

IN CPAs | SEPTEMBER 2026

Dare to Dream Big

**THE PATHWAY TO PERSONAL GROWTH
AND ULTIMATE FULFILLMENT**

with Kari Saylor



10/50

failing



From this:

- Career oriented
- Goal getter
- World traveler
- Great friend
- Growth minded
- With abundant TIME



Sound familiar?

- You are overwhelmed juggling work and family
- Struggling to maintain your professional network and social life
- Frustrated that you are off track from your goals
- Unable to be present at work or home
- Your growth plan has slowed to a crawl
- Experiencing a self-identity crisis: who are you anymore?

We are good company...

The demands on our time as women are significant, which can easily move our goals to the BACKSEAT.

- Even high-earning mothers — who outsource more housework and childcare — see zero reduction in mental load; researchers call it "gendered cognitive stickiness" (University of Bath/Melbourne, 2025)
- Fully employed women still carry more total labor than men (paid + unpaid combined) and have less leisure time at every age (U.S. Bureau of Labor Statistics, 2023)
- Senior women leaders are leaving companies at the highest rates ever recorded — citing unmanageable stress and exhaustion, not lack of ambition or capability (Egon Zehnder, 2024)



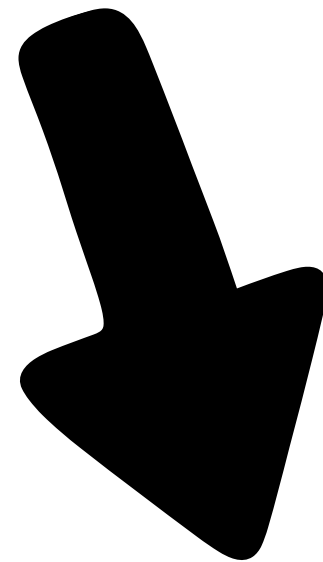
My epiphany

I ~~CAN~~ ^{GET TO} be a...

Mom & a Goal
Getter

My epiphany...

**Big Life
Goals
Achieved**



**Trajectory when you build
Big Growth Habits now**

**Current
trajectory**

Years of your life



WHAT IS

Big Growth?

01

Intentional

Making a conscious effort of growing for the purpose of experiencing joy and fulfillment in your life.

02

Expansive

It changes the trajectory of your life.

03

Exciting!

Because it is all about you!

Big Growth Overview



Planning

When you clearly define the vision for your future, you confidently decide your life.

**Determine
YOUR
Dreams**

**You Need
a Plan**



Purpose

When you are clear on your why, your path becomes well defined.

**Your
Why**

**Why for
Your World**

Big Growth Overview

Action

Get started and see
your vision come to
life!

**Pick
1 Goal**

Leadership

Learn the self-leadership skills to keep growing, especially when it
gets tough.

**Who's in
Your Corner?**

**Self-
Leadership**

**Keep
Going**

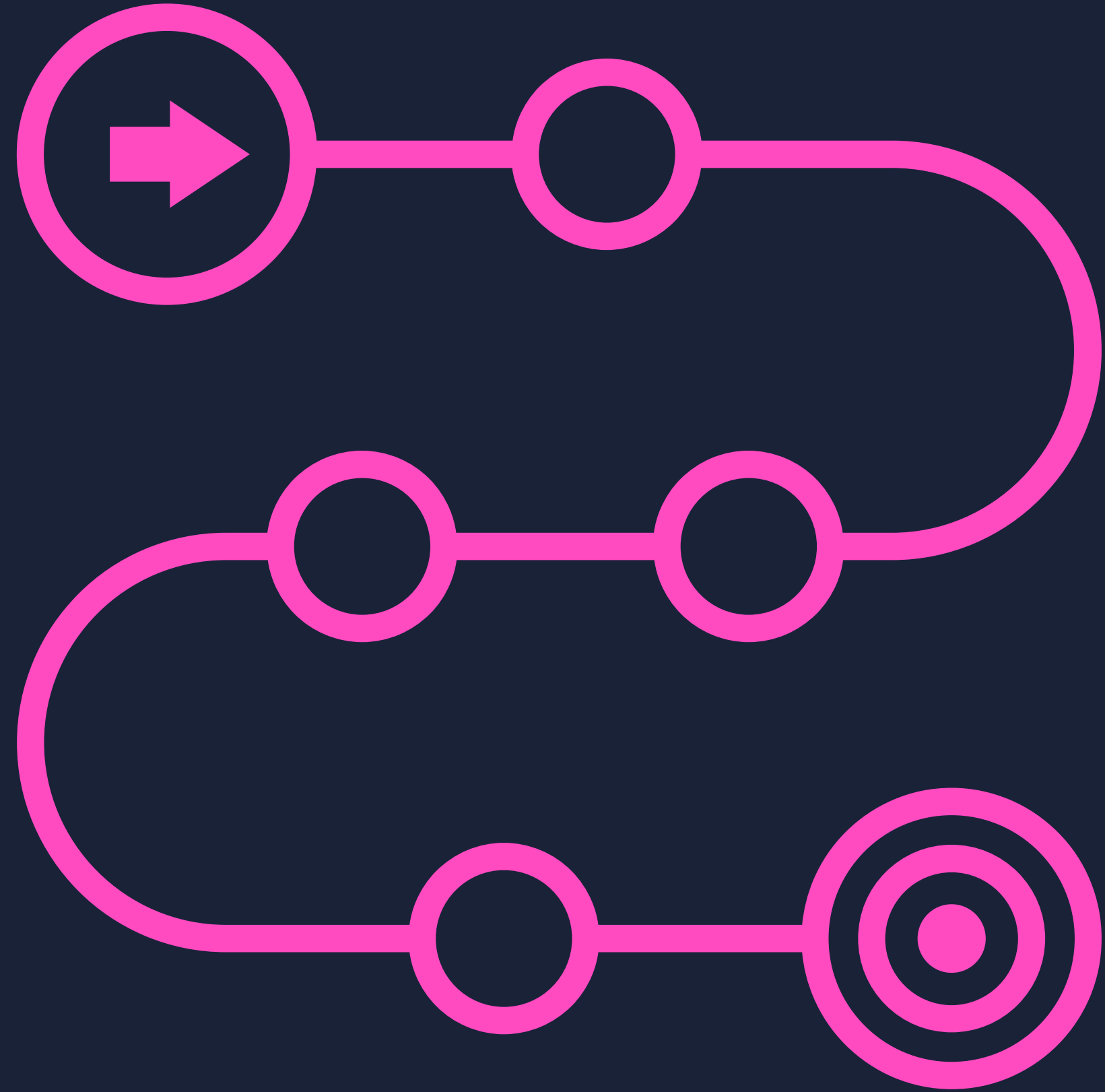
Planning
**Determine
YOUR Dreams**



Define the

VISION

When you clearly **define** the vision for your future, you confidently **decide** your life.



Clear roadmaps
reach really
great destinations.
– Kari Saylor

So, how DO we

define our future

and figure out what our

big dreams

are?

What is a DREAM &

What is a GOAL?

a

DREAM

written down with a date
becomes a

GOAL

a goal broken down
becomes a

PLAN

a plan backed by

ACTION

makes your dream

REALITY



DREAMS

Desires

Broad

BIG

Motivations

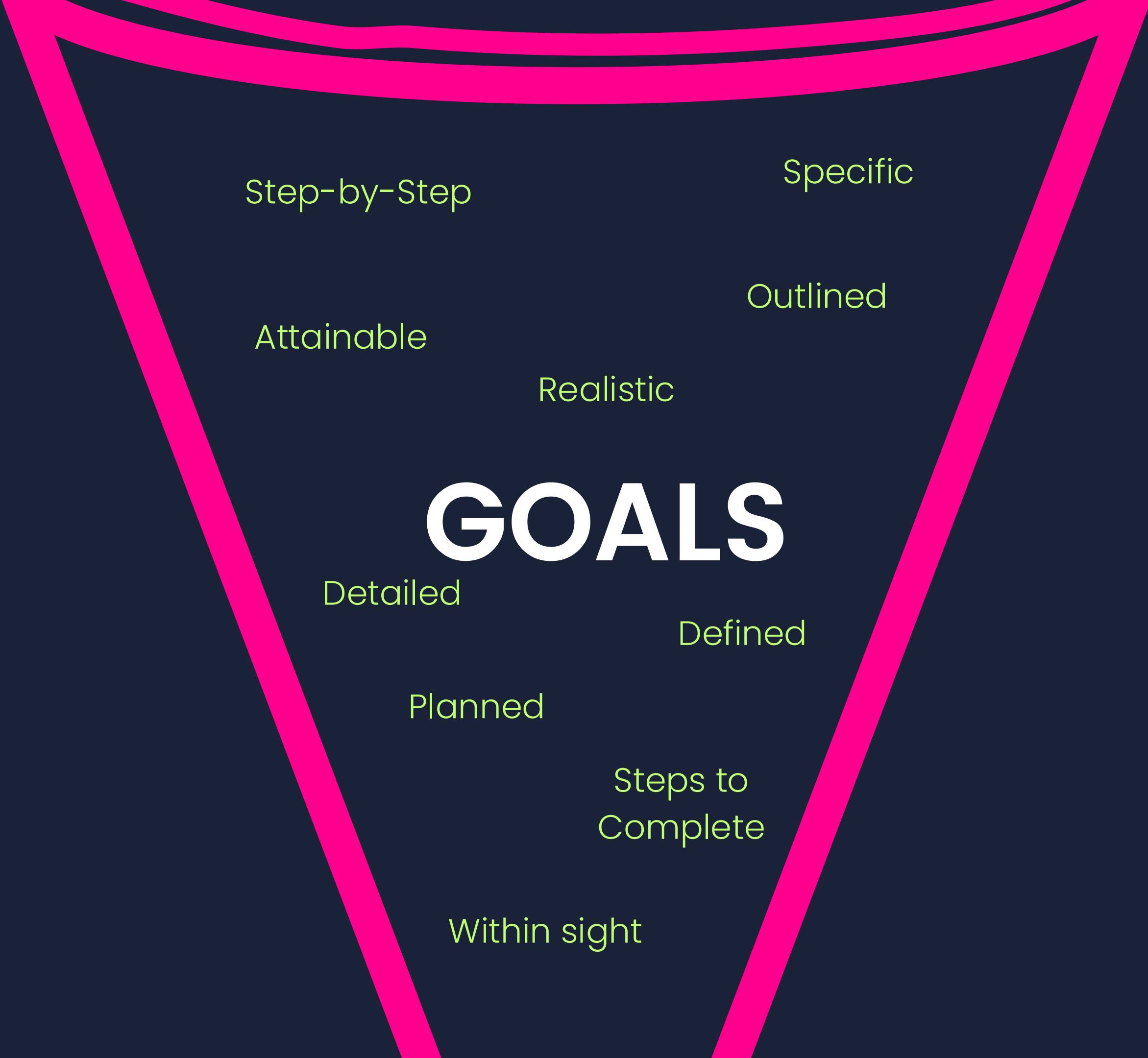
Long Term

Abstract

On your heart

Overall Vision

Aspirations



The diagram features a central word 'GOALS' in large white capital letters. Surrounding it are ten descriptive terms for goal characteristics, arranged in a circular pattern. The terms are: 'Specific' (top right), 'Outlined' (middle right), 'Realistic' (center), 'Attainable' (middle left), 'Step-by-Step' (top left), 'Detailed' (bottom left), 'Planned' (bottom center), 'Steps to Complete' (bottom right), 'Within sight' (bottom right, lower), and 'Defined' (bottom right, upper). The entire diagram is enclosed within a thick, bright pink, irregular border that resembles a hand-drawn shape.

GOALS

Specific

Outlined

Realistic

Step-by-Step

Attainable

Detailed

Defined

Planned

Steps to
Complete

Within sight

50 Dreams

Write them down. All of them.

ADVOCATES FOR POTENTIAL

Don't edit. Don't rank them. Don't decide yet whether they're realistic.
Big, small, personal, professional, silly, serious. If it belongs to you, it counts. Fill every line.

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DREAMS

58 Questions to JUMPSTART Your Big Life Dreams List

ADVOCATES FOR POTENTIAL

If you are anything like me, you have always been a goal-oriented person, but lately, you are feeling that you don't even know WHAT your dreams are anymore. Good news! Here are 58 questions to rev up your dream generating engine!

List out your “top of mind” big life dreams. Which ones are easy to rattle off? Go one by one through these questions and see if it sparks anything for you.

1. Where would you like to travel to in your lifetime? What continents, countries, states, cities?
2. What would you like to accomplish, personally?
3. What would you like to accomplish professionally?
4. Are there any licenses or credentials you would like to obtain?
5. What would you like to accomplish with your health, or body?
6. What physical accomplishments would you like to achieve, like a marathon, climb, etc.?
7. What would you like to do or see with your partner?
8. What would you like to do or see with your immediate family?
9. What would you like to do or see with your extended family?
10. What annual traditions would you like to implement?
11. What annual events would you like to attend?
12. What new skills would you like to develop?
13. What would you like to learn?
14. How do you want to show up for yourself?
15. How do you want to show up for your family?
16. How do you want to show up for your friends?
17. What types of events would you like to host?
18. What are important milestones in your life to celebrate?
19. What are important milestones in others lives that you would like to show up for?
20. What would you like to create?
21. What type of business would you like to create?
22. What type of nonprofit would you like to create?
23. What organizations are important to you to get involved with? Donate to?
24. What would you like to lead?
25. What would you like to own?
26. What type of romantic relationship would you like to be in?
27. What would you like to design or develop?
28. What would you like to invent?
29. What would you like to invest in?
30. What do you want to do in retirement?
31. What would you write a book about?
32. How many books would you want to read a year?
33. What types of experiences would you like to have?
34. What would you like to teach?
35. What would you like to start?
36. Who would you like to mentor?
37. Who would you like to train with?
38. What income goals do you have?
39. What type of home do you want to live in now and in the future?
40. Where do you want to live in your lifetime?
41. Who would you like to meet?
42. Who would you like to interview?
43. What certifications would you like to achieve?
44. What kinds of cars or transportation would you like to have?
45. What would you like to launch in your lifetime?
46. What is something that you would love to put out into the world?
47. What is something meaningful that you would like to have?
48. What would you like to pass down to your kids?
49. Where would you like to have house(s)?
50. What events or concerts would you like to go to?
51. What brings you joy that you would like to do every day?
52. What is something you are passionate about that you would like to be involved with throughout your life?
53. What do you want to be remembered for?
54. What impact on the community would you love to have?
55. Who is a role model you would love to learn more from?
56. Who inspires you and what is it about them that you would love to grow from?
57. What strengths do you have that you could use to help yourself and others?
58. What would you like to accomplish financially?

58

QUESTIONS

Reminders:

- This is YOUR list.
- None of this is set in stone.
- It's a living document (should grow/change as you do).
- You can cross items off that no longer energize you.
- You don't need to have 50 – it's a stretch exercise.
- You can continue to add to it as ideas come to you!

50 Dreams

Write them down. All of them.

