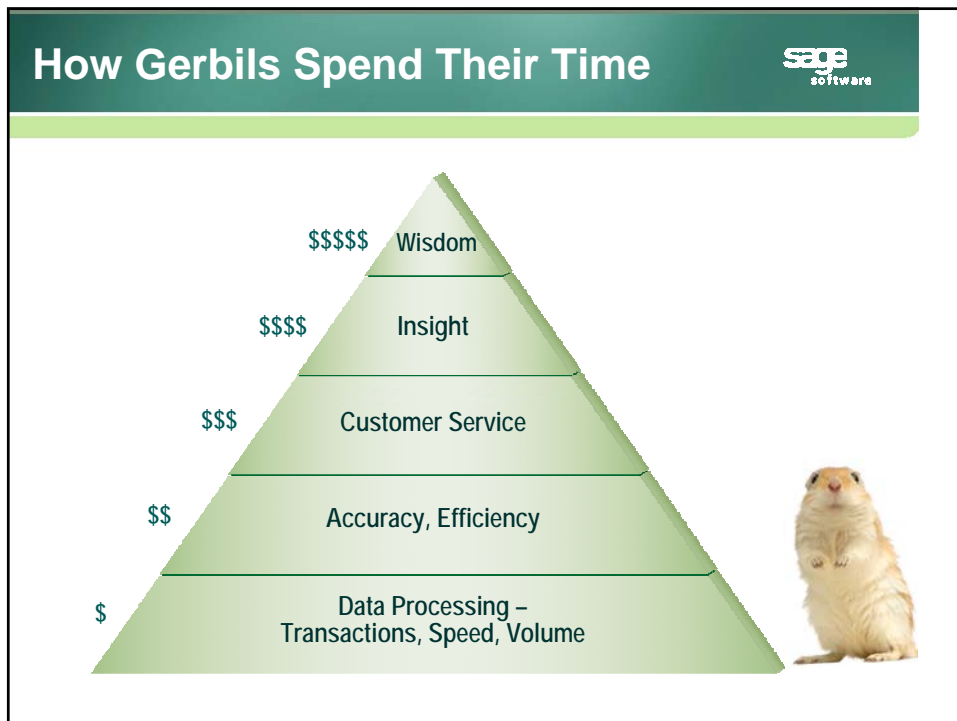


- There are 46 roots feeding this tree.
- There are 427.5 ants circling the base of this tree.
- The tree is dead.

**But it looked
more like this to him.**



**This was the owner making a
business decision.**



How to Become an Owl

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Wisdom
Insight
Customer Analysis
Accuracy
Data

Gerbil Facts and Figures

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- **Hobbies:** Hoarding food
- **Habitat:** Burrows and cages, where it's safe
- **Mode of Transportation:** Running in circles
- **Party Trick:** Can multiply easily—bears up to 15 litters in a lifetime
- **Bragging Rights:** Odorless and gentle

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Owl Facts and Figures

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- **Field of Vision:** 110 degrees
- **Percent of Body Weight Devoted to Eyes:** up to 5%
- **Mode of Transportation:** Flying above trees
- **Party Trick:** Ability to turn head almost all the way around and upside down
- **Bragging Rights:** Can see well in both dark and bright conditions



Another Day, Another “Gerbil Workout”

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Every business owner, accountant, controller,
and finance person knows what this means.



Gerbils:

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- Churn through the same **redundant or superfluous tasks**.
- They **search through a maze of data**.
- They **spin their wheels** cranking out reports.
- They are **in constant activity** but rarely go anywhere.



Gerbil Activities

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- Building **spreadsheets**
- Entering **recurring transactions**
- Researching transactions, **tracing details to source**
- Monitoring **exceptions**
- Processing **budgets**
- Reconciling **bank statements**
- Handling **documents**
- Creating and distributing **reports**
- Collecting **accounts payable**
- Dealing with **unprofitable customers**
- Organizing **receipts**
- Reconciling **accounts**
- Setting **appointments**
- Writing **e-mails**
- Tracking **assets**
- Preparing **sales tax returns**
- Processing **payroll**
- Making **bank deposits**



Owls

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Harness the power of technology