Speaking Topics

Practical Advice. Real-World Experience.

Jean-Guy Talbot, FCPA, FCGA

Explore additional speaking topics and booking information at jgtalbot.com

Jean-Guy Talbot, FCPA, FCGA

Founder and CEO of RêveNew Practice Management
Founder of Talbot & Associates CPA

Jean-Guy Talbot is an entrepreneur, mentor, speaker, and author who has spent more than 30 years helping business owners and accounting practitioners build stronger businesses and more rewarding careers.

After starting Talbot & Associates CPA from the basement of his home in 1991, Jean-Guy grew the practice into a firm of more than 100 team members across eight locations in Manitoba and Ontario. Along the way, he acquired practices, transitioned ownership to partners who began as employees, and discovered that strong leadership is the foundation of every successful business.

Today, through RêveNew Practice Management, Jean-Guy mentors accounting practitioners and business owners across Canada, sharing practical lessons drawn from decades of building, leading, buying, selling, and transitioning businesses. His engaging presentations combine real-world experience, practical strategies, humour, and storytelling to help leaders build profitable businesses and lives that they enjoy.

Table of Contents

Profitability & Pricing

Determining Prices for Goods and Services

How to determine the value of your services and confidently price them in a way that maximizes profitability while maintaining strong client relationships.

- Determining the true value of services
- Communicating and selling value to clients
- Improving client perception of pricing
- Discussing billing with confidence
- Training teams to support pricing conversations
- When to use hourly billing versus fixed pricing

3 Key Elements to Business Profitability

A focused approach to understanding what truly drives profitability, helping prioritize the actions that have the greatest impact and turn financial information into better decisions.

- Key drivers of profitability in a business
- How to prioritize efforts for maximum impact
- Using financial statements as a management tool
- Identifying the most relevant information for decision-making
- Recognizing strengths, weaknesses, and opportunities through financial data

Become More Effective and Efficient with Your Time

Practical approaches to managing time more effectively, helping prioritize tasks, reduce stress, and improve overall productivity in a demanding environment.

- How to prioritize effectively
- What to delegate and what to retain
- Improving productivity and output
- Managing interruptions and distractions
- Identifying and reducing time-wasters

Cost-Effective Advertising and Promotion

How to build a consistent, relevant, and memorable presence in your market, with practical approaches to promoting your firm and measuring results.

- Why marketing is essential for firm growth
- How to create an effective marketing plan
- Setting and managing a marketing budget
- Measuring the results of marketing efforts
- The role of company culture in marketing
- Practical ways to promote your firm

How to Compensate Yourself as the Owner of a Corporation

As the shareholder of a corporation, there are a few ways of withdrawing funds from your corporation. Wages and dividends are the most common. Each has advantages and disadvantages and very different tax consequences. We'll explore these options with a few examples of each.

Advantages and Disadvantages of Incorporating

Just as the title explains, incorporating has advantages and disadvantages that must be taken into consideration before incorporating your business, such as cost, possible tax savings and risk management. This workshop will take away the mystery behind the decision on whether to incorporate your business or not.

Starting a New Business from Scratch

Those who have never owned a business are often fearful of the unknown. This presentation will explore some of the obligations, risks and rewards, as well as touch on things that will increase your chances of success or failure.

Business Tax: Everything You Need to Know

Few people really understand all that you can and cannot deduct for tax purposes as a business owner. This workshop explores what makes an expense deductible, automobile and home expenses you can deduct, lease vs buying decision, GST, Payroll, how to mitigate a CRA audit and much, much more.

Taxation of Active vs Passive Income in a Corporation

As a general rule, active income that is derived from actual business activity is taxed very differently from income earned through investments. If you're incorporated, it is critical that you have a good understanding of what constitutes passive income, how active income is taxed very differently from investment passive income and what you can do to be more tax efficient.

Discover the Gold Hidden in Your Financial Statements

Some know HOW to prepare financial statements. But few really understand how to use financial statements for the purpose of better managing their business. Financial statements can be a tremendous tool to increase profits and ensure a long-lasting, thriving business. We'll discuss what to look at, and more importantly, how to make decisions using your financial statements.

5 Ways to Increase the Value of a Business

A practical overview of how to increase the value of a business in preparation for a future sale, including how value is determined and how to improve it over time.

- Five strategies to increase business value
- How businesses are valued when setting a selling price
- Key factors that influence valuation
- Ways to minimize tax consequences on sale

Buying a Business

A practical overview of purchasing a business, helping buyers understand how to evaluate opportunities, identify risks, and negotiate a fair deal with confidence.