ADVOCATES FOR POTENTIAL

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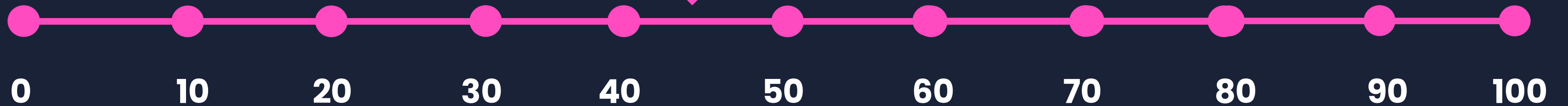
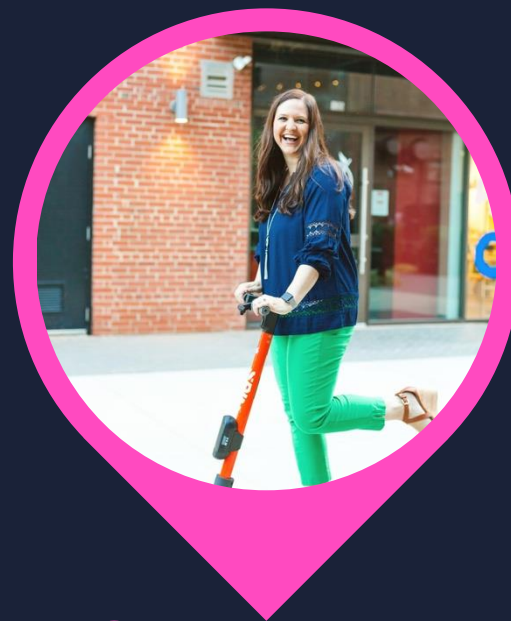
DREAMS

Planning

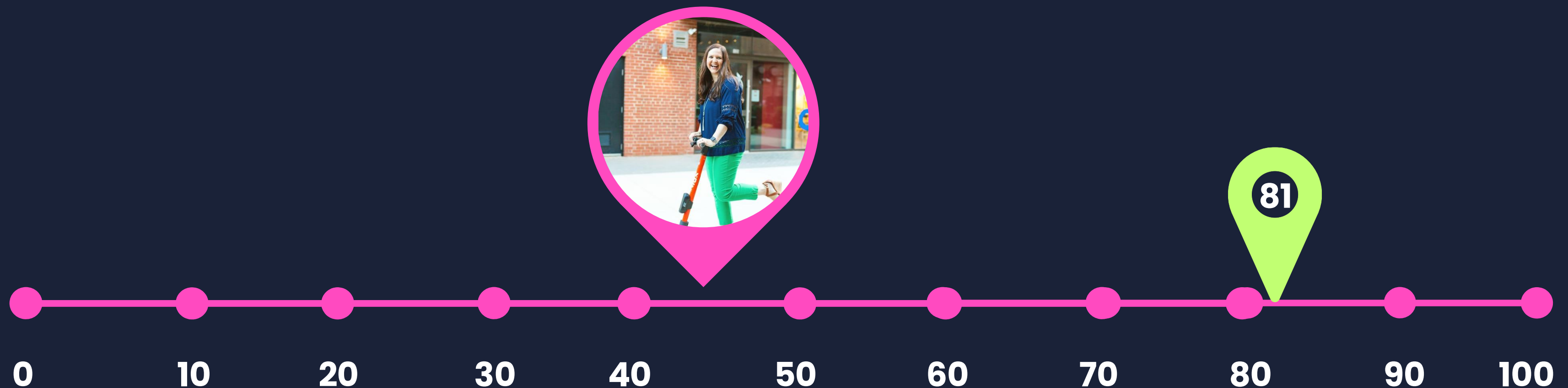
**You Need
a Plan**



Get serious about your life.

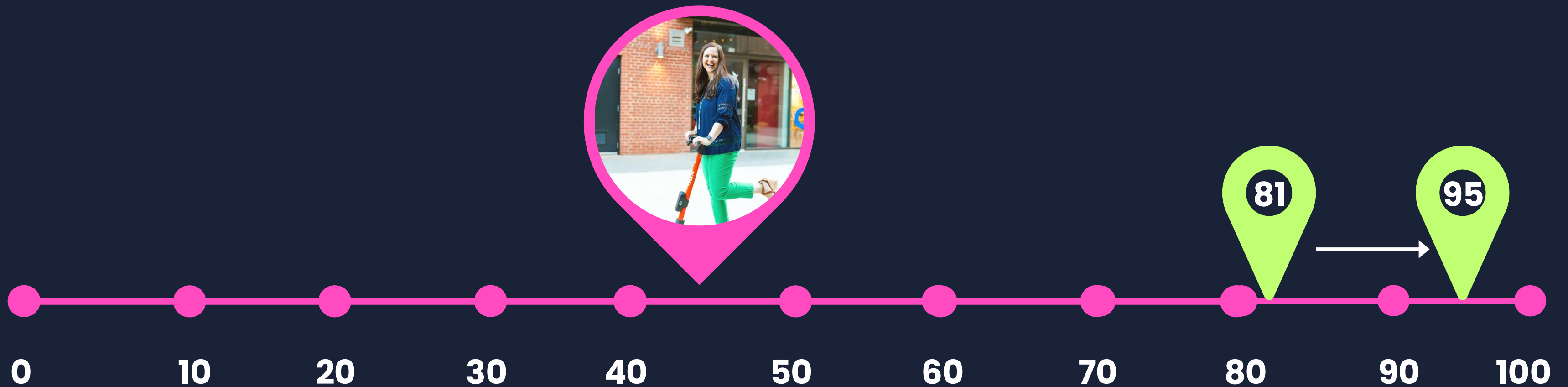


Get serious about your life.



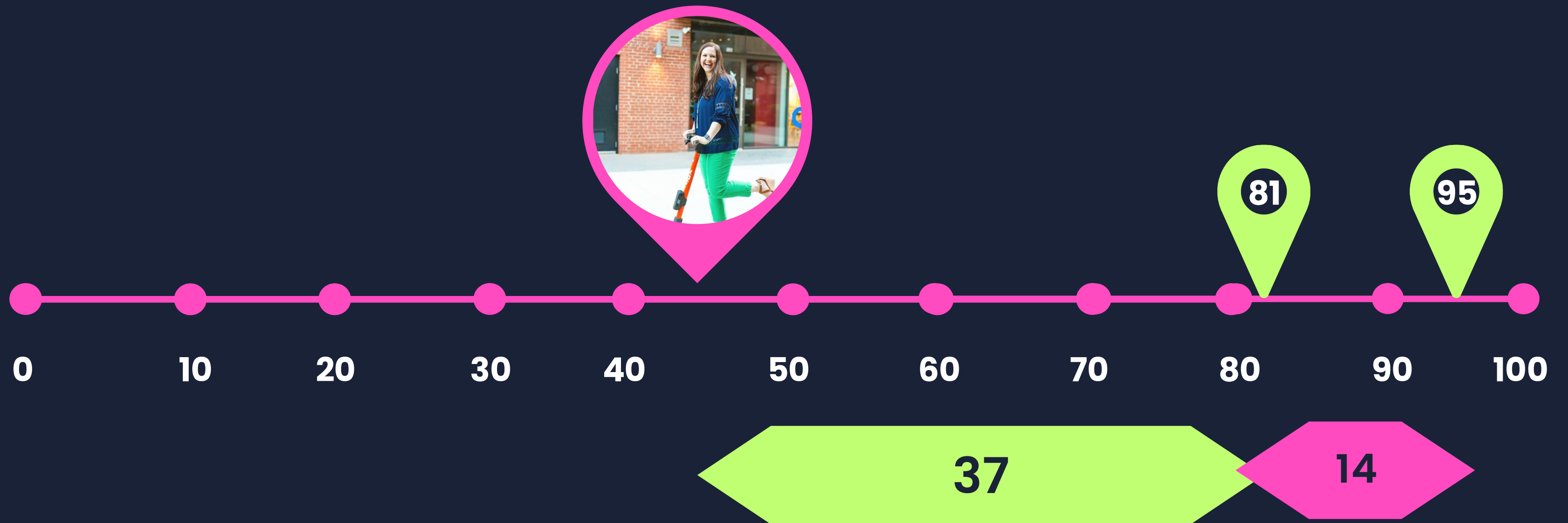
CDC: Average life expectancy of women in 2026 is 81.4 years. 76.5 for men.

Get serious about your life.



CDC: Average life expectancy of women in 2026 is 81.4 years. 76.5 for men.

Get serious about your life.



CDC: Average life expectancy of women in 2026 is 81.4 years. 76.5 for men.

**Most people overestimate what they're going to do
in a year, and they underestimate what they can
do in a decade or two or three or four.**

–Tony Robbins

BIG GROWTH™

Vision Timeline

Who you want to BE. What you want to DO.
What you want to HAVE. What you want to CREATE.

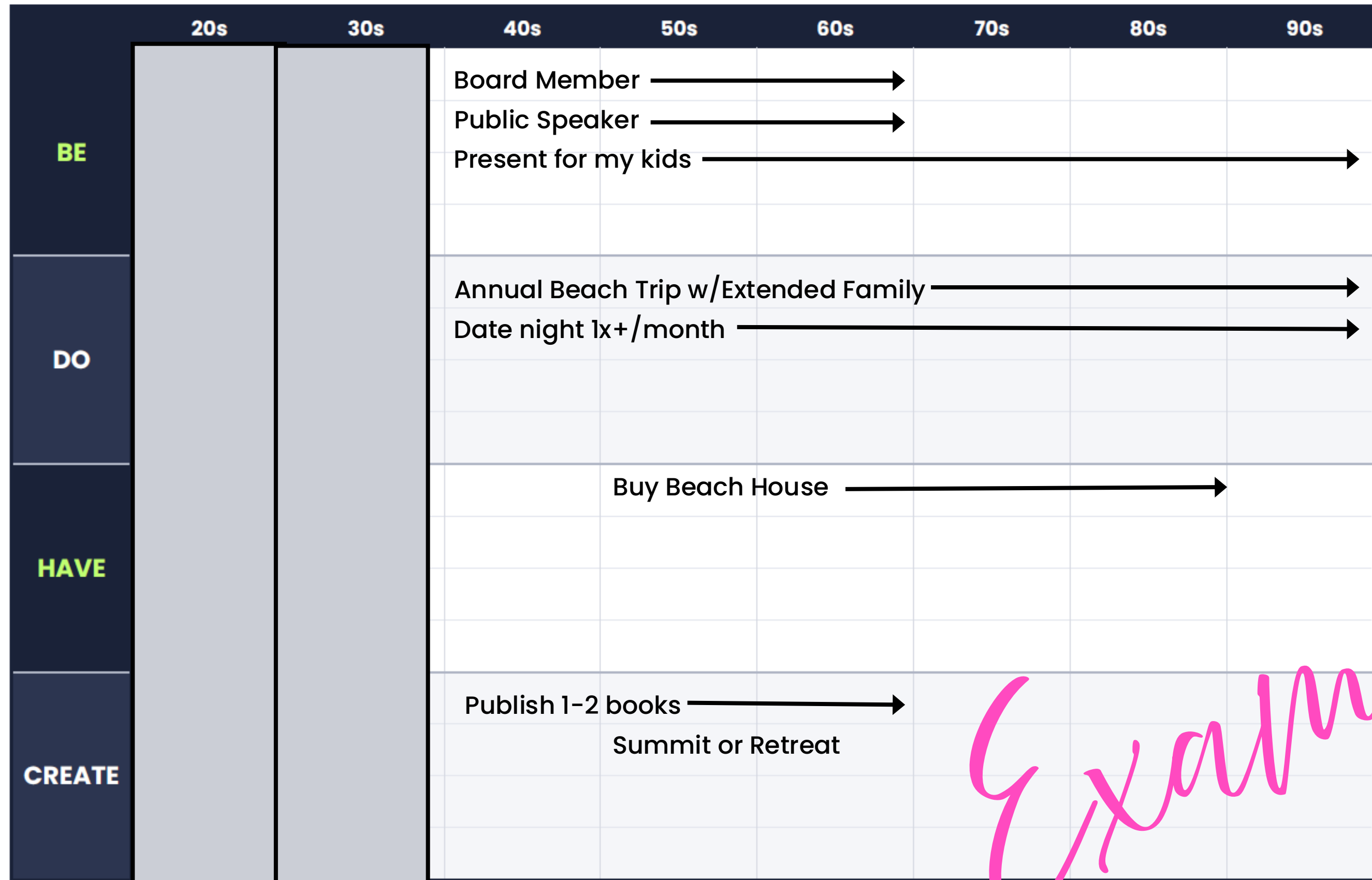
Decades

	20s	30s	40s	50s	60s	70s	80s	90s
BE								
DO								
HAVE								
CREATE								

Types
of Goals

Vision Timeline

Who you want to BE. What you want to DO.
What you want to HAVE. What you want to CREATE.



Example

Reminders:

- This is YOUR timeline.
- None of this is set in stone.
- It can be fluid. Change the decade, change the goal.
- Add lines as you need them – a decade is a long time!

“

**You are 42% more likely to
achieve a goal if you
write it down.**

”

Source: "The Impact of Commitment, Accountability, and Written Goals on Goal Achievement" study by Dr. Gail Matthews, a psychology professor at Dominican University in California.

Vision Timeline

Who you want to BE. What you want to DO.
What you want to HAVE. What you want to CREATE.

	20s	30s	40s	50s	60s	70s	80s	90s
BE	<i>8 minutes</i>							
DO								
HAVE								
CREATE								

**Diluted Focus =
Diluted Results.**

–Rory Vaden

The secret to
building great
momentum....

Pick 1-2 Goals

One & One

1 Personal 1 Professional

Goal

Why

HOW TO PICK YOUR FIRST GOAL

- Review your current decade column
- What are you most excited for from that column?
- What feels the easiest to start with to gain momentum?

Pair Ghare

1 Personal 1 Professional

Goal

Why

WHAT ARE YOUR

Insights?

SESSION 02 | BIG GROWTH™

Map Your First Win

**FROM BIG DREAMS
TO ACHIEVABLE ACTION**

WHAT ARE YOUR

Big Dreams?

Big Growth Overview



Planning

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Purpose

When you are clear on your why, your path becomes well defined.

**Your
Why**

**Why for
Your World**

Big Growth Overview

Action

Get started and see
your vision come to
life!

Pick
~~**1 Goal**~~
2 goals

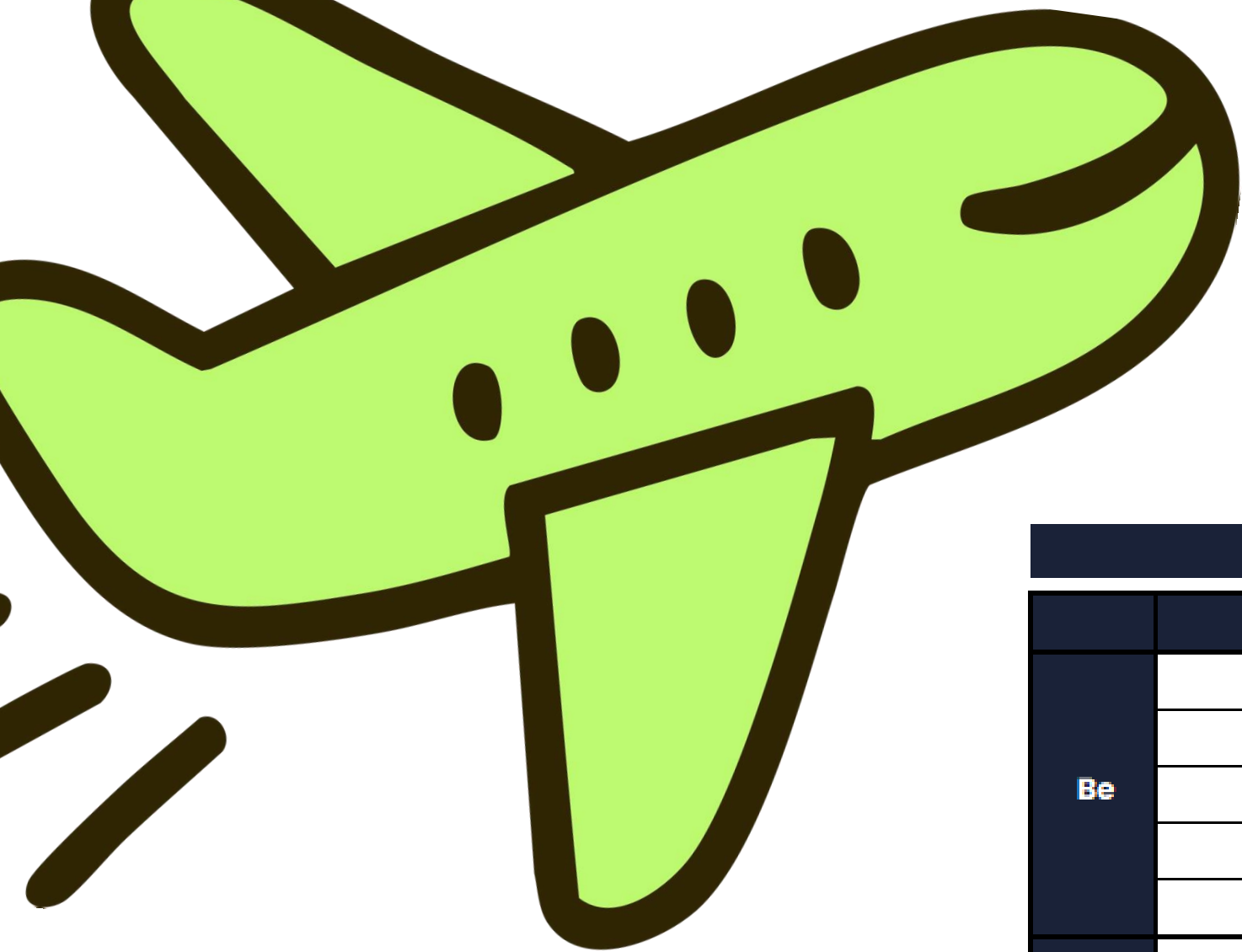
Leadership

Learn the self-leadership skills to keep growing, especially when it
gets tough.

