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| Say | Think |
| * Love making the company money * Job is hard work * Job is fulfilling * I prefer the old fashion way * Want to branch off/ be a consultant | * Meet goals/ deadlines * I will be replaced by a computer * I wonder if there is an better/ easier way to get all of this done * Should we invest the profits * Need to make sure and follow the rules/ regulations/ laws |
| Do | Feel |
| * Prepares assets * Document financial transactions by entering information * Recommend financial actions by analyzing accounting options * Make sure the company does not “default” | * Love job, but hates the unnecessary tasks * There isn’t enough staff * Not paid enough for this * Should switch jobs * Anxiety * Stress * Depression * Feel as though, not getting enough work done |