

NCACPA PROFESSIONAL WOMEN'S CONFERENCE | OCTOBER 22, 2026

Invisible to Influential

HOW FINANCE PROFESSIONALS BUILD VISIBILITY THAT DRIVES OPPORTUNITY

Kari Saylor, CPA

1

Raise your hand if you've ever...

Keep it up if it's happened more than once.

1

Let someone else present the analysis you built

2

Called a win "a team effort" when it was yours

3

Stayed quiet in a meeting, when you had the answer

4

Skipped applying for a role because you didn't check every box

2

This was me...

Quiet soul. Quiet confidence.

3

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

4

Hard work got you here. It won't get you to the next level.

WHAT WE WERE TAUGHT

Work hard. Keep your head down. Let your work speak for itself.

It works, until it doesn't. At some point, **more is needed.**

WHY IT STOPS WORKING

- 1 Accounting trained you to be accurate, not visible
- 2 Excellence gets rewarded locally, by your manager and team
- 3 Your reputation doesn't travel past the people who see your work
- 4 No one taught us how to use LinkedIn and promote ourselves

5

MIT SLOAN MANAGEMENT REVIEW · MARCH 2026

"If people can't see your value, **they assume it's not there.**"

Interviews with 19 senior partners at global audit & consulting firms

PARTNER 01

Brilliant, but quiet

Projects always succeeded
Few outside his team knew
Passed over for promotion

PARTNER 02

Made her work visible

Led cross-team projects
Shared her team's results
Executive committee in 2 years

6

WHY do I want to increase my visibility?

INBOUND OPPORTUNITIES



Recruiters

Find you for the next role



Clients

Come to you first



Boards

Invite you to serve



Promotions

Increased income



Thought leadership

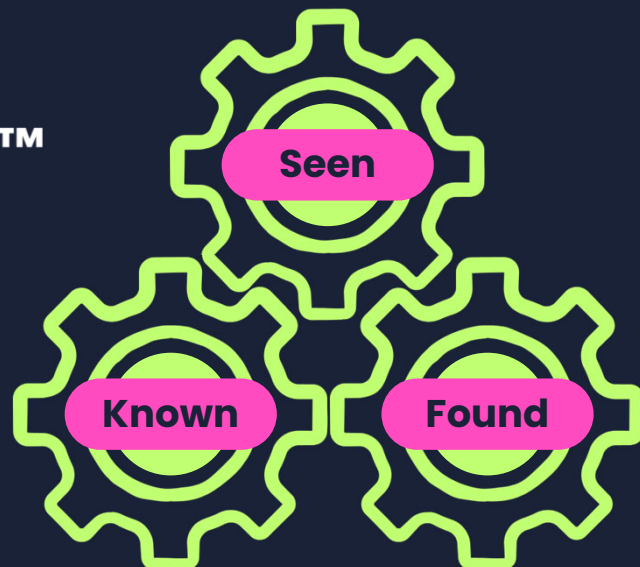
Your ideas travel

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

7

The Obvious Choice™ Framework

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



8



Seen is recognition **inside** your organization. It's being trusted and valued where you already work or go to school.

You have a seat at the table.

- L** Leading in the room
- L** Looped into the decisions
- L** Leadership reaches for you by name.

9



Known is recognition **in your industry**. It's whether your reputation exists beyond your building (in a good way).

It shows up when peers at other companies, recruiters, and association leaders know you and have any language for what you do.

10



Found is recognition **online**.

It's when someone searching for exactly what you do can:

1. Locate you
2. Are impressed with what they find
3. Reach out

11



Join at slido.com
#3817447

Do not edit
How to change the design

 The Slido app must be installed on every computer you're presenting from

slido

12



Audience Q&A

Do not edit
How to change the design

 The [Slido app](#) must be installed on every computer you're presenting from

slido

13

Where do I have the biggest VISIBILITY GAP?