**Who's in
Your Corner?**

**Self-
Leadership**

**Keep
Going**



Big Growth Vision Timeline						
	40s	50s	60s	70s	80s	90s
Be						
Do						
Have						
Create						

Small Focus = Small Growth.

Big Focus = Big Growth.

–Kari Saylor

BIG LIFE GOAL Earn my CPA license

TARGET
Within 18 months

CPA

BIG LIFE GOAL Earn my CPA license

TARGET
Within 18 months



1 Research & buy materials

2 Pass AUD

3 Pass FAR

4 Pass REG

5 Pass Discipline

6 Apply for license

BIG LIFE GOAL

Earn my CPA license

TARGET

Within 18 months

CPA

1

Research & buy materials

- ☐ List candidate review courses
- ☐ Compare prices & pass rates
- ☐ Read reviews / ask peers
- ☐ Pick a review course
- ☐ Set a study budget
- ☐ Purchase the course
- ☐ Set up accounts & logins
- ☐ Download materials & app
- ☐ Find an accountability buddy
- ☐ Set a recurring check-in
- ☐
- ☐
- ☐

2

Pass AUD

- ☐ Confirm eligibility
- ☐ Submit NASBA application
- ☐ Pay exam fees
- ☐ Schedule AUD at Prometric
- ☐ Build a study calendar
- ☐ Watch the lectures
- ☐ Work MCQs daily
- ☐ Drill task-based sims
- ☐ Take a practice exam
- ☐ Sit for & pass AUD
- ☐
- ☐
- ☐

3

Pass FAR

- ☐ Register for FAR
- ☐ Update study calendar
- ☐ Watch the lectures
- ☐ Work MCQs daily
- ☐ Make formula flashcards
- ☐ Drill simulations
- ☐ Review weak areas
- ☐ Take practice exam 1
- ☐ Take practice exam 2
- ☐ Sit for & pass FAR
- ☐
- ☐
- ☐

4

Pass REG

- ☐ Register for REG
- ☐ Refresh study schedule
- ☐ Watch the lectures
- ☐ Work MCQs daily
- ☐ Outline key tax rules
- ☐ Drill simulations
- ☐ Review weak areas
- ☐ Take a practice exam
- ☐ Do a final review
- ☐ Sit for & pass REG
- ☐
- ☐
- ☐

5

Pass Discipline

- ☐ Choose discipline path
- ☐ Register for the section
- ☐ Set a study schedule
- ☐ Watch the lectures
- ☐ Work MCQs daily
- ☐ Drill focused topics
- ☐ Review weak areas
- ☐ Take a practice exam
- ☐ Do a final review
- ☐ Sit for & pass Discipline
- ☐
- ☐
- ☐

6

Apply for license

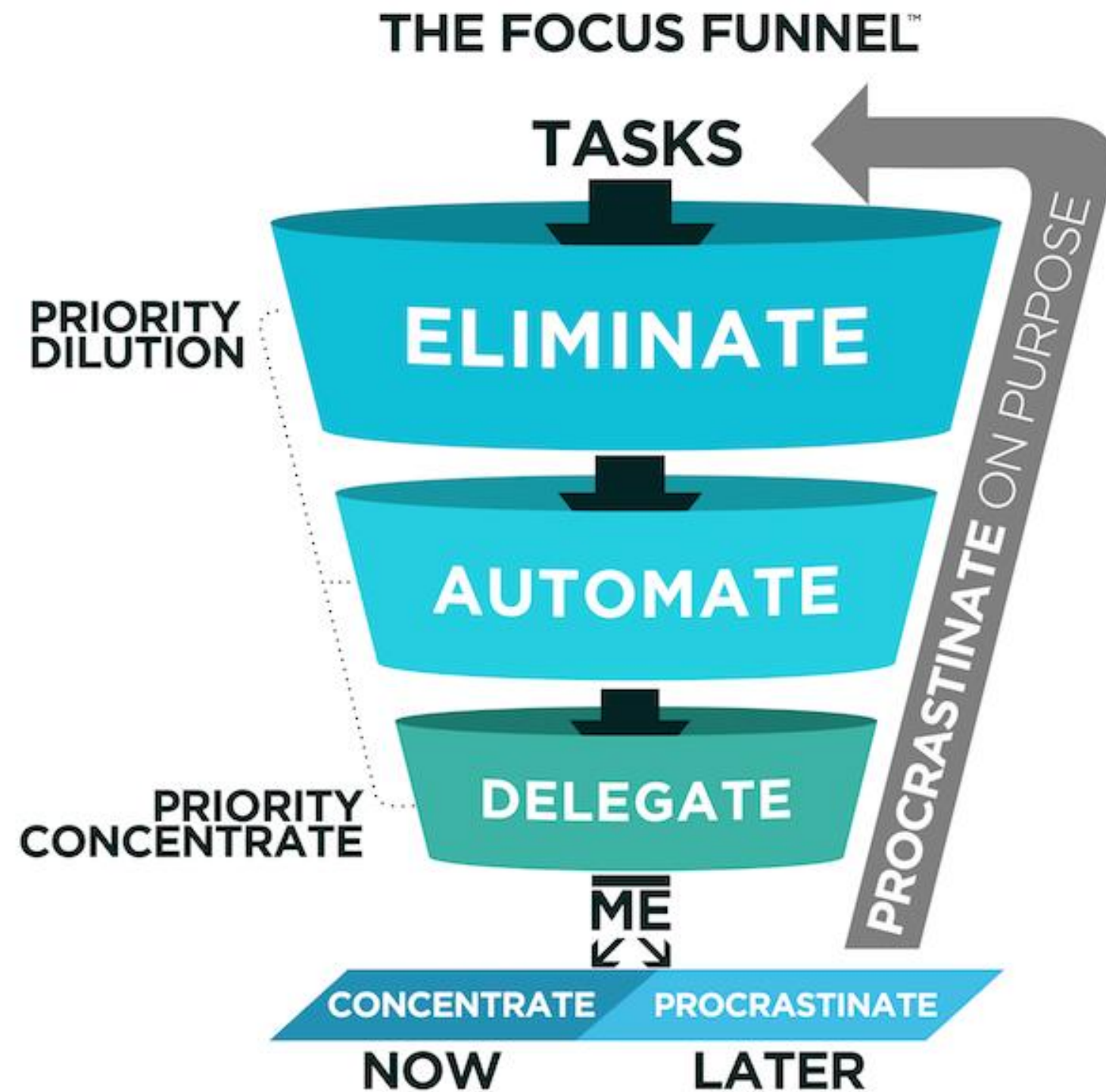
- ☐ Confirm state requirements
- ☐ Verify 150 credit hours
- ☐ Document work experience
- ☐ Get supervisor sign-off
- ☐ Complete the ethics exam
- ☐ Gather transcripts
- ☐ Submit license application
- ☐ Pay licensing fees
- ☐ Track application status
- ☐ Receive CPA license
- ☐
- ☐
- ☐

How to find the time
and create

momentum

towards your dreams!

The Focus Funnel by Rory Vaden



Eliminate:

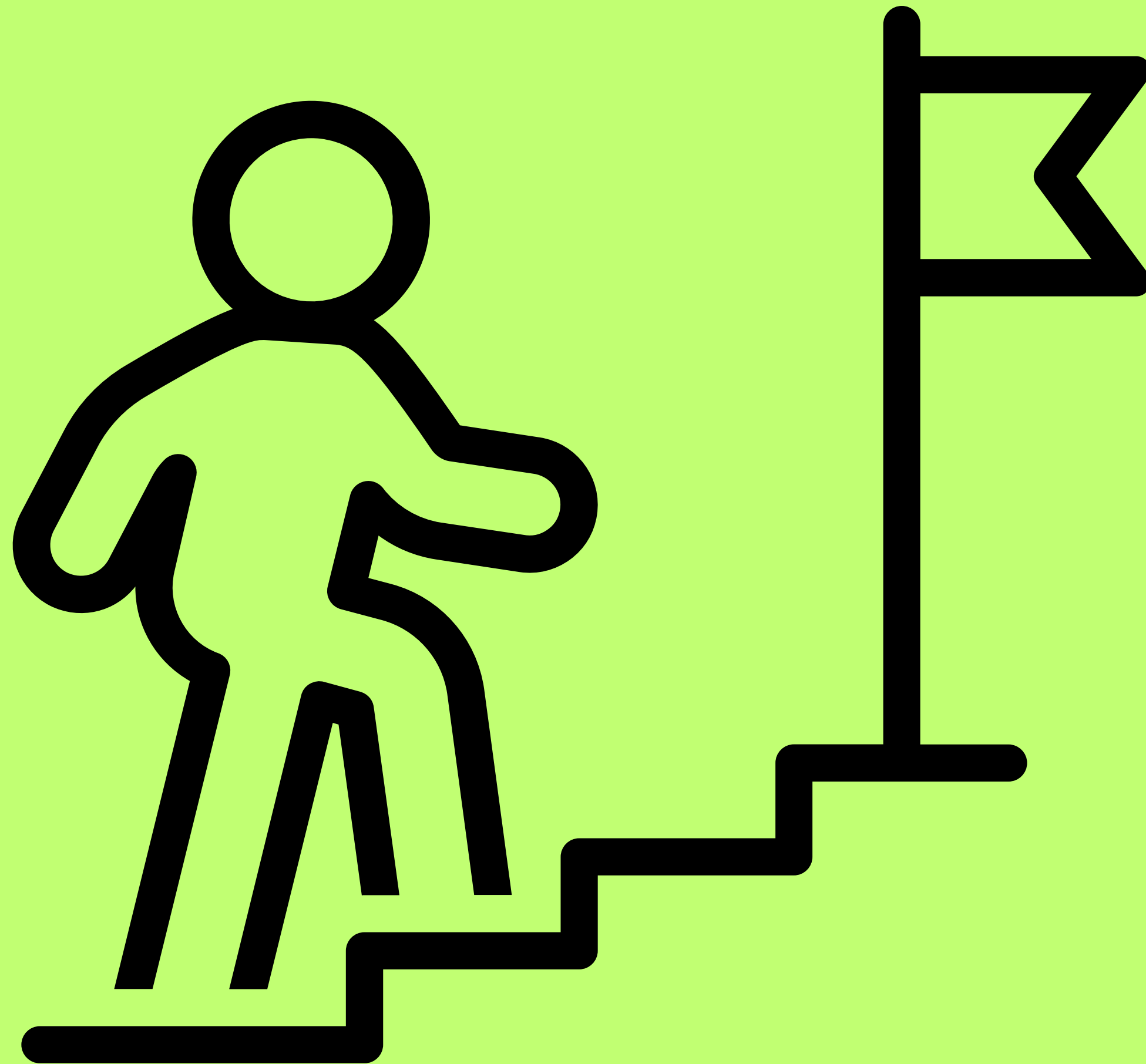
- Do I need to do this task at all?

Automate:

- Bills – can I set up autopay?
- Dog food – Can I subscribe to a monthly shipment?
- Floor cleaning – robot vacuum (be careful!)
- Grocery orders/delivery
- Subscribe & Save
- Automatic transfers at bank or investing
- Reminders throughout the day – medicine, meditate, goal check-in
- Birthday and anniversary reminders

Delegate:

- Significant other – what can they take off your plate?
- House cleaning
- Food prep
- Grocery getting
- Expense reports



**Mini-Goals
fit in small
windows of
time!**

BIG LIFE GOAL

Earn my CPA license

TARGET
Within 18 months

CPA

1 Research & buy materials	2 Pass AUD	3 Pass FAR	4 Pass REG	5 Pass Discipline	6 Apply for license
WEEK 1 WEEK 2	WEEKS 2-8	Register for FAR Update study calendar Watch the lectures Work MCQs daily Make formula flashcards Drill simulations Review weak areas Take practice exam 1 Take practice exam 2 Sit for & pass FAR	Register for REG Refresh study schedule Watch the lectures Work MCQs daily Outline key tax rules Drill simulations Review weak areas Take a practice exam Do a final review Sit for & pass REG	Choose discipline path Register for the section Set a study schedule Watch the lectures Work MCQs daily Drill focused topics Review weak areas Take a practice exam Do a final review Sit for & pass Discipline	Confirm state requirements Verify 150 credit hours Document work experience Get supervisor sign-off Complete the ethics exam Gather transcripts Submit license application Pay licensing fees Track application status Receive CPA license

Pair Share:

- Goal
- Major Milestone
- First 4 weeks of Mini Goals

Self Leadership

Protecting the time

Boundaries · Discipline · Focus · Restraint · Saying No · Delegation

Getting started

Courage · Initiative · Decisiveness · Boldness · Curiosity · Permission

Staying with it

Consistency · Grit · Patience · Follow-through · Commitment · Momentum

When it goes sideways

Grace · Resilience · Flexibility · Honesty · Ownership · Asking for Help

Big Growth Goal Planner

Copy over your goal from the "Overall Goal Planner" Tab:											
		WHEN	WHEN	WHY	WHY	WHO	WHO	WHO	WHAT	WHAT	
Goal Name	Goal Description	Target Decade (20s, 30s, 40s...)	Target Completion Date	Why is this important for YOU?	Why is this important for your world?	Who benefits from this goal?	Who can you engage to help you?	Who are fellow goal journeymen, and where might they be located?	What does it look like upon completion?	What is the anticipated overall cost?	
Mini-Goals											
Now, let's break this goal down into bitesized pieces to make it a little easier to accomplish! Depending on how involved and/or difficult your goal is, you may consider breaking it down into 15-30 minute mini-goals. This way, you can make progress, start logging small wins, and build lots of momentum! I like to color code my steps - green = complete, yellow = in process. But do what works for you to stay focused and organized!											
Phase	Description	Target Date	Anticipated time to complete	Who can help	Percentage Complete	Notes					

Free gift!

WHAT ARE YOUR

Insights?

SESSION 03 | BIG GROWTH™

Your Why Fuels the Fire

**CLARITY, PURPOSE,
AND THE RIPPLE EFFECT**

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**Your
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**Why for
Your World**

10/50

I can dream. But I have only practiced
dreaming for other people lately.

–Kari Saylor

Excitement fades.

Purpose lasts.

**When we stop to ask
ourselves WHY, we give
ourselves the gift of
PERSPECTIVE.**

– Simon Sinek

Why?

Why?

Why?

Why?

Why?

Why?

Why?

Why?

Why?

Why?

THE RIPPLE EFFECT

Who feels it when you grow?

01
You

02
Family

03
Friends

04
Colleagues

05
Community

November 20, 2015

John C. Maxwell says—
The #1 predictor that you will be
successful – that you are
intentional in growing yourself.



THE RIPPLE EFFECT

0 1
You

- Category of 1 at work
- Expand my network
- Learns lots for own leadership growth
- Show up differently

0 2
Family

- Husband became JMT member
- We got to do this together
- Learn more about each other

0 3
Friends

- Made new JMT friends
- Expanded my circle to better understand how they were making money as entrepreneurs

0 4
Colleagues

- Experienced trainings from John Maxwell
- Impacted our companies Leadership Development Programs through content and how I showed up to lead

John Maxwell Team

0 5
Community

- This showed up in the leadership of the nonprofit I am the Board Chair of.
- Courage to present at Junior League to equip and empower other women to explore Non-profit boards



Intentional Living

One of my favorite books by John Maxwell!

**Intentional Living is the art
of making our own choices
before others' choices make
us.**

–Richie Norton

**Living with intention means saying
NO to the things
that aren't important
so we can say YES
to what matters most.**

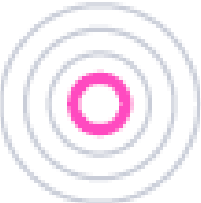
–Crystal Paine

BIG GROWTH™

My People

THE RIPPLE EFFECT

Who feels it when you grow?



FAMILY



FRIENDS



COLLEAGUES



COMMUNITY

WHO'S IN YOUR CORNER

The people who get you there.

MENTORS

JOURNEYERS

ACCOUNTABILITY BUDDIES

ONE PERSON I WILL REACH OUT TO THIS MONTH:

Pick the name that made you pause when you wrote it down.

Ending this pillar with 2 thoughts...

We were not put on this Earth to respond to stuff all day long, but to fulfill our purpose.

–Kari Saylor

**NO ONE ELSE
PRIORITIZES YOU...**

You do!

PLAN TIME FOR YOU.

SESSION 04 | INVISIBLE TO INFLUENTIAL™

You're ready - but are you seen?

THE AUTHORITY GAP FOR WOMEN CPAS

Stand up if...

