



# Making neuroinclusion your firm's 2025 growth strategy



# Meet your presenters



**Sarah Ennor**

Speaker, Founder, and  
Lawyer on the side



**Ian Vacin**

Co-Founder & Chief  
Partnerships Officer, Karbon

*Hi,*

**I'm Sarah!**



🧠 I make ADHD human and profitable.

⚖️ I'm a biracial speaker, insomniac, lawyer, international athlete, entrepreneur, and woman with ADHD.

💡 I show businesses how to turn ADHD into a competitive advantage.

👊 I offer 1:1 support & education to help YOU up your game!





## *I help:*

👁️ 👁️ **humans feel seen.**

👁️ 👁️ **employers see humans**

🧠 ***companies turn good intentions into meaningful,  
neuroinclusive action***



## Do you consider yourself neurodivergent?

- Yes, I've been diagnosed
- Yes, I figured it out myself
- I'm not sure
- Nope
- I have no idea what that term means



## How common is ADHD among adults?

- 25% have it
- 5% have it
- Everyone has *a little* ADHD
- I have no idea

# 12.5%

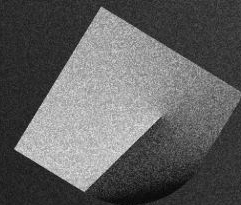
**Lawyers** have ADHD

# 29%

**Entrepreneurs** have ADHD

# 5%

Adults have ADHD  
(at least!)





# What you've been told about ADHD

## ADHD is:

“a brain **disorder** in which you have **trouble paying attention**. You might also tend to act on **impulse**, or seem to have too much **energy**.”

## You may have **issues** with:

Concentration	Controlling anger
Remembering information	Impulsiveness
Organizing tasks	Mood swings
Procrastination	Relationship problems
Boredom	Motivation
Anxiety	Talking too much
Depression	





# Why is ADHD a 'condition' then?

## ADHD is also:

+ LIFELONG

+ IMPAIRING

WORK

SCHOOL

RELATIONSHIPS

## Impairs how?

Interest-based nervous system

Executive functioning



**Misunderstood.**

***the double empathy problem***



## ADHD employment impacts:

30% more likely

chronic employment issues

60%

lost or changed job

22 days

lost productivity per year

24%

long-term sick leave from stress

1 in 3

jobless at any time

\$8,000–\$15,000

lost household income

# The accounting industry is facing unprecedented challenges and transformation



## People

Talent Shortage

Outsourcing & Remote Workforce

~ 75% Retiring CPAs & Owners



## Technology

AI

Scattered Data & Systems

App Proliferation

7-8% Tech Spend



## Product

Increasing Client Expectations

Service Bundling

Expanded offerings



## Firms

Profitability Focus

M&A

PE





## 3 Pillars of Profit

1. **Attract** – fill skills gaps

2. **Train & Retain** – improve efficiencies

3. **Generate Revenue** – grow market share



**Simple formula.**

**Simple accommodations.**

**Ask. Listen. Believe.**



## Give feedback to Sarah

Scan this QR code



Or go to

<https://talk.ac/sje>

and enter this code when prompted

KARBON



# Feedback – is this actionable?

If Sarah's great strengths are her **energy** and her **intelligence**, her great weaknesses are her **ambition** and **self confidence**... normally a positive attribute, has a tendency to slip into an aura of **entitlement** which, again, leaves the impression that **"it's all about Sarah"**.

I think Sarah should try to develop the **long view** of a career, and think about what **other leaders** around her are modeling in terms of how they **interact with others**, their **flexibility** and **openness to others' ideas**, when they arrive in the office, etc.





**Simple formula.**

**Simple accommodations.**

**Ask. Listen. Believe.**

# Q&A



**Thank you**





# Practice Management for a More Connected Accounting Firm

Karbon is the collaborative practice management platform for accounting firms. It enables seamless communication and workflows so teams know who is doing what, when, why, and how. Remote or in the office, you're all together with Karbon.

[karbonhq.com](https://karbonhq.com)