1. SEEN – at my current employer
2. KNOWN – in my industry
3. FOUND – online, LinkedIn

14

Do not edit
How to change the design

Where do I have the biggest VISIBILITY GAP?

 The [Slido app](#) must be installed on every computer you're presenting from

slido

15

**Let's build visibility
where you work**

16

The Monday Email

Keep your leader updated.

One email, every Monday morning.

To: **My leader**

Subject: **Monday update**

- **Accomplishments**

- **Project status**

- **Open items**

- **What is needed from you**

17

The Meeting

01

Speak up early

Comment in the first ten minutes

02

Sit toward the front

Be physically visible

03

Raise your hand to present

Own the update yourself

04

Go first

Be the leader

18

The Wins Log

You won't remember all your wins at annual review time.

Keep a running log.

Two minutes every Friday.

MY WINS LOG			EXAMPLE
DATE	WIN	IMPACT	
Oct 5	Closed month-end two days early	Leadership got numbers sooner	
Oct 12	Automated the bank reconciliation	Saved 4 hours a week	
Oct 19	Trained two new analysts	Team covered year-end	

19

The Lunch & Learns



Hosting positions you as a leader



1:1 time with other speakers and leaders



Ideas start flowing



Your understanding of the business grows

20

Networking Internally

WHO TO GET TO KNOW

Other departments

Leadership

People with wider networks

HOW TO DO IT

1:1 coffee chats

Fifteen minutes, their calendar

1:1 lunches

Ask what they're working on

21

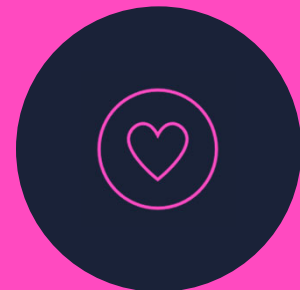
Community Service

01 Plan something helpful

You choose the cause and run the day

02 Get to know your teammates

Outside the usual meetings and deadlines



22

Be an AI Leader

The biggest opportunity you have right now is to be **a leader in AI for your department**, and therefore someone they can look to to improve visibility into the company's figures, and drive change that will make improvements for the company.

23

What is 1 thing that you are going to do to be more visible at work this month?

24

Pick the one you'll do this month

3
MIN

1

Pick one

- The Meeting
- Wins Log
- Monday Email
- Lunch & Learns
- Internal networking
- Community service
- AI Leadership

2

Share it

- Tell your table which one and why
- Share in the chat

3

Post it

- Add it in Slido: "The one I'll do this week"

25



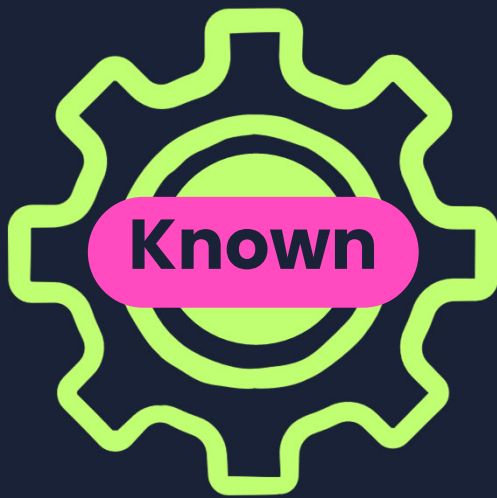
What is 1 thing that you are going to do to be more visible at work this month?

Do not edit
How to change the design

 The Slido app must be installed on every computer you're presenting from

slido

26



Let's gain
recognition
in your industry

27

One door opens the next



Open door → Provide value → Earn trust → Next door opens

28

Showing up opened five doors



29

Where could you lean in to be seen?



Pick one. Write down the first step you'll take this month.

30



**Let's gain
reputation **online****

31

What is holding you back from being more active on LinkedIn?

1. Imposter Syndrome – Who am I?
2. Time crunch
3. Not sure what to talk about
4. More active on another platform
5. Else

32



What is holding you back from being more active on LinkedIn?