- 1 Said, “I don’t need to advocate for myself. My work speaks for itself.”
- 2 Someone at your company asked you what you do. Again.
- 3 You passed on an opportunity because you weren’t “ready”.
- 4 Your LinkedIn headline is your job title.
- 5 You have introduced yourself using the word “JUST”.

Look around.

You don't have an expertise problem.
You have a **recognition problem.**

Barriers in Accounting & Finance

- 1 The profession trained you against it
- 2 Excellence gets rewarded locally
- 3 Your reputation doesn't travel
- 4 LinkedIn training wasn't a thing.

**“If people can’t see your value,
they assume it’s not there.”**

A senior executive, quoted in the study

WHAT ELSE THEY FOUND

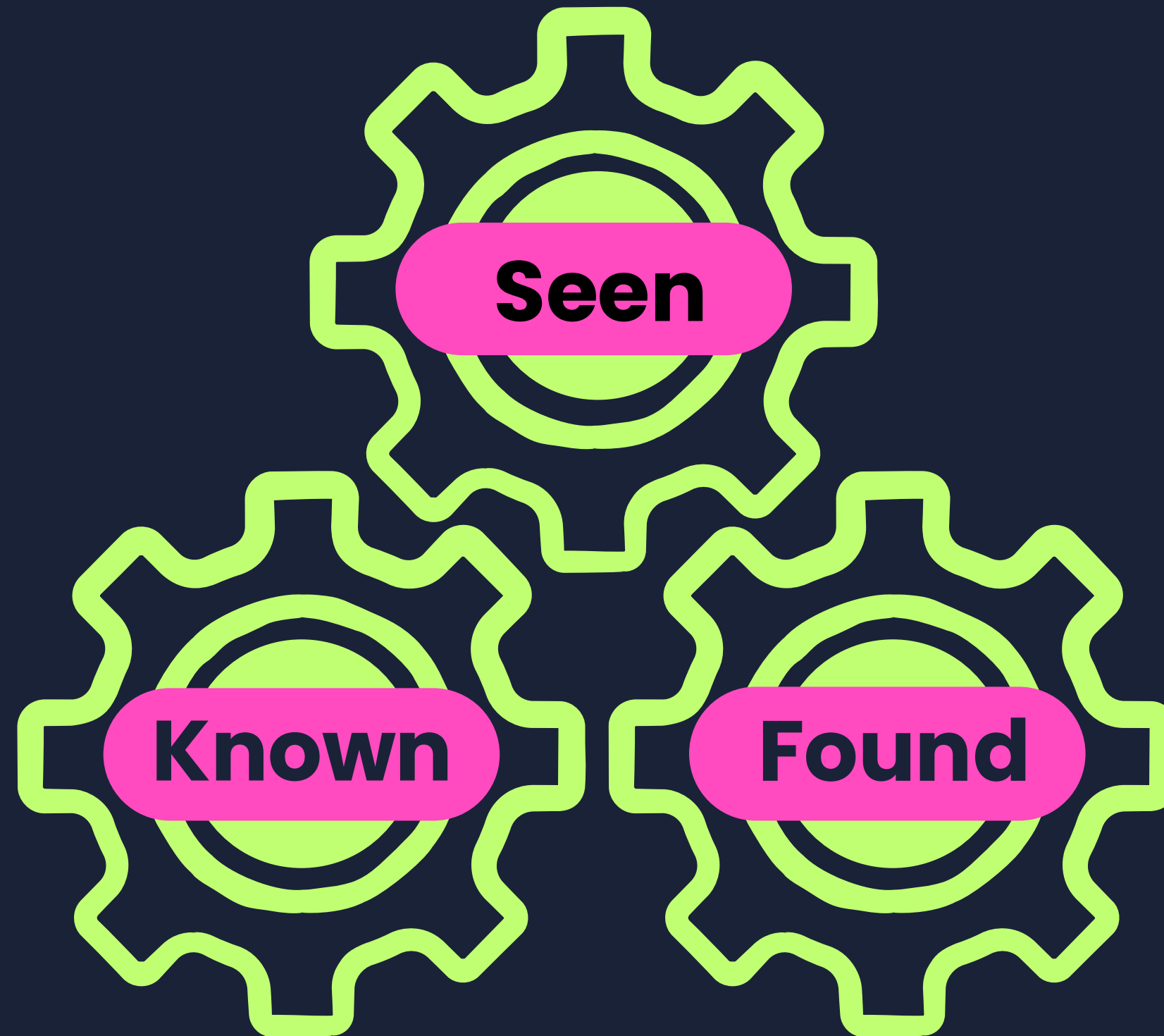
- Work that no one sees does not register as work.
- Staying quiet now reads as disengagement, even when the work is excellent.
- Authority isn’t handed down. Peers grant it to what they can see.
- Visibility used to be a matter of temperament. Technology made it a metric.

Increase my visibility – WHY?

- Inbound opportunities – recruiters
- Inbound opportunities – clients
- Inbound opportunities – boards
- Promotions – increased income
- Thought leadership

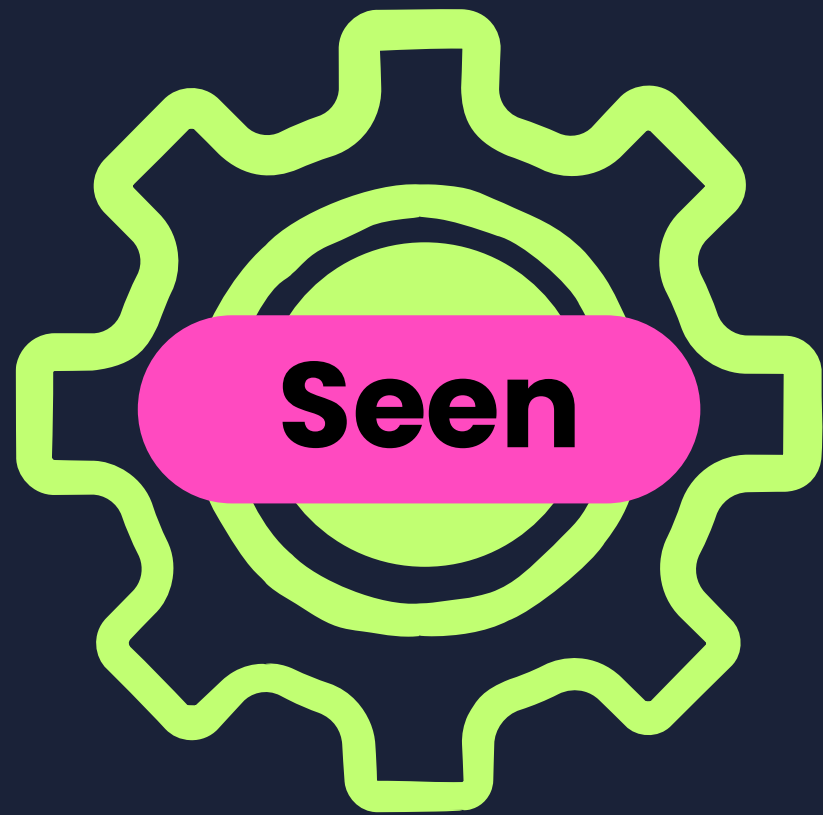
The work earned you the seat. The positioning earns you the invitation.

THE OBVIOUS CHOICE FRAMEWORK™



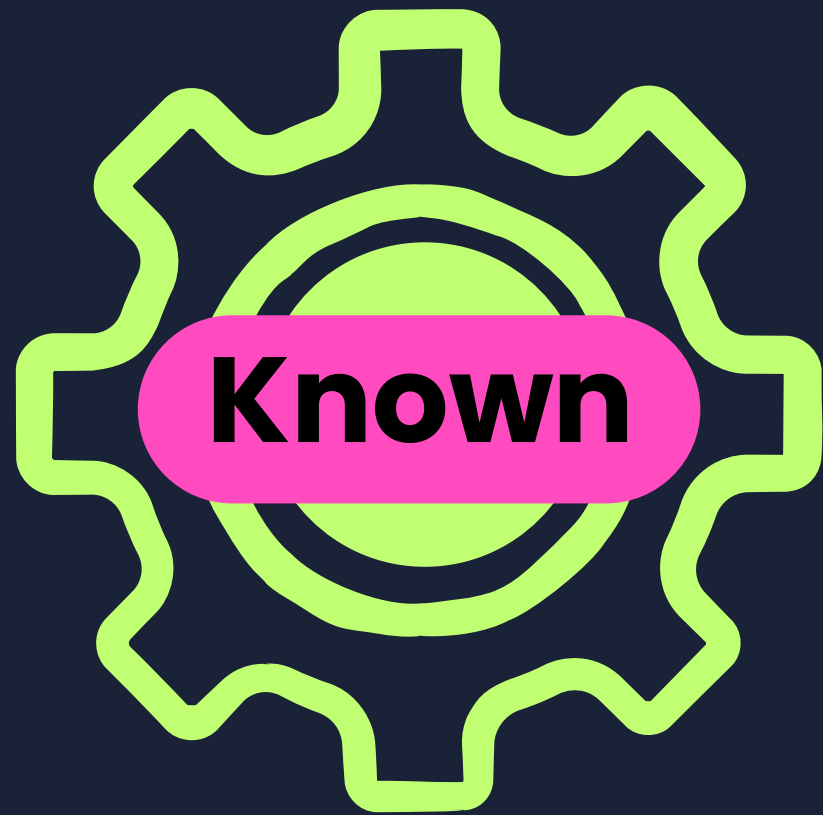
The architecture that makes inbound opportunities the norm, not the exception.

THE OBVIOUS CHOICE FRAMEWORK™



- Seen is recognition inside your organization.
- Being trusted and valued where you already work
- Leading in the room, being looped into the decisions, having leadership reach for you by name.
- Most quietly excellent finance professionals are strongest here.
- The work earned it.

THE OBVIOUS CHOICE FRAMEWORK™



- Known is recognition in your industry.
- It's a reputation that exists beyond your building.
- It's whether your name comes up in rooms you're not in.
- Whether peers at other companies, recruiters, and association leaders have any language for what you do.
- This is where "respected internally" and "unknown externally" quietly split apart.

THE OBVIOUS CHOICE FRAMEWORK™



- Found is recognition online.
- It's whether someone searching for exactly what you do can actually locate you
- Whether what they find matches the level you actually operate at.
- For most senior finance leaders, this is the weakest corner by far.
- The LinkedIn profile reads like a job description from three roles ago.
- The gap between who you are and what your profile says is wide enough to cost you opportunities you'll never even know you missed.

Question:

On a scale of 1–10, how confident are you that your LinkedIn profile positions you as a go-to expert in your field?

- 1 (Not confident at all)
- 2
- 3 (Somewhat confident)
- 4
- 5 (Extremely confident)

Question:

How do you use LinkedIn currently:

1. Online resume only.
2. Online resume, and I occasionally like posts.
3. Online resume, and I occasionally like posts and comment.
4. Online resume, like posts, comment and DM frequently.
5. All of the above and I generate leads on LinkedIn!

Inc. Inc.

+ Follow

Why recruiters are ignoring perfect resumes—and scouting LinkedIn instead

Story by Nicole Ramirez

Apr 30 • 7 min read • Updated 4mo ago

👍 36 🗨️ 4 📄 ...

Key takeaways ⓘ



- **AI & Resumes:** Generative AI has made resumes uniform and keyword-optimized, creating an arms race where applications flood in but stand out less, increasing time-to-hire and cost-per-hire.
- **ATS Reality:** Applicant Tracking Systems mainly organize volume, not reject candidates. Human review still drives hiring decisions, making uniqueness and visibility crucial.
- **Referrals & LinkedIn:** Referrals drive 40% of hires despite being only 7% of applications. Professionals succeed by building visibility, engagement, and expertise on platforms like LinkedIn, which signals how you think and what you care about, beyond what a resume shows.



10 LinkedIn® Profile Shifts: From Overlooked to Opportunity

STAND OUT, ATTRACT CLIENTS, AND ADVANCE YOUR CAREER

COPYRIGHT 2026 ADVOCATES FOR POTENTIAL LLC

Free gift!

The 1st Problem

What a classic accounting and finance profile looks like:

- Default Banner
- Job title
- No featured section
- No posting
- Sparce job descriptions
- No recommendations



LinkedIn Visibility Audit

What a strong LinkedIn presence looks like –
Let's walk through 10 profile shifts!

01 Your banner is your (free) billboard:



- Overall, this is your personal brand website.
- Banner = free billboard.
- Company vs personalized.
- Clarity beats cleverness.
- Specificity beats general titles.
- Don't be afraid to update it throughout the year for special events or things you want to draw attention to.

01 Your banner should answer:

- Who are you for?
- What do you help with?
- Why should someone care?

Examples

- “Helping finance leaders turn visibility into strategic advantage”
- “From invisible to influential: helping CPAs build visibility that drives opportunity”
- “Treasury strategy for \$1B+ growth companies”

01 Banner sizes to remember:

It is important to know these banner basics when creating and uploading your banner to LinkedIn.

- Recommended banner size: 1584 x 396 pixels
- Aspect ratio: 4:1
- File type: PNG or JPG
- Max file size: 8MB
- Safe zone: Keep key text centered/right (your profile photo covers the left side)

01 How to make a standout banner:

- Let's Make it EASY!
- My favorite tool to make my LinkedIn Banners is [Canva.com](https://www.canva.com).
- Search LinkedIn banner in Canva.
- Canva offers free and premium templates. I browsed what is currently available (hundreds!) and picked a few that caught my eye.

01



Banner 1 is clean, simple yet unique with the diagonal gold bars. The fonts to the right catch my eye and are easy to read. This one would be simple to update with your name and what you do. With all these banners that I am showing, notice how the main written content is off to the right. That is important because your profile picture sits over top of your banner, and you don't want to block any words with your head! So, leave the left 1/3 as a safe zone (design only).

02



Banner 2 is also skewed to the right, which is great. I like how this person is a SEO Specialist, and the imagery relates to what she does. It drives viewers where she wants them – to her website, her email and her phone number. Make it easy for people to get ahold of you if they want to do business with you!

03



Banner 3 is a different spin on your billboard. First of all, I love the bright colors that pop right away! I would use this if I wanted to drive traffic to a podcast or upcoming webcast/CPE you might be hosting. This might be good if you have an event coming up that you want to promote. It's important to note that you can change your banner for different things that are going on in your business. Save them in your Canva account and easily go back and alter for your next activity coming up. If I was using this one, I would remove (or shift) the "Ballcast Basketball Podcast" image and words from the banner safe zone. I might also use a tiny URL and/or a QR code to make it easy for people to register.

04



What I like about Banner 4 are the colors, the yellow circle drawing my eye to the picture of the person (less corporate and more recognition of YOU and your personal brand). I like the area to insert your tagline or phrase that helps readers easily know what you do. It also subtly drives towards contacting you with the website and contact information at the bottom.

05

”

A diet plan should be
unqiue as you are!

HELPING PEOPLE TO SWITCH TO HEALTHY LIFESTYLE

N U T R I T I O N # F I T N E S S

For Banner 5, I really like the clarity this brings to how you serve. I wouldn't use the hashtags but would still use key words here. The color at the bottom was yellow in the template, which I changed to one of my brand colors. There is so much you can do with design and colors to attract your ideal client!

02 Your Profile Picture



Head and shoulders. Zoomed in. Smiling.

03 Your Headline

KARI SAYLOR  She/Her

Visibility for CPAs & Finance Leaders | Turn Expertise into Promotions, Clients & Influence | Speaker | Coach | CPA

The only thing a search result shows.

Finance Executive | Board Member, Audit Committee Chair & Advisor | ...

Helping women 2x-3x their Corporate salaries so you can finally get what ...

I help founders tell their stories. Personal Brand Strategist + Founder ...

Tax Resolution Specialist | I Clean Up Tax Messes Created By Others

Helping Leaders and Sales Teams Leverage Uncertainty — Turn Disruption...

Culture Strategist | Human Design Coach | Helping leaders & women over ...

Commenting in the feed shows 60–70 characters of your headline. Make those words count.

03 Your Headline

**VP Finance | Nonprofit Board Member &
Treasurer | Bringing Financial Rigor to
Mission-Driven Work | CPA**

**Corporate Controller | Building Finance
Teams That Don't Burn Out | Marathoner,
Dog Mom, Recovering Perfectionist | CPA**

Max 220 characters.

04 Your About Section

It isn't about you.
It's about them.

About



You do excellent work — and still watch others get noticed first. You deliver results — and somehow stay out of the promotion conversation. You're trusted to do the job — but not always invited to the table. And you're starting to wonder: is being good at finance actually enough?

Here's the uncomfortable truth most finance professionals discover too late: competence alone doesn't create opportunity. Recognition does. I know because I lived it.

