



WOODARDTM

MEET JOE WOODARD

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Radically impact the way small businesses operate.

WOODARD™

INTRODUCTION

Vision, Mission & Purpose Statements

OUR VISION

To transform the way small business operates, working through small business advisors.

OUR MISSION

At Woodard we exist to do the following for small business advisors:

- Foster networking relationships
- Conduct the highest quality learning experiences
- Generate consulting opportunities
- Builds relevant, powerful resources

OUR PURPOSE

Every action we perform, Woodard is inspired by (and measured against) a simple but powerful purpose statement: "We empower small business advisors."

“For me the Woodard group has been an opportunity to meet new people, expand my knowledge and grow my business. In the monthly sessions we hold where I am learning about additional products. My interactions with my colleagues has provided me with resources so that I can refer clients/prospects for areas I don't cover and has helped my colleagues know me so that they refer business to me.”

Caren Schwartz

BIOGRAPHY



JOE WOODARD

As an author, consultant, business coach, and national speaker, Joe has trained over **125,000** accounting and business professionals in areas of practice development, changing technology trends, strategic consulting, and how to maximize the use of accounting software in their practices.

Joe is the host of Woodard Institute, Woodard Alliance and one of the world's leading training conferences for small business advisors called Scaling New Heights®. In **2012 and 2014-2021** Joe was recognized by *Accounting Today* as one of the **Top 100 Influential People** within the accounting profession.

Joe regularly publishes articles for Intuit publications and for Insightful Accountant, and Joe has been featured repeatedly in *Accounting Today* and *AccountingWEB* in both articles and in video interviews. Joe is the CEO of Woodard Events, LLC which provides **education, coaching, resources**, and a **community** for small business advisors and small business owners within the accounting industry.

WOODARD™

EMPOWERING SMALL BUSINESS ADVISORS

Woodard is an integrated, accessible community of experts and small business advisors working together to scale new heights. Think of one person standing at the base of a mountain. They're geared up, highly experienced and ready to climb but, nonetheless, alone. At Woodard, we understand the power of strong professional networks and shared experiences. We connect small business advisors with their peers throughout the profession, helping them build their businesses by leveraging technology innovations, discovering and maximizing growth opportunities, and earning relevant certification training. And, we do all of this because we believe that advisors can make a radical impact on the clients they serve. Woodard does more than just train—we equip small business advisors (CPAs, EAs, bookkeepers, financial coaches and management consultants) with the skills, technology and relationships they need to thrive.

“With the Woodard Institute’s Gateway Course, I have been able to develop my vision for my company, to learn more about myself and my leadership style, to manage staff better, and best of all to learn how to manage my clients. I got so much more out of the course than I expected. Joe Woodard shared powerful content to make us better ProAdvisors and better people. I highly recommend this course. It is a game-changer.”

Woodard Institute Attendee

WOODARDTM

VALUE PROPOSITION

To Small Business Advisors



Woodard is an integrated, accessible community of experts and small business advisors working together to scale new heights. Think of one person standing at the base of a mountain, geared up, highly experienced and ready to climb but, nonetheless, alone. At Woodard, we understand the power of connected professional networks and shared experiences. We connect small business advisors with their peers throughout the profession, helping them reach new heights by leveraging the technology innovations, discovering and maximizing growth opportunities, and earning relevant certification training. And, we do all of this so advisors can make a radical impact on the clients they serve.

Woodard does more than just train —we equip small business advisors (CPAs, EAs, bookkeepers, financial coaches and management consultants) with the skills, technology and relationships they need to thrive.

“The Gateway Course has made me look at our practice and take a hard look at our vision, mission, and purpose as well as taking a hard look at myself. I am finally doing all my media profiles. I now have someone holding me accountable.”
Jeanne Reiser



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WOODARD™

SOCIAL PROFILES



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IMAGES

HEADSHOT

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“Woodard Network is more than a group of accountants and consultants coming together for a common cause. It is a business catalyst. The combined experience of the members, along with guidance and mentoring from the trainers and leadership team, enable you to improve and grow your business. It’s a great investment!”

Marjorie Adams

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CMYK: Use for printed materials



LOGO

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RGB: Use for website and all digital use



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