Do not edit
How to change the design

 The Slido app must be installed on every computer you're presenting from

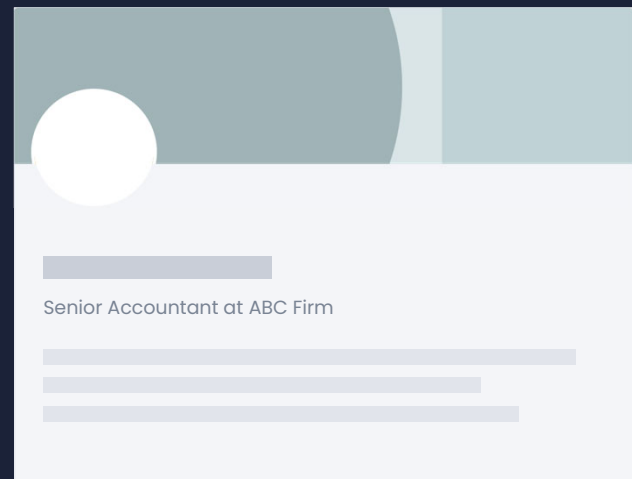
slido

33

The 1st Problem

What a classic accounting and finance profile looks like:

- 1 **Default banner**
- 2 **Job title as headline**
- 3 **No Featured section**
- 4 **No posting**
- 5 **Sparse job descriptions**
- 6 **No recommendations**



34

■ FOUND · LINKEDIN

A Few Stats...

How people arrive on your profile

55% through the feed

25% through a referral or recommendation

20% from outside LinkedIn: newsletter, search, indexed article

What they do when they land

15% never scroll. Whatever fits on the screen is their entire first impression

35% read your About. Only 3% click "see more"

25% engage with your Featured section

15% read your current work description

Courtesy of Richard van der Blom

35

LinkedIn from an Accounting Recruiter's Perspective

Insights from Sarah Cacciabaudo, CPA – Vaco

36

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

37

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.

38

Why LinkedIn?

1

The cover letter? **Largely gone.**
LinkedIn is the **new** cover letter.
It's your **billboard**.

2

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.

39

If a recruiter landed on your profile...

WOULD THEY KNOW...

- 1 **Who you are**
- 2 **What you do exceptionally well**
- 3 **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.

40

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

41

**Most people use LinkedIn as a job board.
Recruiters use it to find who to call.**

HOW MOST USE IT**A job board**

Scroll listings, hit easy apply, and hope something lands. Then delete or hide the profile between searches.

HOW IT WORKS FOR YOU**An authority tool**

Stay visible so recruiters and the people who want to refer you can find you. Many roles are filled before they're ever posted.

Visibility gets you noticed. Authority gets you chosen.

42

What recruiters actually look for

WITH SARAH CACCIABAUDO, CPA · VACO

1

Clear branding

Visually appealing, not just a list of job titles

2

Results for each role

Impact and outcomes, not just responsibilities

3

Target-role keywords

They decide how you show up in recruiter search

4

Professional activity

Recruiters see what you like and comment on

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

Sarah Cacciabaudo

43

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

STEP 1

Visibility

How people find you, hear you, and begin to understand what you bring to the table.