I'm a CPA who's worked across public accounting, corporate finance, treasury, leadership development, and talent strategy — and I've watched the same pattern play out at every level: brilliant professionals doing exceptional work that nobody outside their immediate circle can see.

That's not a skills problem. It's a recognition problem.

You don't need to become more qualified. You need to become impossible to overlook.

That's what I help senior finance and accounting professionals do — go from Invisible to Influential using a simple arc:

Visibility → Authority → Opportunity

05 Your Featured Section

Prime real estate. Put your best work in it.

Featured

Link



Power Hour - Private Coaching Zoom
Calendly

One hour. One breakthrough. The Power Hour is a private clarity session for accounting and finance professionals ready to stop being overlooked and start being chosen. \$150. Limited spots...

Newsletter



Invisible → Influential
Published biweekly · 443 subscribers

Build authority. Create opportunity. Grow your career and income.

✓ Subscribed

Link



FREE 10 LinkedIn Wins for Finance Professionals
Kari Saylor

Your LinkedIn profile is either opening doors — or quietly closing them. Most finance professionals are under-positioned, not underqualified. This free guide gives you 10 way...

06 Your Work Experience

Achievements, not
job descriptions.
Key words.



SPI - Specialty Products & Insulation

Full-time · 4 yrs 3 mos

Charlotte, North Carolina, United States

• Director of Treasury, Risk & Compliance

Aug 2022 - Oct 2025 · 3 yrs 3 mos

Hybrid

Leader of Treasury, Insurance and Compliance functions, growing from \$400M to \$850M in revenue during tenure, growing organically and through 3-8 acquisitions per year. PE backed, over 100 branches, 3 countries.

- Treasury: Lead overall USA, Canada & Australia treasury team and operations, including building and maintaining banking relationships, daily operations, successfully integrating acquisitions, meeting branch needs and maintaining strict internal controls. Manage multiple merchant programs, 3 corporate credit card programs, debt servicing, investment management. Work closely with CFO for cash management and forecasting, and other teams such as AP, AR, M&A, Accounting, Leasing, and the senior leadership team.
- Insurance: Primary Insurance broker liaison, ensuring existing operations and acquisitions have the proper coverage, payments are made on time and according to schedule, financing is sourced and paid, branch needs are met, source COIs, monitor claims and risk, inspections are successfully navigated, and source and aggregate the massive renewal workbook.
- Compliance: Team Leadership, Sales and Use Tax with Nexus in almost all states, navigate tax multiple vendor relationships, oversight for acquisitions integration, Canadian customs bonds and import duty payments, shepherding legal issues.
- Fun fact: Was the first ever speaker at the SPI Women's Leadership Breakfast at the SPI Annual Conference in Feb. 2023 (and again in 2024), presenting compelling sessions on "LinkedIn For Leaders" and then "Leadership Balance". Also founded and host a monthly Lunch & Learn series at SPI for the corporate team.

💎 Treasury Management, Working with Brokers and +4 skills

• Director Of Accounting

Aug 2021 - Aug 2022 · 1 yr 1 mo

- Leadership of the accounting function and consolidation of results
- Internal reporting to C-Suite leadership; provide guidance to leadership on financial drivers... more

💎 Month-End Close Process, Enterprise Risk Management and +1 skill

07 Your Skills

Fewer, sharper, in the right order.

Skills

Transformational Leadership



Endorsed by 1 person in the last 6 months



5 endorsements

Endorse

08 Licenses & Certifications

 Licenses & certifications



Heartcore Leadership Graduate (Transformational Leadership)
Heartcore Business
Issued Sep 2021
Credential ID HCL 25



Instructional Design Certificate
Association for Talent Development (ATD)
Issued Jun 2020



Certified John C. Maxwell Coach, Teacher, Trainer and Speaker
Maxwell Leadership
Issued Aug 2016
[Show credential](#)



Fascinate Certified Advisor
Fascinate Inc.
Issued Aug 2014
[Show credential](#)



Certified Public Accountant
North Carolina State Board of Certified Public Accountant (CPA) Examiners
Issued Jan 2008
Credential ID 33377

You earned them. Show them.

09 Recommendations

Let other people say it for you.

Recommendations

[Show all pending](#) + ✎

Received

Given



Christy Wilder  · 1st
Client Relationship Executive | Grant Thornton Advisors
May 19, 2025, Christy worked with KARI but they were at different companies

I've had the pleasure of working with Kari Saylor, and I can confidently say she is one of the most dependable and inspiring professionals I know. Kari is consistent, practical, and goal-oriented, with the kind of habits that lead to real, lasting success—and she lives by the same principles she shares with others.

Kari spoke and coached for our internal women's group at my current company and she showcased her unique skillset and tools she's acquired to becoming a big growth coach. What sets Kari apart is her ability to take big ideas and turn them into clear, actionable steps. She gave us tools to define our goals and, more importantly, a realistic plan to achieve them. She's kind, generous, and incredibly grounded—an amazing combination ...see more



Tina Shannon, CPA · 1st
Strategic Partner to CFOs | Accelerating Financial Growth & Excellence | Reshaping Accounting & Finance Teams with Interim Support
May 7, 2025, Tina was KARI's client

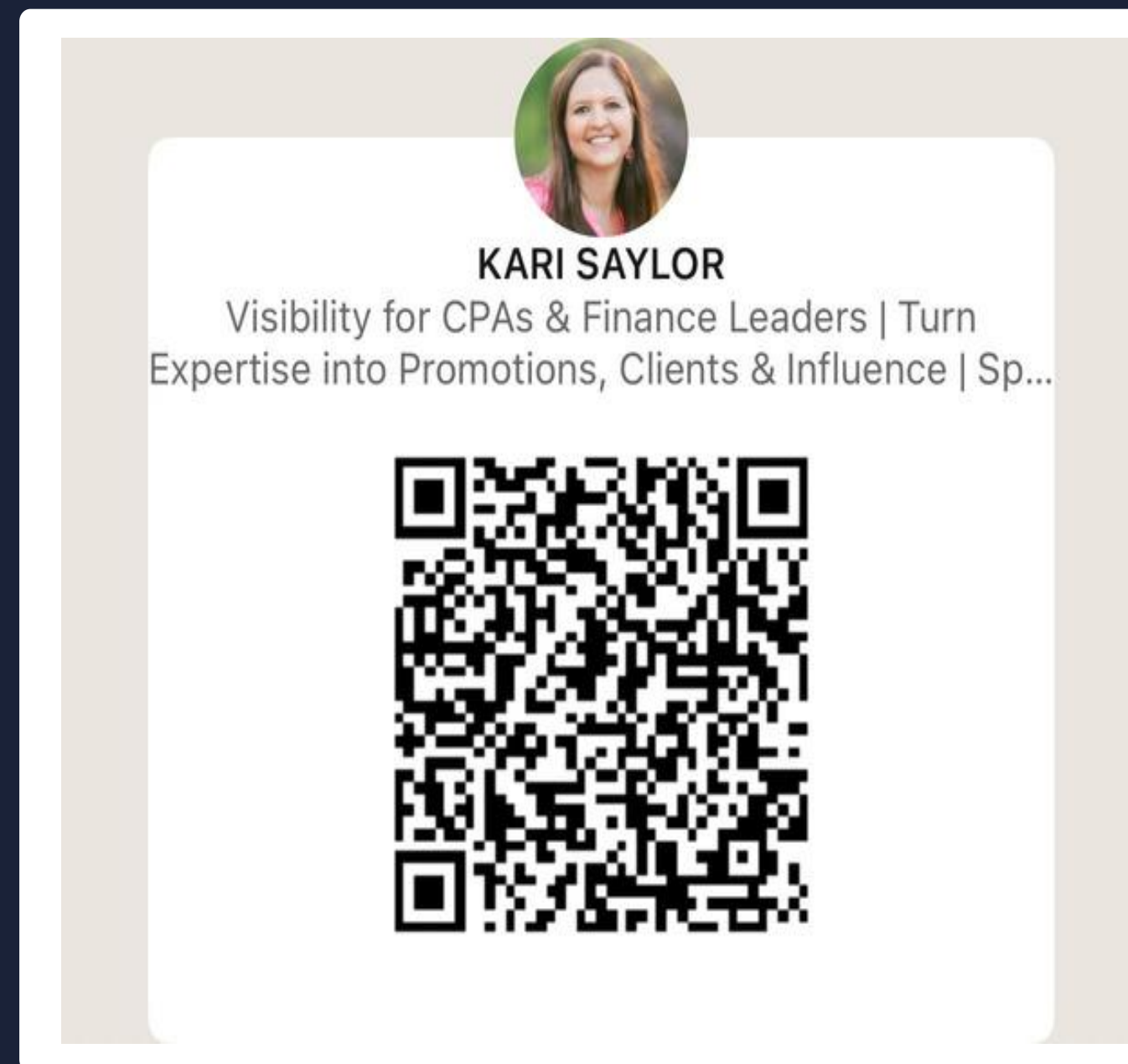
I had the pleasure of experiencing Kari's incredible energy and expertise both during her presentation for our company's professional women's networking group lunch-and-learn and at the North Carolina Association of CPA's Professional Women's Conference. Kari is an outstanding speaker who combines her deep expertise with a passionate and relatable approach that resonates with her audience.

As a speaker, Kari brings warmth, authenticity, and an extraordinary ability to simplify complex concepts into actionable steps. What I appreciated most about her presentation was how empowering and practical her content felt—it wasn't just insightful; it genuinely inspired us to take tangible action in shaping a more ...see more

[Show all 3 received →](#)

10 Your Digital Business Card

Connect before you leave the room.



11-Bonus Services

Services

Business Partnering Institute has been founded to help unlock the value potential in finance functions across the world. We help shape your future finance organization and elevate the impact of individuals on business decisions.... [more](#)

Management Consulting Accounting Training Corporate Training Project Management
Marketing Consulting Business Consulting Financial Analysis Financial Planning Budgeting

[Request services](#)

Services

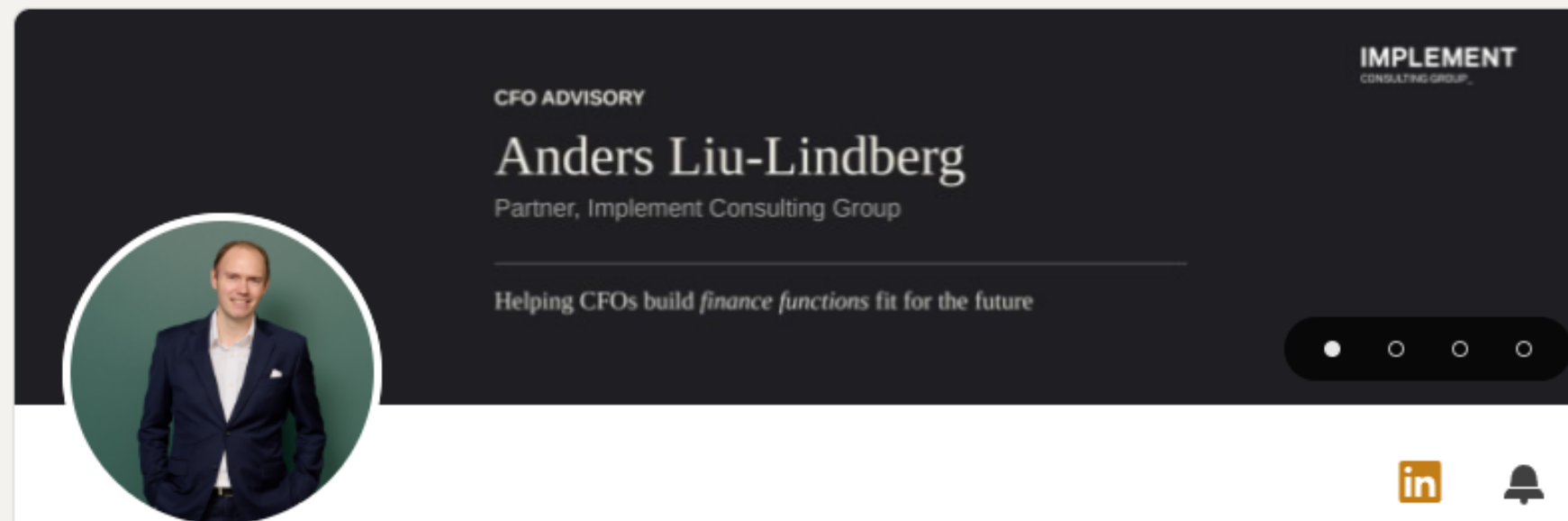
www.true-nine.com

Public Speaking Strategic Planning Business Consulting Leadership Development Executive Coaching
Change Management

[Request services](#)

[Show all →](#)

Practitioners doing it well



Anders Liu-Lindberg · 1st

Leading advisor to senior Finance and FP&A leaders on creating impact through business partnering | Interim | VP Finance | Business Finance

Copenhagen, Capital Region of Denmark, Denmark · [Contact info](#)

457,495 followers · 500+ connections

Andy, Ross and 33 other mutual connections

Featured

Link



Communicating Financials to ...
<https://www.amazon.de/dp/1394292600>

Order your copy of Communicating Financials to Executives, now. It offers a simple 5-step framework to structure your communication to drive fo...

Media



The Planning and Forecasting Blueprint

Ten principles for doing planning and forecasting differently. The average budget process takes three to five months, and the average forecast cycle is four ...

Link



#FinanceMaster Show with Anders Liu-Lindberg

<https://www.youtube.com/channel/UCM1BIYMoe08tiKbobKnCz1Q>

A weekly live show where I review the latest trends in finance and accounting with guests and questions from the audience.

Activity

457,495 followers

Posts

Comments

Videos

Images

Newsletters

Documents

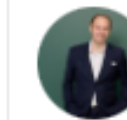


Anders Liu-Lindberg · 1st
Leading advisor to senior Finance and FP&...
[Book an appointment](#)
12h ·

A Finance Reporter explains what happened. A Finance Business Partner shapes what happens next. Here are the differences mapped out..... more



99 12 6



Anders Liu-Lindberg · 1st
Leading advisor to senior Finance and FP&...
[Book an appointment](#)
1d ·

Ask a CFO how they spent last week, and most of the answer will be things a good analyst or controller could have handled.... more



87 25 6

Practitioners doing it well



Matthew Becker ✓ He/Him · 1st

Chief Executive Officer at BDO USA

Grand Rapids, Michigan, United States · [Contact info](#)

19,999 followers



NEWSLETTER

Talking Tax

Analyzes major corporate taxation issues & provides advice on how to put tax strategy at the core of business decisions.



By **Matthew Becker**
Chief Executive Officer at BDO USA

Published monthly
26,451 subscribers

Share

✓ Subscribed

54 editions

Practitioners doing it well



Amy C. Horner, CPA, DBA · 1st

Uniting COO Expertise with Academic Rigor to Enhance Strategies
International Speaker | Pittsburgh Native | NCAA D2 Athlete |
#50races_50states 🏃 47 Completed

Greater Houston · [Contact info](#)

15,433 followers · 500+ connections

 · Marcey, Sarah and 82 other mutual connections

Featured

Post

I am deeply honored to have been named a Global Women t...



   212 · 79 comments

Post

It's funny, the things we keep.
...