- How to evaluate if a business is the right fit
- What financial and operational risks to look for
- Key factors that influence business value
- How to structure and negotiate a fair purchase price

Selling a Business

A practical overview of selling a business, helping owners understand how buyers think, what drives value, and how to prepare for a successful transition and sale.

- What buyers look for in a business
- Key factors that increase or reduce value
- How to prepare your business for sale
- How to negotiate a fair and realistic purchase price

Team & Culture

Considerations Before Bringing In New Business Partners

How to build strong and lasting partnerships by selecting the right partners, establishing clear agreements, and managing communication and conflict effectively.

- Selecting the right partner
- Communicating effectively within a partnership
- Key elements of a partnership or shareholder agreement
- Resolving conflicts constructively
- The role of core values in a successful partnership

Hiring Employees: Investment or Financial Burden?

A practical look at the value of building a team, addressing common concerns about hiring, and how the right employees can support growth and profitability.

- Advantages of building a team
- How to select the right employees
- When is the right time to hire
- How to determine appropriate compensation
- How employees impact profitability

Interviewing And Candidate Selection

How to identify and select the right candidates by asking better questions, presenting opportunities effectively, and making informed hiring decisions.

- Tailoring interview questions to uncover key attributes
- Positioning the opportunity to attract strong candidates
- Evaluating candidates more effectively
- Negotiating fair and appropriate compensation

Employees Retention and Motivation

How to create an environment that keeps team members engaged, productive, and committed, while reducing turnover and improving overall team performance.

- Increasing employee productivity
- Improving team engagement and satisfaction
- Reducing turnover
- Creating a more positive and effective work environment

Communication & Leadership

Master the Art of Delegation

How to effectively leverage your team's time and abilities by improving delegation skills and avoiding the most common pitfalls that limit growth and efficiency.

- The value of effective delegation
- Common delegation pitfalls to avoid
- Practical solutions to delegation challenges
- How to better leverage team capacity

Getting to YES in Negotiations

An introduction to effective negotiation, focusing on practical techniques to improve outcomes, build confidence, and achieve better results in everyday business situations.

- Key principles of successful negotiation
- Improving negotiation skills and confidence
- Techniques to achieve better outcomes
- Approaching negotiations more strategically

Dealing With Nuts Without Going Squirrelly

How to handle challenging interactions with difficult individuals while maintaining control, reducing stress, and improving communication outcomes.

- Recognizing difficult behaviours early
- Identifying situations that trigger stress
- Staying calm and maintaining control under pressure
- De-escalating tense conversations
- Encouraging more constructive dialogue

Healthy Mindset

Building Resilience For Long-Term Well-Being

How to develop resilience in a demanding business environment, strengthening mindset, habits, and perspective to better navigate challenges, setbacks, and uncertainty.

- What resilience means in a business context
- Staying focused and positive during difficult periods
- Turning setbacks into learning opportunities
- How habits influence mindset and decisions
- Practical ways to build long-term resilience

The Power of the Entrepreneurial Mindset

An exploration of how the subconscious mind influences decisions, behaviours, and outcomes, and how adjusting thought patterns can support better performance, clarity, and long-term success.

- How the subconscious mind influences daily decisions and behaviours
- Recognizing and challenging limiting beliefs
- The role of habits and repetition in shaping outcomes
- Reframing thinking patterns to support success
- How perception impacts outlook and overall well-being
- Practical ways to build confidence and consistency

Giving Life to Great Ideas with Journaling

Journaling can be used as a practical tool to organize thoughts, improve clarity, and support both personal and professional growth through structured reflection and intentional habits.

- Using journaling to organize ideas and priorities
- Different types of journals and their purpose
- Turning thoughts into clear actions and decisions
- Building consistency and discipline through journaling
- Using journaling to improve clarity, focus, and well-being

Balancing Work and Life

A practical approach to maintaining balance in a demanding professional environment, drawing from real experience to manage stress, protect mental health, and build sustainable habits.

- Communicating effectively in both work and personal settings
- Setting healthy boundaries and guardrails
- Delegating to reduce pressure and workload
- Strategies for managing stress
- Protecting mental health over the long term

Let's Build the Right Program for Your Audience

No two audiences are alike. Jean-Guy and his team work closely with organizers to design presentations and learning experiences that align with your audience, goals, and event.

From a single keynote to a customized learning series, every program is designed to deliver practical advice, meaningful conversations, and ideas participants can put into practice.

Practical Advice. Real-World Experience.

Contact Me

Visit My Speaker Website

JG Talbot FCPA, FCGA