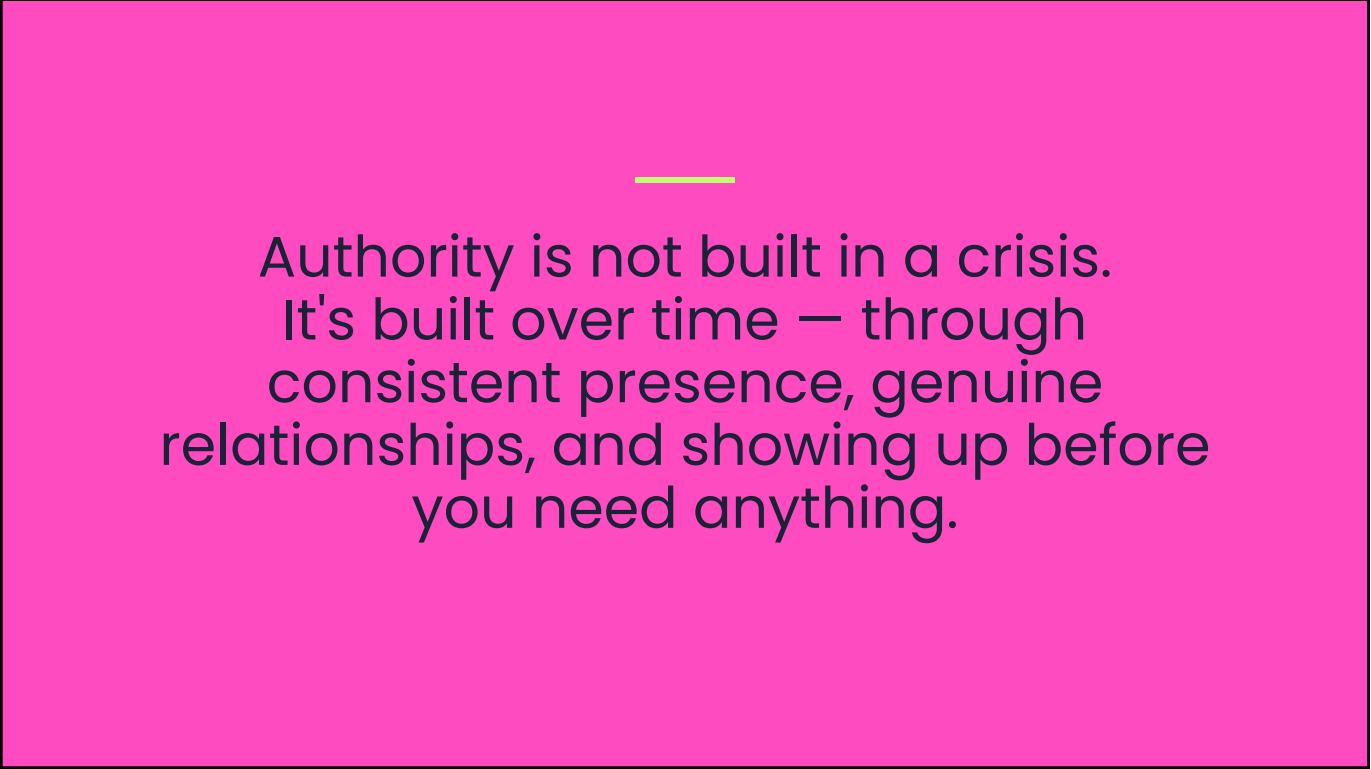
STEP 2

Authority

A body of evidence. A track record. A reputation that arrives before you do.

Stay present on LinkedIn by commenting, connecting and occasionally sharing. It separates the professionals who **get the call** from the ones who never knew the role existed.

44



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

45



LinkedIn from a Business Development Perspective

46

In sales, your profile is your storefront

LINKEDIN FOR SALES PROFESSIONALS

1

Make it so easy to reach you

Be clear on the services you provide and what you can do for them.

2

Show proof, not pitches

Put client wins, testimonials and recommendations in your Featured section.

3

Start conversations before the sale

Comment and send DMs. Prospects buy from people they already know.

47

LinkedIn Visibility Audit

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

48

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.

49

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"

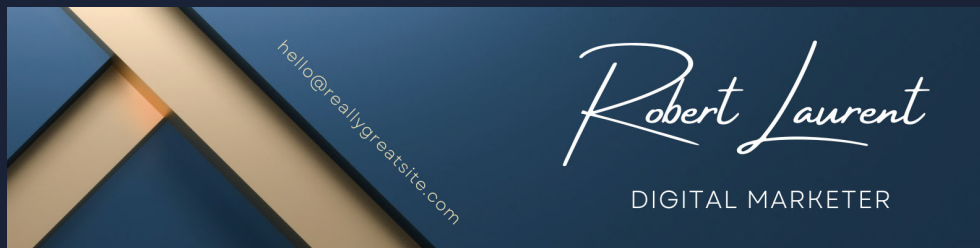
50

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.