   342 · 77 comments

Newsletter



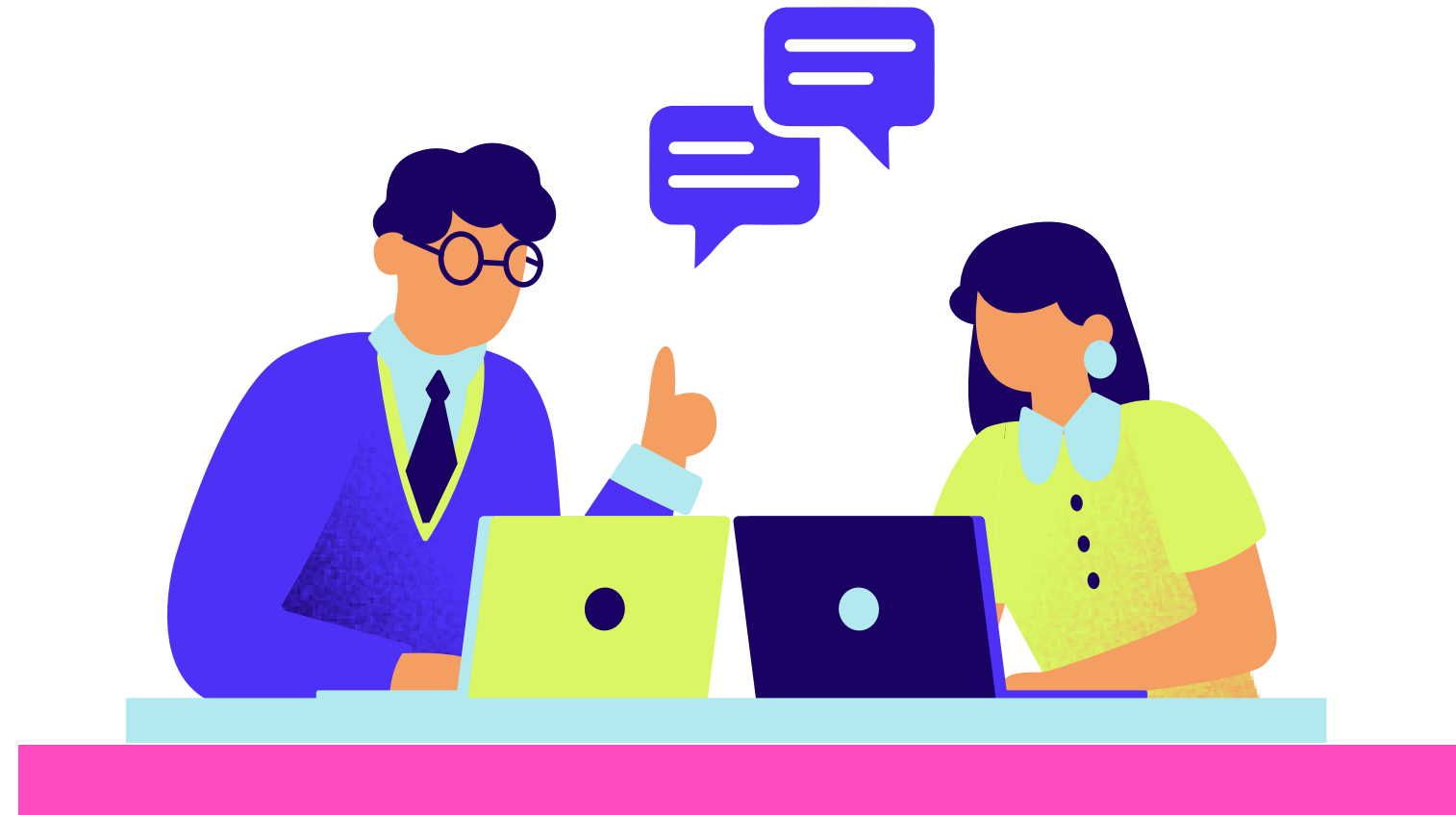
Horner's Corner

Published monthly · 2,598 subscribers
An intersection of growth strategy and personal reflection.

 **Subscribed**

Bonus

**Here are 3 ways
you can build
relationships on
LinkedIn...**





COMMENT section of others posts:

- Comment regularly on their posts. You will get their attention. 1-2 >10+.
- Answer comments on your own posts.
- Ask a great question in the comments.
- Sharing your experience, which might be helpful to someone else.
- Tag a friend in someone's post so they see it.
- Comment early and often on leaders' or influencers' posts if their followers are your target market.



Post interesting content:

- Consider a little series to get started. Pick a small area of expertise of yours. Share a tip a day for 5 days.
- Attraction marketing!
- Ask a question in your post. The more people respond, the further LinkedIn pushes your post.



In the DMs:

- An easy way to reconnect with old colleagues is to send a direct message to them!
- Send a thank you note.

LinkedIn from an Accounting Recruiter's Perspective

Insights from Sarah Cacciabaudo, CPA – Vaco

**LinkedIn isn't a job board.
It's your **first impression.****

Why LinkedIn?

- The cover letter? **Largely gone.** LinkedIn is the **new** cover letter. It's your **billboard**.
- LinkedIn is where recruiters and hiring leaders are **forming their first impressions of you** — before a conversation ever happens. Before an interview is scheduled. Before you even know they looked.
- 🎯 It's often the only version of you that someone sees before they decide whether to reach out.

If a recruiter landed on your profile...

Would they know:

- ✓ Who you are
- ✓ What you do exceptionally well
- ✓ Why you are the right person for the opportunity they're trying to fill

If the answer is anything less than a clear yes — that's not a talent gap. That's a positioning gap. And positioning can be fixed.

Recruiters spend about 45 seconds looking at a resume. And many don't even start there anymore. They go to LinkedIn first.

– Sarah Cacciabauda

Recruiter insights:

- Most are using LI as a job board. Scrolling through listings, hitting easy apply, and hoping something lands.
- Missing – LinkedIn is one of the most powerful authority building tools available!
- Don't delete your profile. Every day your profile is dark, you are invisible to the people who are actively looking for someone exactly like you.
- People want to refer you – stay visible!
- A lot of roles are filled and never posted.
- Visibility gets you noticed. Authority is what makes you trusted, remembered, and chosen.

What recruiters actually look for:

- A profile that's visually appealing and clearly branded — not just a list of job titles
- Descriptive bullet points under each role — not just responsibilities, but results and impact
- Keywords that match the roles you're targeting — this matters for how you show up in search
- Professionalism in everything — including what you're liking and commenting on, because recruiters can see your activity!

Visibility

- Visibility is how people find you, hear you, and begin to understand what you bring to the table.
- But visibility alone isn't enough.

👉 Visibility is the rocket ship. Authority is where it takes you.

Authority

- The professionals who stay present on LinkedIn — commenting, connecting, occasionally sharing — aren't just staying visible. They're building a body of evidence. A track record. A reputation that arrives before they do. That's authority. And it's what separates the professionals who get the call from the ones who never knew the role existed.

**Make sure your LinkedIn is synced
with your resume — and that it's
visually appealing enough to draw a
recruiter in.**

– Sarah Cacciabauda

Authority is not built in a crisis. It's built over time — through consistent presence, genuine relationships, and showing up before you need anything.

Tale of Kari's Newsletter

- Launched Feb 2026
- Publish Bi-weekly (ish)
- Grew quickly by 250 subscribers
- Grew slowly to 500 – end of August
- Then – viral (for me) article

Discovery ⓘ

26,395 Impressions

👤 In-network (followers and connections) 5%

🌐 Out-of-network 95%

19,834 Members reached

615 Article views

✉ Email sends 383

📧 Email open rate 46%

— INVISIBLE TO INFLUENTIAL

THIS WEEK

You'd never think
to post this.
That's the problem.

Kari Saylor, CPA

• Build authority. Create opportunity. Grow your career. For the quietly excellent ready to be clearly seen.



Profile activity ⓘ

39 Profile viewers from this post

12 Followers gained from this post

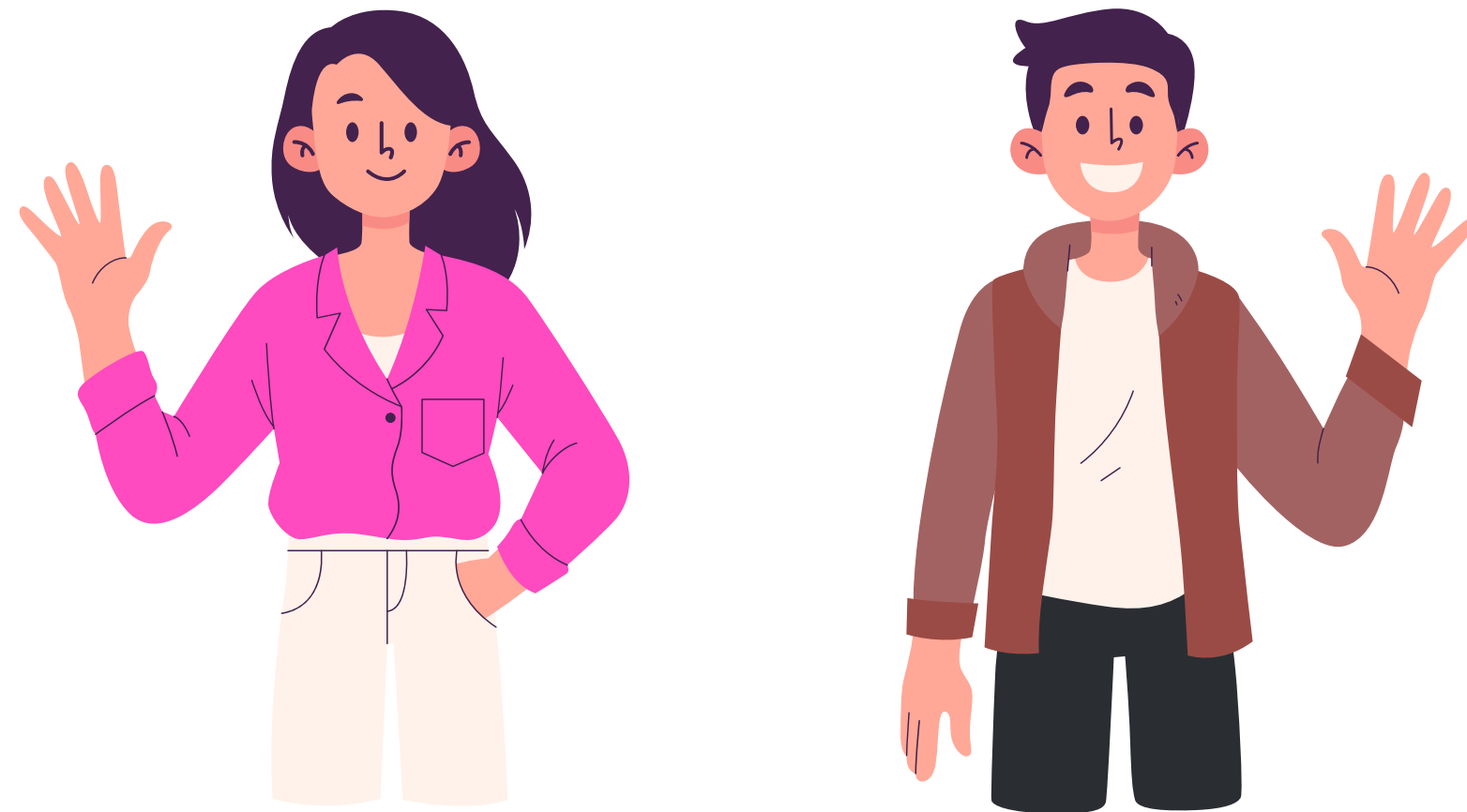


SESSION 05 | INVISIBLE TO INFLUENTIAL™

From Expertise to Influence:

**BUILD AUTHORITY, GET CHOSEN, LEAD
CHANGE**

What are some words that come to mind when you think of NETWORKING?



NETWORKING

▶▶ **46%**
FEEL ANXIOUS

▶▶ **46%**
WANT TO ENGAGE,
DON'T KNOW WHAT TO SAY

SOURCE: LinkedIn



This was me...

But it doesn't have to be scary...
Let's reframe our mindset around it.

REFRAME



Networking



Relationship Building

LinkedIn and networking, in its simplest form, is about turning strangers into friends.

– Sam Rathling

So, why is connection so important?

Serve

- **Strengthens trust and reciprocity:** When you consistently provide value to your network—whether through insights, referrals, or support—you position yourself as a trusted resource, which increases the likelihood others will want to help you in return.
- **Expands opportunities and influence:** Serving your network keeps you top of mind. People are more likely to think of you when opportunities, referrals, or collaborations arise, creating a ripple effect that grows both your reach and your impact.

IN WHAT WAYS CAN I SERVE?

1. Give **connections**, networking is about becoming a master connector. This is your super-power. When you can connect 2 people in your network who you know, magic occurs.
2. Give **understanding**, get to know the person on a deeper level by asking great questions.
3. Give **feedback/advice**, if you have expertise on a topic (not unsolicited, and no selling!)
4. Give **recommendations**, if you have worked with the person, tag them, shout them out in posts and write them a recommendation.
5. Give **support**, support their LinkedIn posts, support their comments.
6. Give **time**; sometimes all people need is to be heard and listened to. Give your time to them.
7. Give **referrals** only when you have deep trust in that person. You may decide to refer them to one of your clients or contacts, but remember, when you refer someone, you are putting your own reputation on the line, so make sure you know that they will cherish and look after that connection.
8. Give **resources**, share a book, a podcast a resource, a video or share details about a community that you think might help that person.

So, why is connection so important?

Accomplish BIG Life Dreams

- What big dream becomes possible because you might meet the right mentor, coach or fellow journeyer?
- Who else is blessed because you met the right person that inspired you to go for your dream?

So, why is connection so important?

Make a Career Move

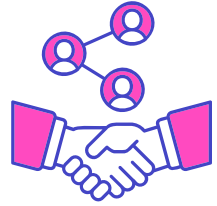
- Many career-advice sources (e.g. HubSpot, CNBC) say 85% of jobs are filled through networking.
- According to the U.S. Department of Labor, approximately 70% of jobs are found through social and professional networks. Networking is the key to breaking into this “hidden job market.”

So, why is connection so important?

Find New Info & Opportunities

- This could happen through new connections you meet...new job opportunities, new groups that you should join, referrals that will help you land your next job or client.
- This could also happen through RECONNECTING with dormant ties. Let's unpack that one a little bit more...

3 TYPES OF **RELATIONSHIP** BUILDING:



WRITTEN

Making connections online can happen in many ways, but connecting with new people via LinkedIn and other platforms is important for growth.



VIRTUAL

Casual catch ups with prior connections. Meeting with new prospects, employees and recruits, sales calls, interviews, walkthroughs, anything over ZOOM, TEAMS, etc.



IN PERSON

This can be networking events, CPE events, conferences, around the office, out with friends, etc.

2 GOALS



Confidence

To help you prepare, engage, and follow up with confidence.



