



→ the IPA is that they're so focused on small business, at least 70 per cent of their members deal with SMEs."

### Cash-flow coaching

Approaching almost a decade liaising with Australian small business, Tracey understands the importance of the accountant offering more than just compliance services to what she deems "the driving force of the economy".

"We've got this amazing skill, in that we actually understand how numbers work, this awesome skill is at our disposal and it's really being wasted by not getting in front of more small business clients and helping them to understand where the money leaks are in their business."

The IPA has given Tracey and Confident Cashflows Plus the perfect platform to assist her fellow

accountants in the ways in which they can advise their own small business clients. "For the past two years I've been specifically running workshops and coaching with public practice accountants," she explains. Her passion for assisting the backbone of the Australian economy is clear as she recounts stories of clients who have effectively transformed their lives and businesses from losses to profits, to