51

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).

52

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!

53

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.

54

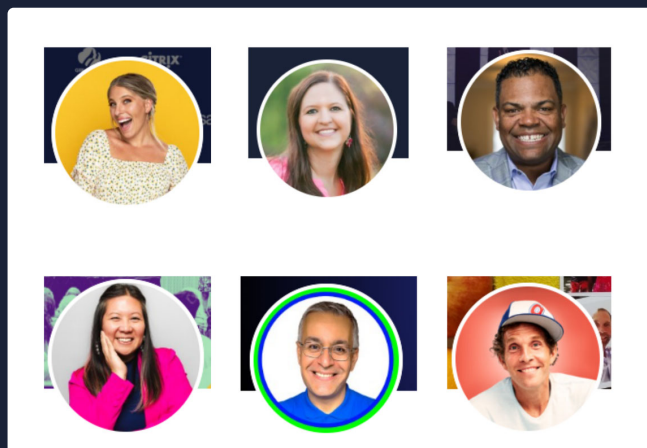
04



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.

55

02 Your Profile Picture



Head and shoulders. Zoomed in. Smiling.

56

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.

57

Your Headline

Your turn!

**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.

58

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

59

05 Your Featured Section

Featured



Power Hour - Private Coaching Zoom
Calendar
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...

Invisible → Influential
Published biweekly - 443 subscribers
Build authority. Create opportunity. Grow your career and income.
✓ Subscribed

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 ways...

Prime real estate.
Put your best work in it.

Featured



Invisible → Influential
Published biweekly - 511 subscribers
Build authority. Create opportunity. Grow your career. For the quietly excellent ready to be clearly seen.
✓ Subscribed

I'm speaking at the Indiana CPA Society's Women's Leadership ...
I'm speaking!
Indiana CPA Society
WOMEN'S LEADERSHIP FORUM
November 29, 2023
Central St. in Evansville
A house of CPAs
Big Growth in Big Influence
From Personal Clarity to Professional Authority
IN CPA Society
63 · 9 comments

FREE: 10 LinkedIn® Profile Shift...
Kari Saylor
You're the most qualified person in the room and nobody knows it. Your work speaks for itself in your meetings — but on LinkedIn®, it goes silent. You ...

60

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 COLs, 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.
- 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

♥ Treasury Management, Working with Brokers and +4 skills

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

61

07 Your Skills

Fewer, sharper, in the right order.

Skills

Transformational Leadership



Endorsed by 1 person in the last 6 months



5 endorsements

Endorse

62

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.

63

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 mon...see more

[Show all 3 received](#)

64

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

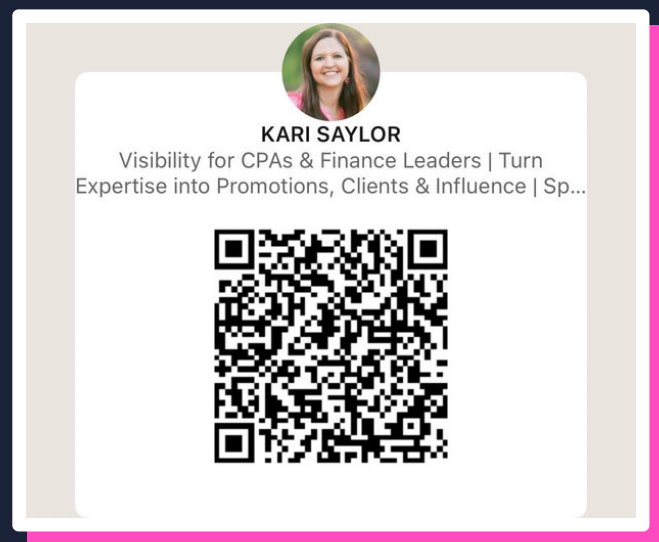
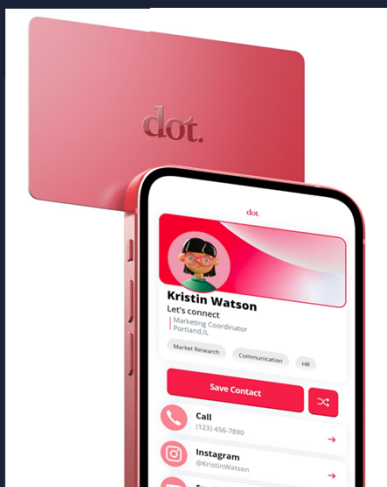
[Request services](#)