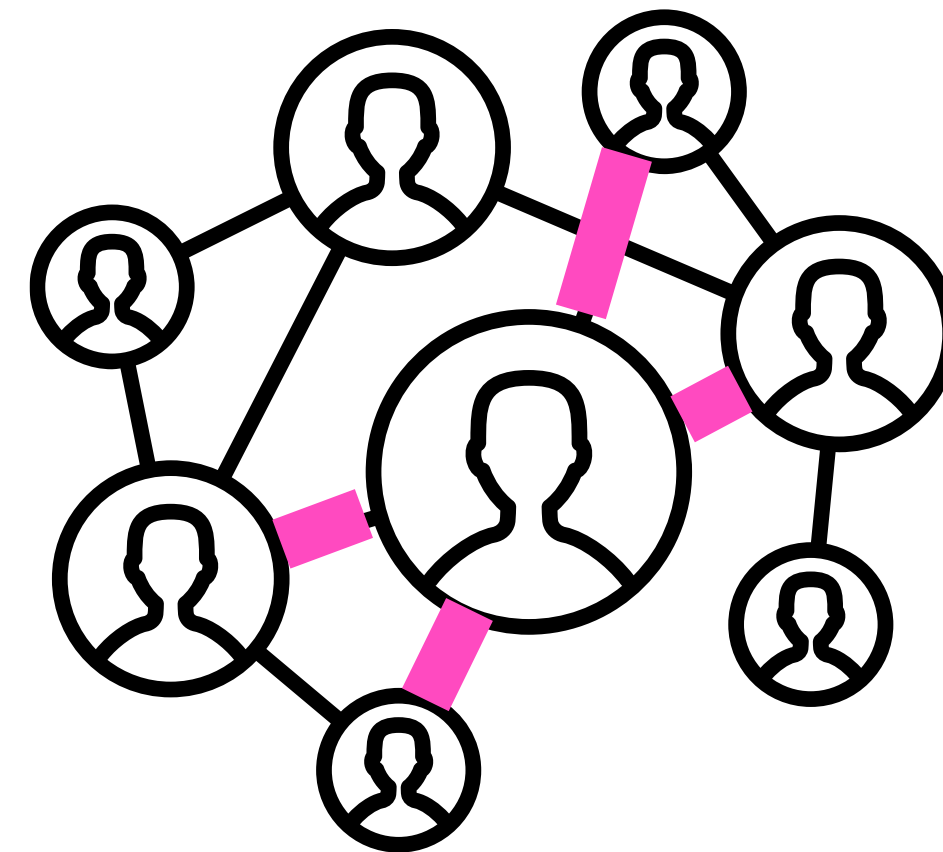
Skills

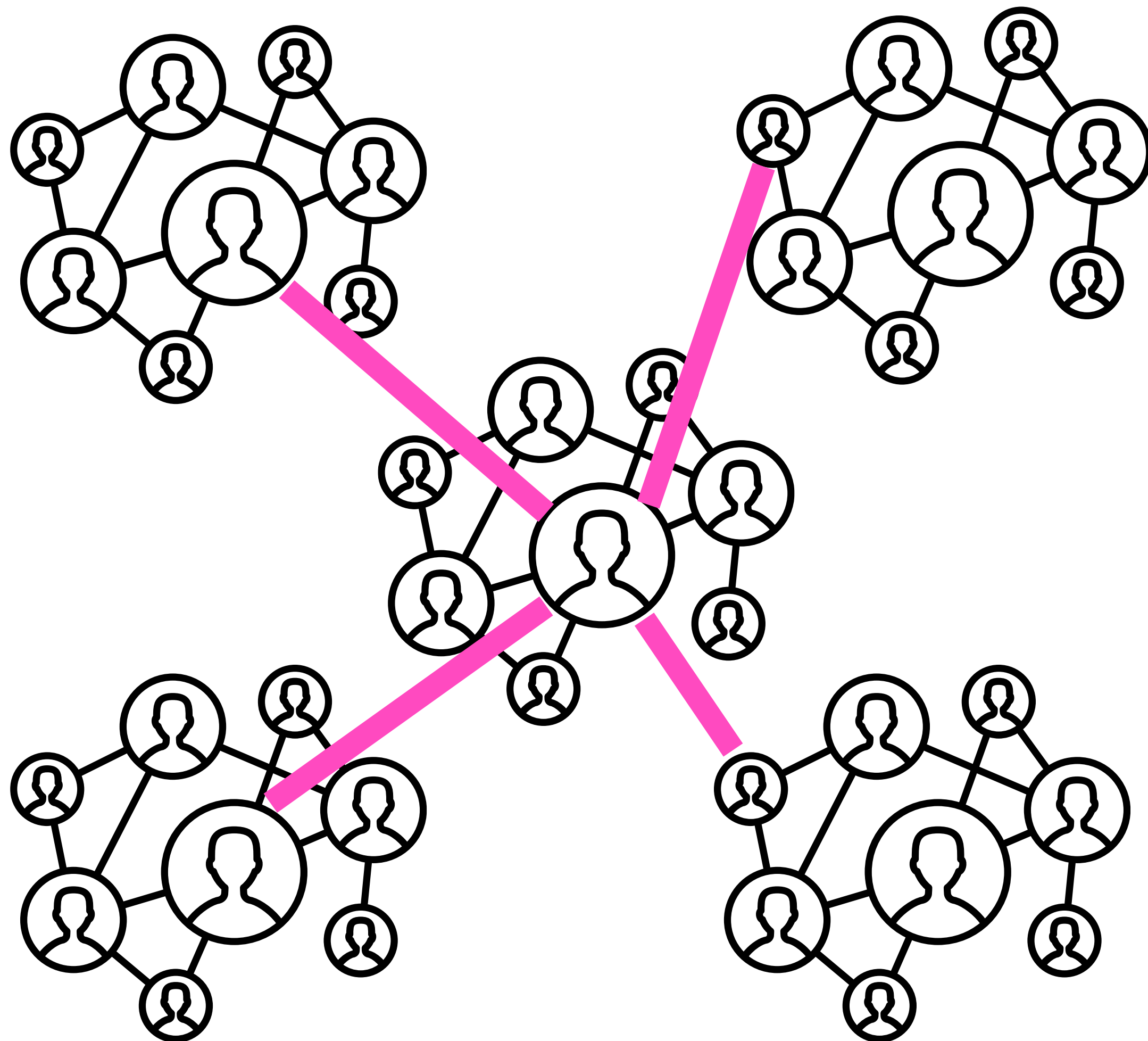
To help you build practical skills and leave with strategies you can immediately apply to grow your network with purpose.

One of the best ways to grow
your network and seek out
new opportunities is through...

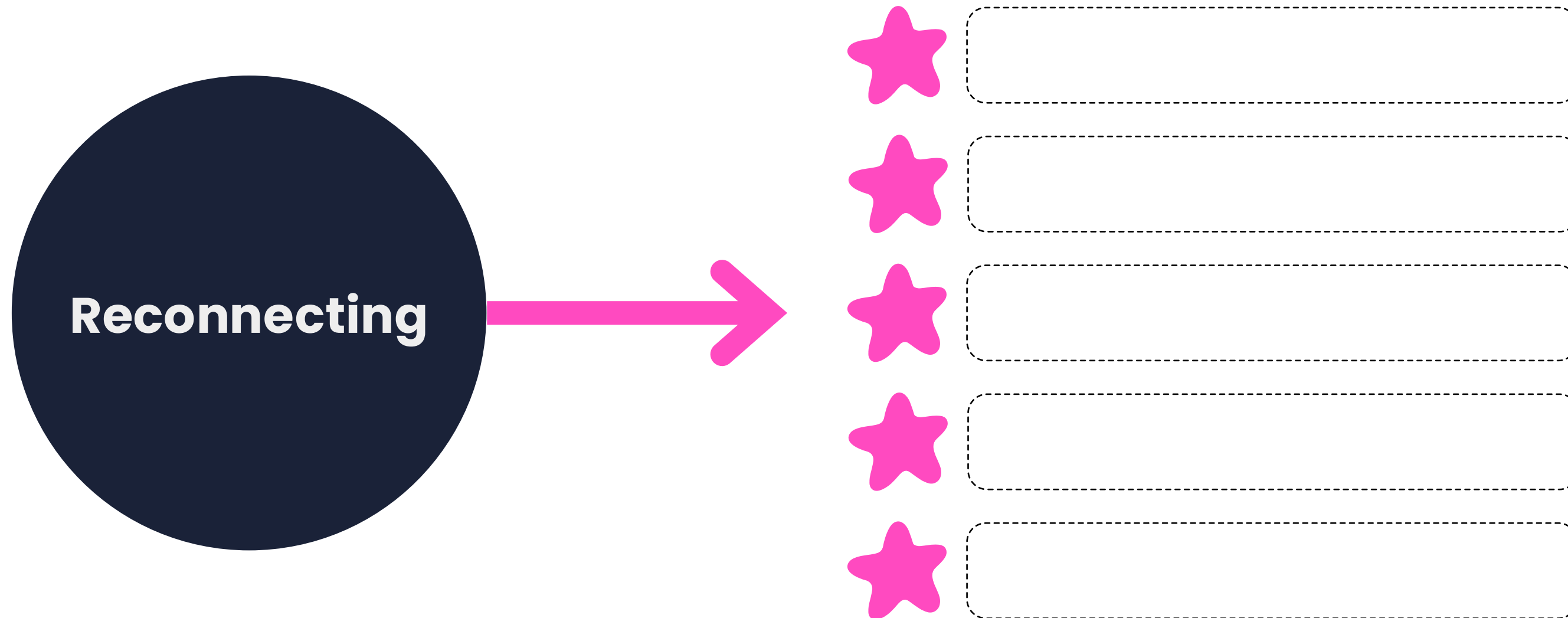


Reconnecting





Most of us have more dormant ties than current ones. Reconnect!



What's the biggest challenge you face when meeting new people at professional events?

- Starting conversations
- Keeping them going
- Following up
- Remembering names
- Other

Before you go...

One of the biggest drivers of
success in building new
relationships is preparation.

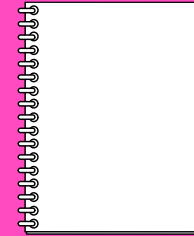
Set clear goals & do your research

- WHY are you attending?
- WHAT do you want to accomplish?
- WHO is coming to the event?
- WHO do you want to meet?
- HOW many specific people are you hoping to meet?
- RESEARCH – LinkedIn, Google search

Dress to Impress



Note App/Book



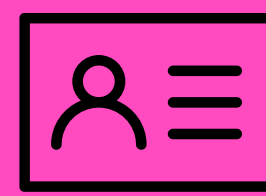
Purse



LinkedIn Profile



Business Cards



LI QR/Digital Card





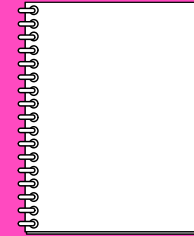
**Be interesting –
consider a
unique brooch!**

All under \$12 on Amazon!

Dress to Impress



Note App/Book



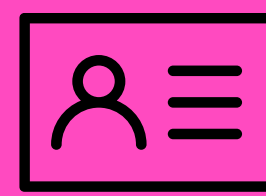
Purse



LinkedIn Profile



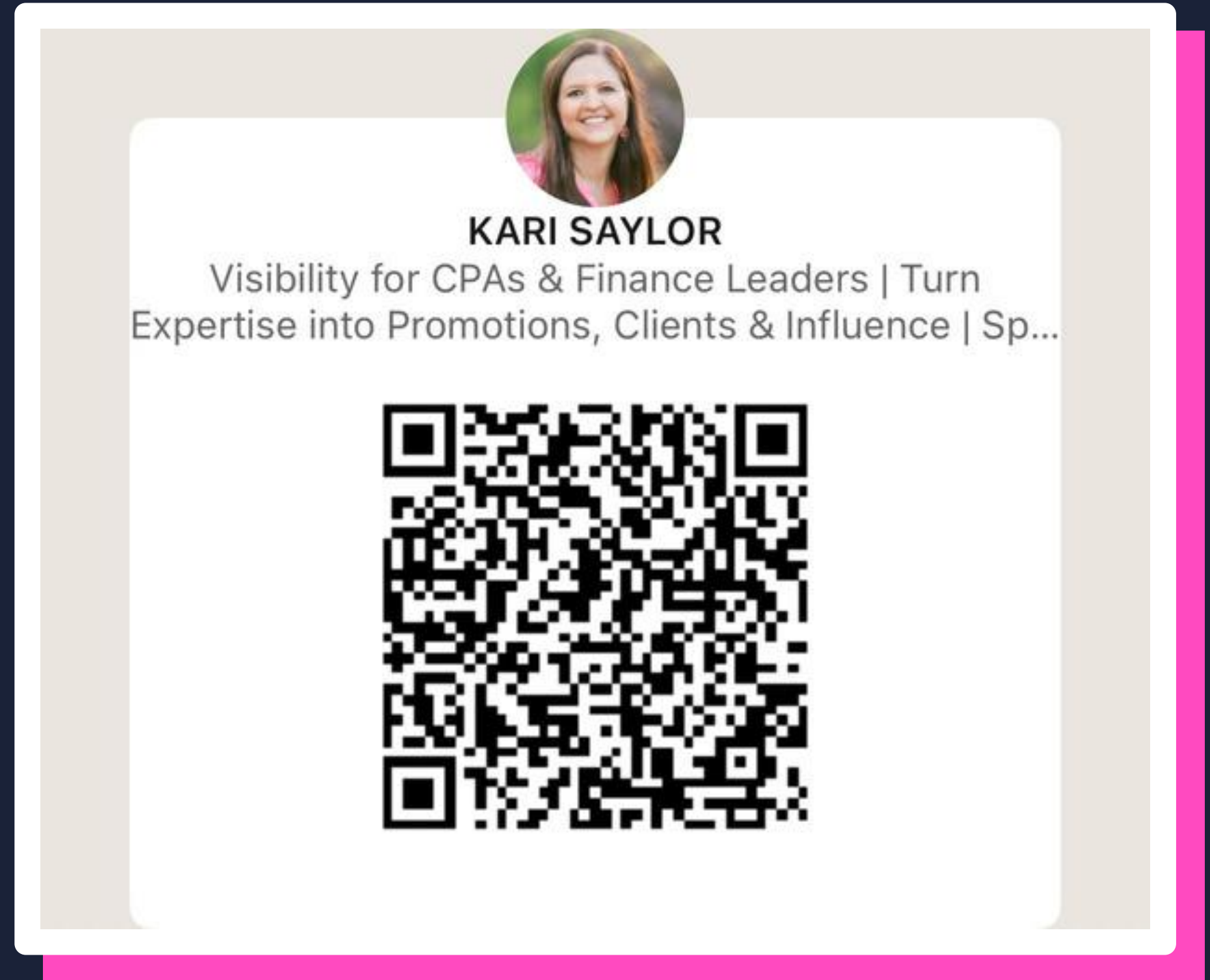
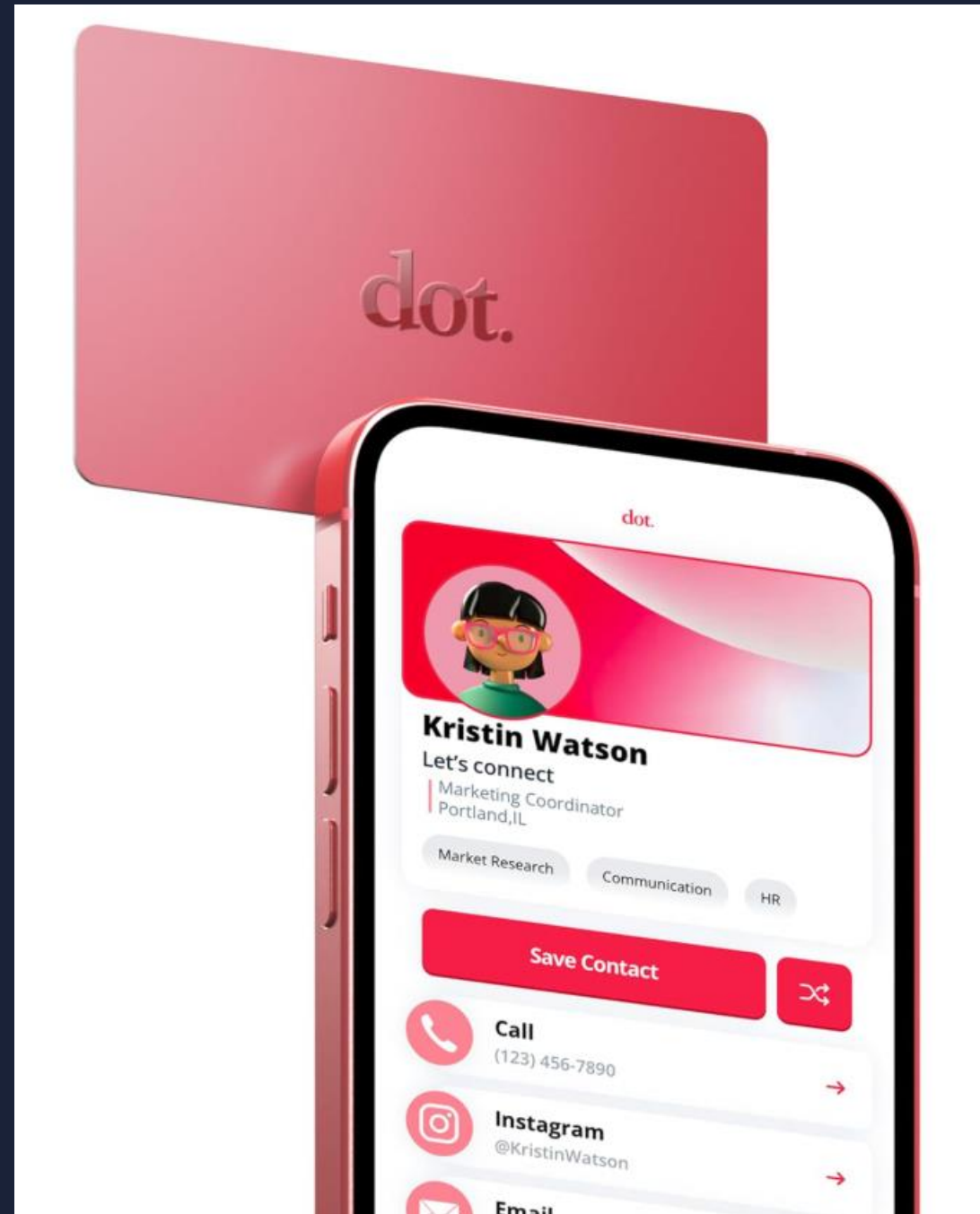
Business Cards



LI QR/Digital Card



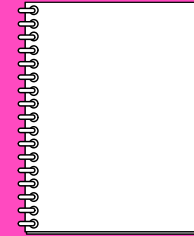
Your Digital Business Card



Dress to Impress



Note App/Book



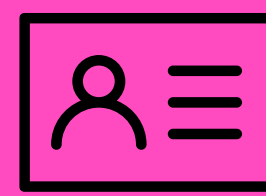
Purse



LinkedIn Profile



Business Cards



LI QR/Digital Card



What tips do **YOU** have?

GOAL of your elevator pitch:

Your first impression is designed to spark curiosity and set the stage for deeper conversations.

