

New Perspectives on Tax Strategy...

We find that the business owners we serve are generally convinced that tax strategy should play a role in their planning and decision making – but don't know how to effectively take that idea into action. After all, taxes are complex, ever-changing and generally way down the list of what's on a business owner's high priorities list. Is it a good idea to change this situation? We think so – and we're here to help.

If you take a minute to read "[Seating Tax at the Strategy Table](#)", recently published in **CFO**, you will find some compelling insights about putting attention on the junction between business and tax strategic planning. The article begins "*Companies routinely consider the effect of taxes on their financial performance, but how often do they incorporate tax considerations into their strategic decision making? Not nearly as often as they should, according to senior finance executives who responded to a recent study by CFO Research.*"

The research that led to this article, and its subsequent point of view, are based on the realities of large household name companies like Fed-Ex, for example. So, small business owners are likely to ponder what can be drawn from this up-market insight that is most worthwhile. Here's what we suggest:

- **Begin by understanding the interplay between business and tax strategic planning**
- **Enhance your decision making processes to include a look at tax implications for key decisions**
- **Incorporate tax planning insight into your annual business planning process**
- **Be diligent in talking with your financial trusted advisors about business matters that have substantial tax implications.**

It is business needs like these that influenced the development of our [PRISM \(sm\) Services](#). So, [call on us](#) if you want to learn more about taking practical action to give tax a seat your strategic planning table.