[Show all →](#)

65

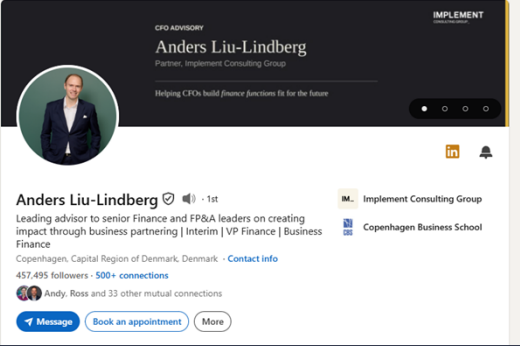
12-Bonus

Your Digital Business Card



66

Practitioners doing it well



Anders Liu-Lindberg  
 CFO ADVISORY | IMPLEMENT
 Partner, Implement Consulting Group
 Helping CFOs build finance functions fit for the future

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

[Message](#) [Book an appointment](#) [More](#)

Featured

- [Link](#)
Communicating Financials to Executives
Order your copy of Communicating Financials to Executives, now. It offers a simple 5-step framework to structure your communication to drive to...
- [Media](#)
The Planning & 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
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  
 Leading advisor to senior Finance and FP&A...
[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  
 Leading advisor to senior Finance and FP&A...
[Book an appointment](#)
 1d · 

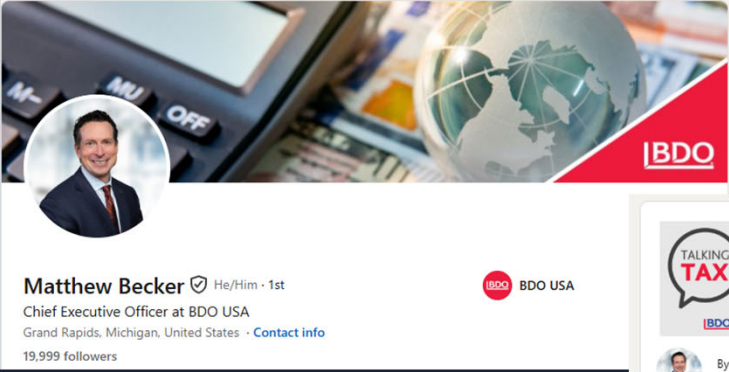
Ask a CFO how they spent last week, and most of the answer will be things a good analyst or controller could have handled.... more



 87  25  6 

67

Practitioners doing it well



Matthew Becker  
 Chief Executive Officer at BDO USA
 Grand Rapids, Michigan, United States · [Contact info](#)