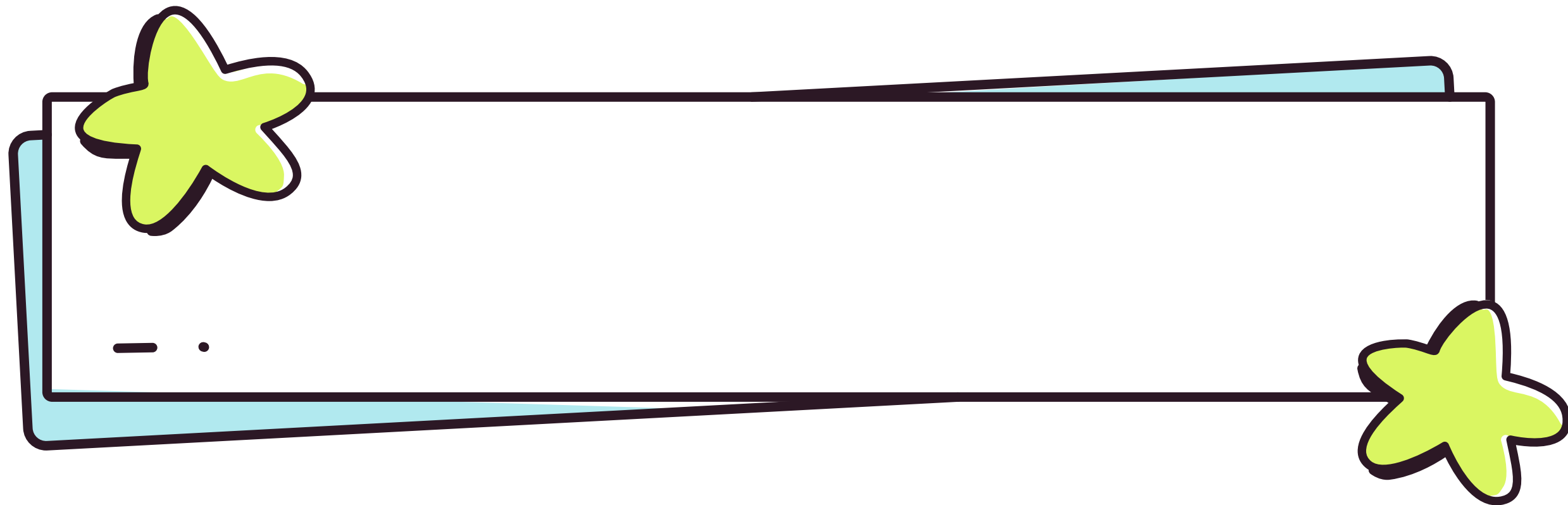
What your elevator pitch is not:

- Showcasing everything you do and offer
- Convincing someone to sign a contract immediately
- Explaining technical details
- Making them commit to a collaboration
- Telling them your entire life story

What your elevator pitch achieves:

- Leaves a lasting first impression
- Opens the door to continued conversations
- Highlights the value you bring, concisely
- Positions you as someone worth knowing or learning from
- Inspires your listener to want more information

What is the goal of your pitch?



Hi, my name is Kari Saylor

I'm known as *the* ADVOCATE FOR POTENTIAL

because I've coached hundreds of professionals to expand their mindsets, define their future and start pursuing big life dreams.

(An example of what I have achieved is):

My client, Heather, finally went for that big dream of hers and got her personal training certification, and now she is in the process of opening up her own gym.

Now what I am up to is expanding my speaking business to help professionals live BIG lives.

I am a wife, the mom to two little boys, a goldendoodle mom, and longtime board chair to my favorite nonprofit, Shining Hope Farms.

↓ ↓
Hi, my name is Kari Saylor 

I'm known as *the* ADVOCATE FOR POTENTIAL 

because I've coached hundreds of professionals to expand their mindsets, define their future and start pursuing big life dreams. 

(An example of what I (or a client) have achieved is):

My client, Heather, finally went for that big dream of hers and got her personal training certification, and now she is in the process of opening up her own gym.

Now what I am up to is expanding my speaking business to help professionals live BIG lives.

I am a wife, the mom to two little boys, a goldendoodle mom, and longtime board chair to my favorite nonprofit, Shining Hope Farms.

Practice: Try out your pitch on family
and friends – how does it feel?

When you arrive...

Nametags on the RIGHT





**Look for an open circle.
Keep an open circle!**



Left hand dining, right hand to shake!
Red wine doesn't sweat...

4 cringe free ways to exit a conversation

- I'm going to grab some food and drink. Can I bring you back anything?
- I would love to introduce you to Sally. You both have a love of ___!
- I would love to meet some more awesome folks like yourself. Is there anyone here that you think I should meet?
- It was so great talking with you and I would love to stay connected. Where can I find you online – LinkedIn? FB? While they are pulling up their QR code – leave them with a compliment – I really admire your passion for ___!

After the Pitch

Back pocket questions to keep the conversation going:

- What's a recent project you've worked on that was especially interesting or challenging?
- What's the best piece of advice you've received in your career?
- What's one trend in accounting/finance you're keeping an eye on right now?
- What are some common challenges your clients are facing this year?
- How did you get started in your current role/firm?

After the Pitch

Back pocket questions to keep the conversation going:

- Outside of work, what keeps you busy or inspired?
- What do you enjoy most about the type of work you do?
- What would make an ideal referral or connection for you?
- If someone were to introduce you to a great contact, who would that be?
- What is your favorite trip you have ever been on?

After you leave...



Notebook

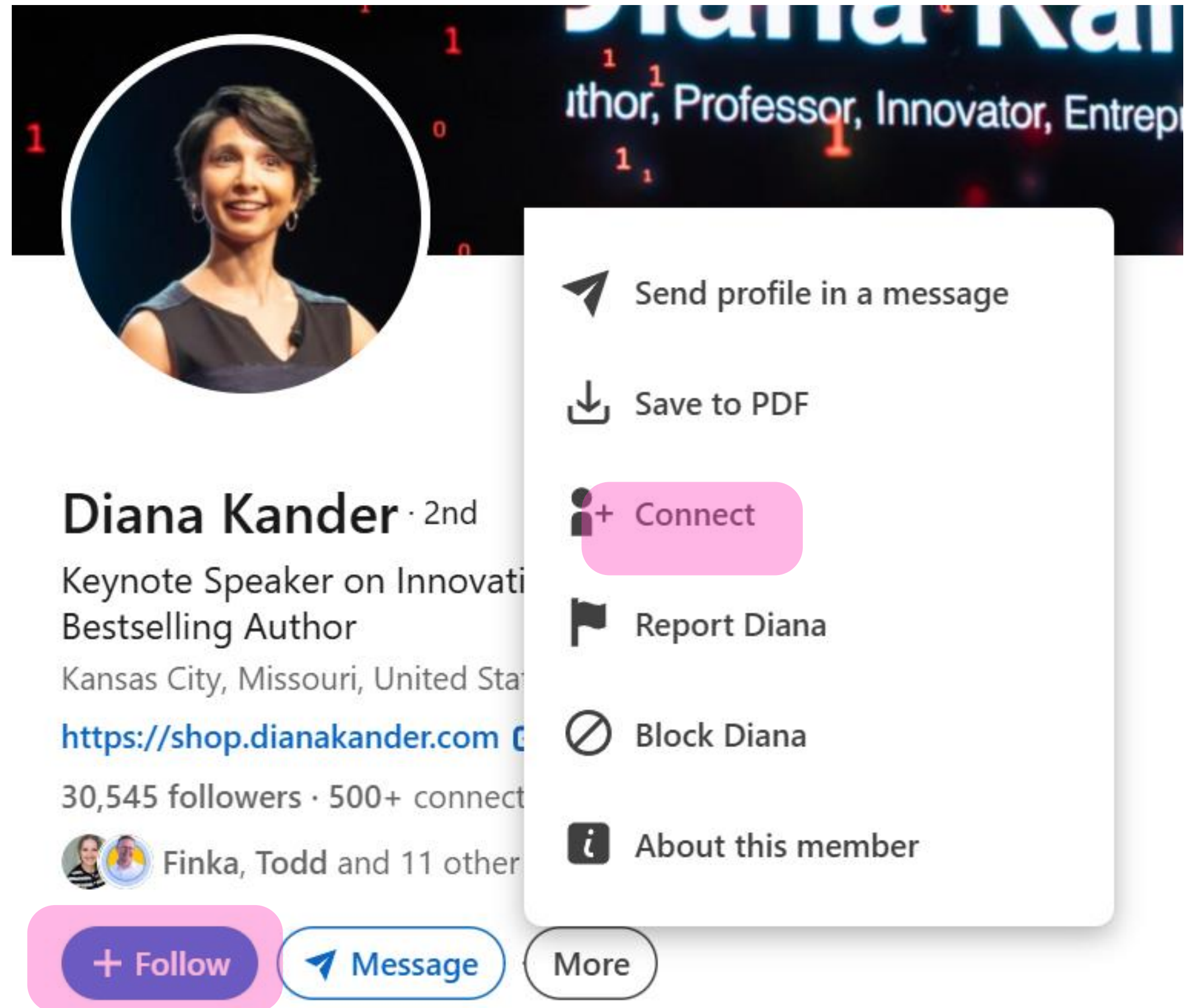
While everything is fresh...

Write down:

- The names of the people that you met
- Where they work
- What you learned about them
- Anyone you want to introduce them to
- What your next steps are



Add them all to
LinkedIn with a
personalized
connection request!



The image shows a LinkedIn profile for Diana Kander. The profile picture is a circular portrait of a woman with short dark hair, smiling. The background of the profile header features a dark blue gradient with red binary code (0s and 1s) and the text "Diana Kander" in large white letters, followed by "Author, Professor, Innovator, Entrepreneur" in smaller white letters. Below the profile picture, the name "Diana Kander" is displayed in bold black text, followed by "· 2nd" in a smaller font. Below the name, the text "Keynote Speaker on Innovation" and "Bestselling Author" is shown in a smaller font. Below that, the location "Kansas City, Missouri, United States" is listed. A blue link "https://shop.dianakander.com" is visible. Below the link, the text "30,545 followers · 500+ connections" is shown. At the bottom of the profile section, there are three small circular profile pictures of other users, followed by the text "Finka, Todd and 11 others". To the right of the profile picture, a white dropdown menu is open, showing several options: "Send profile in a message" (with a paper plane icon), "Save to PDF" (with a download icon), "Connect" (with a person icon and a plus sign, highlighted in pink), "Report Diana" (with a flag icon), "Block Diana" (with a circle and slash icon), and "About this member" (with an information icon). At the bottom of the profile, there are three buttons: a pink button with a plus sign and the text "Follow", a blue button with a paper plane icon and the text "Message", and a grey button with the text "More".

Diana Kander · 2nd
Keynote Speaker on Innovation
Bestselling Author
Kansas City, Missouri, United States
<https://shop.dianakander.com>
30,545 followers · 500+ connections
Finka, Todd and 11 others

- Send profile in a message
- Save to PDF
- Connect**
- Report Diana
- Block Diana
- About this member

+ Follow **Message** More

Now let's connect!



Networking isn't asking for help—it's exchanging ideas, sharing insight, and supporting each other. Reach out, reconnect, and engage—you never know which conversation leads to your next opportunity.

Building Visibility where you work

The Meeting

- **Speak up, early**
- **Sit towards the front – be physically visible**
- **Raise your hand to present**
- **Go first – be the leader**



The Wins Log

- **You won't remember all your wins at annual review time.**
- **Keep a running log**



The Monday Email



Keep your leader updated

- **Accomplishments**
- **Project status**
- **Open items**
- **What is needed from them**

The Lunch & Learns

- **Hosting positions you as a leader**
- **1/1 time with other speakers/leaders**
- **Ideas flowing**
- **Understanding of business increases**



Networking Internally



- **Cross functions**
- **Leadership**
- **Access to expanded networks**

Community Service

- **Plan something helpful**
- **Great for getting to know teammates**



Next Steps

30 Days

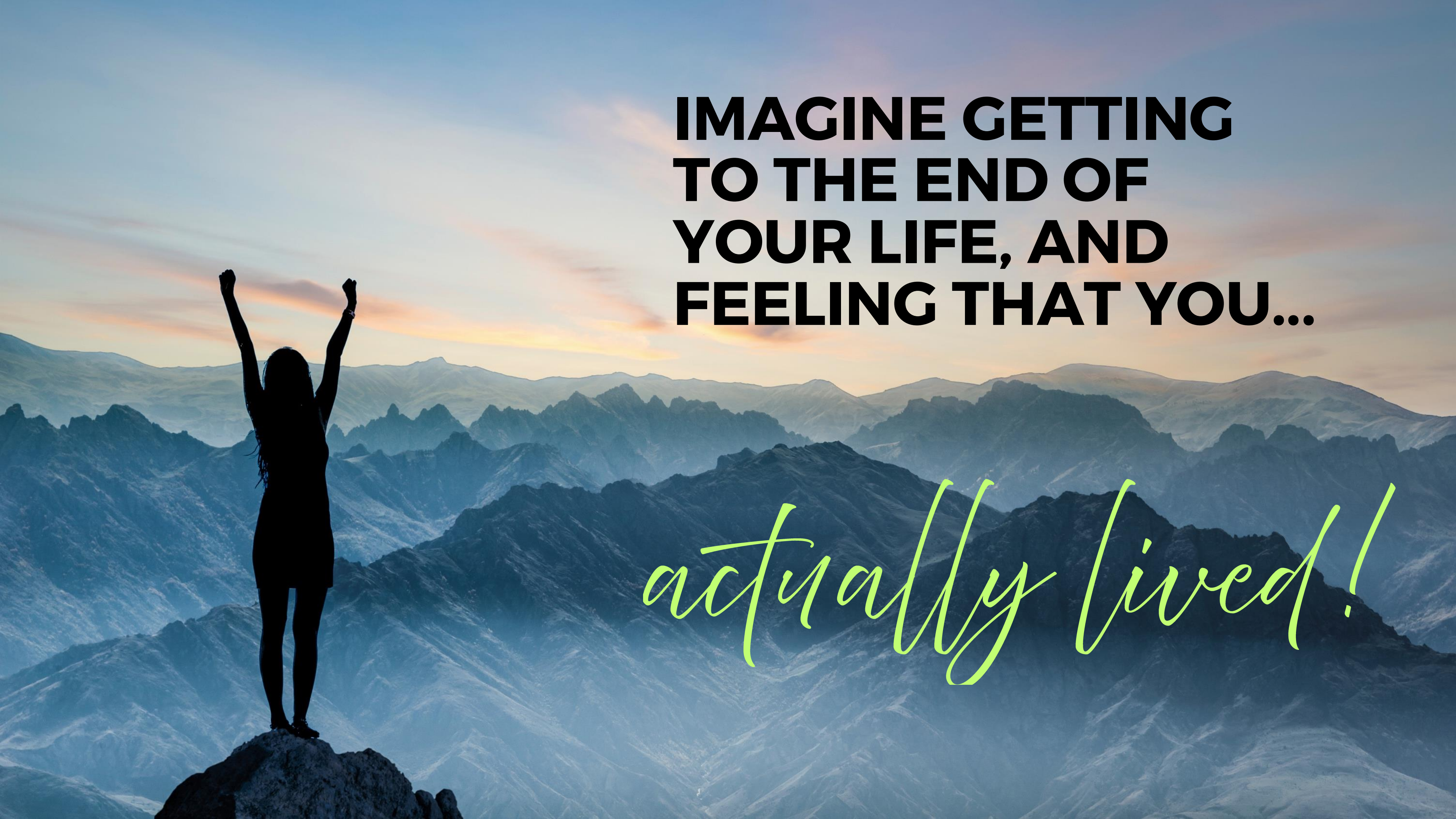
60 Days

90 Days

[illegible]

To recap...

- You named your dreams and built a plan for them
- You found your real “why”
- You closed your recognition gap – in your internal, external and digital lives and have a plan for improvement
- Built your networking pitch
- Made some new Big Growth friends and fellow journeyers!

A person stands on a rocky mountain peak, their silhouette dark against the bright, hazy sky. Their arms are raised in a gesture of triumph or joy. The background consists of layered mountain ranges, with the nearest peaks in sharp focus and distant ones fading into a misty blue. The sky is a mix of soft pinks, oranges, and blues, suggesting the time is either dawn or dusk.

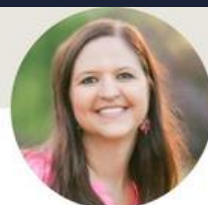
**IMAGINE GETTING
TO THE END OF
YOUR LIFE, AND
FEELING THAT YOU...**

actually lived!



THANK YOU

-Kari



KARI SAYLOR, CPA

Visibility for Finance Leaders Who Should Already
Be Leading the Room | I Turn Expertise into Autho...

