



FOR IMMEDIATE RELEASE

Allinial Global Partners with Mindshop to Bring Members Leading Business Advisory Education

ATLANTA, GEORGIA November 10, 2021 — Allinial Global, the world's second largest accounting association, has entered a strategic partnership with global business advisory experts Mindshop, who will bring Allinial Global members world-leading business advisory training, coaching, technology, and resources drawn from 25 years' experience working with thousands of firms from 12 different countries.

For firms seeking to offer clients more value-added work, business advisory services are a natural extension of the trusted advisor relationship. Advisory service offerings bring many benefits, from the attraction and retention of quality clients and team members to increased revenue and growth opportunities for progressive firms.

Mindshop will help Allinial Global members to commercialize and structure previously ad hoc conversations, potentially leading to the creation of a full suite of business advisory service lines, including strategic planning, coaching, client workshops, and business health checks. For members already delivering business advisory services, Mindshop will provide regular best practice education at events in areas such as marketing, facilitation, strategy, coaching, and emerging advisory trends.

"Allinial Global has always stood out to me as a leading association of accounting firms whose core values and commitment to continuous improvement and innovation are similar to those of Mindshop," said James Mason, Managing Director of Mindshop. "After years of collaboration and having many firms as members of both Mindshop and Allinial Global, it made sense to formalize this relationship. Our partnership will allow the continuation and acceleration of business advisory education and quality support to Allinial Global members around the globe."

*"We're thrilled to be able to offer Allinial Global members a more facilitated advisory approach that allows for higher fees, confidence, conversions, and flexibility in dealing with current and emerging market challenges. This type of support is critical to enabling transformation, and we look forward to seeing how Mindshop will help our members shift their strategy to embrace new services and change how they go to market."*

—Mark Koziel, President and CEO, Allinial Global

**About Allinial Global:**

Allinial Global is a member-based association dedicated to the success of independent accounting and consulting firms. Founded in 1969, this strategic affiliation of legally independent accounting firms has a mission to foster the independence, profitability, and continuous improvement of its members. Allinial Global is two hundred and forty-eight members strong and growing, with locations throughout the world generating over \$4 billion in collective revenues. With dedicated regional liaisons who have extensive connections throughout the Americas, EMEIA (Europe, the Middle East, India, and Africa), and the Asia Pacific region, members of Allinial Global are committed to providing the most agile, flexible, and client-centric solutions anywhere, anytime.

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**About Mindshop:**

Mindshop is the leading advisor to business advisors, delivering everything accounting firms and independent advisors need to successfully build, grow, sell, and deliver advisory services to any sized customer, anywhere in the world. Founded in 1994 in Melbourne, Australia, by Dr. Chris Mason, Mindshop has now grown to support over 4,000 business advisors and business leaders in 12 countries.

Mindshop supports advisors with prebuilt advisory services, experienced coaching support, innovative coaching and training technology, a comprehensive resource library, regular face-to-face and online business advisory skills training, and access to a global community of business advisors. For more information visit [www.mindshop.com](http://www.mindshop.com).

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