19,999 followers



TALKING TAX 

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

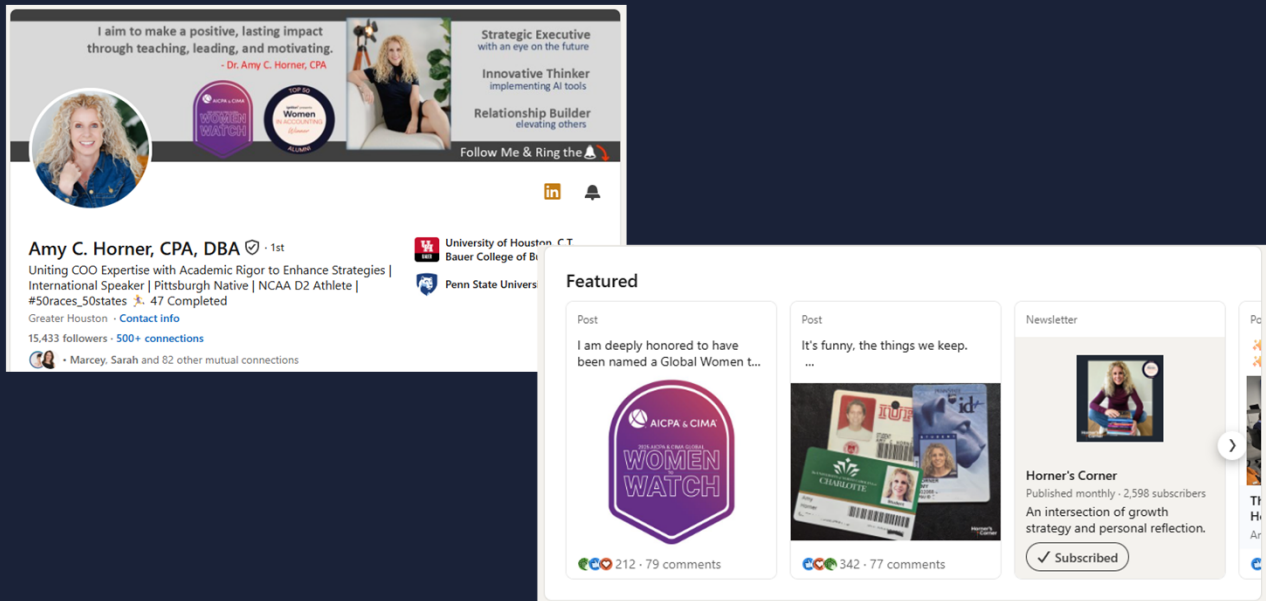
Published monthly
 26,451 subscribers

[Share](#) [Subscribed](#)

54 editions

68

Practitioners doing it well



69

LinkedIn Strategies to Use Now

Three ways to build relationships on LinkedIn



01

Comments

Show up in the comments on other people's posts



02

Posting

Share interesting content, starting with a small series



03

DMs

Reconnect with old colleagues through direct messages

70



01

Comments

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.

71



02

Posting

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.

72



03

DMs

In the DMs:

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

73

Tale of Kari's Newsletter

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%

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

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



74

Group Share

- **Your headline**
- **Biggest insight**
- **Your next LinkedIn to do**

75

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.

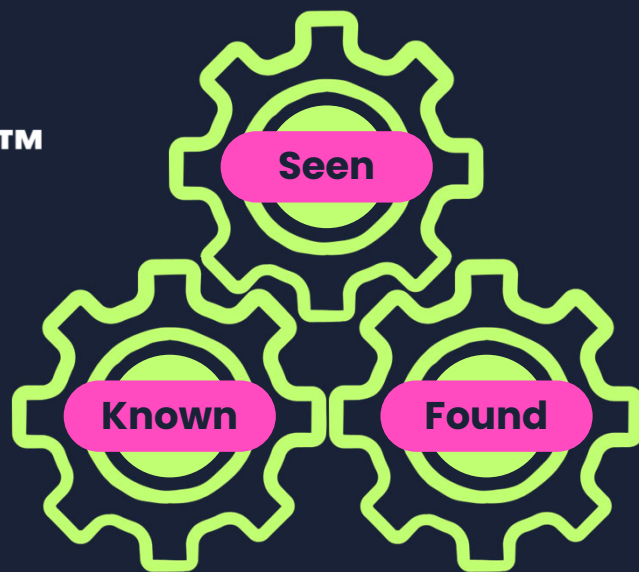
76

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

77

The Obvious Choice™ Framework

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



78



THANK
YOU

-Kari



KARI SAYLOR, CPA

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

