



Welcome to APX

APX Training & Development was founded by **Tim Seymour** and **Deb Halliday** to help accounting professionals build advisory businesses that grow beyond the owner.

Having both built and sold **accountancy** and **advisory** practices themselves, Tim and Deb understand what it takes to move from doing the work to leading a business that delivers **without becoming the bottleneck**.

APX is a structured **mentorship** designed to help you build advisory capability, develop your team, and create a more scalable, self-sustaining firm.

Because real growth starts when the business no longer depends on you.



The APX Advisory Team Pathway

From Technician to Self-Sustaining Advisory Team

A clear pathway to building a business that delivers without you being the bottleneck.

WHERE ARE YOU RIGHT NOW?



THE END RESULT: *Freedom.*

A business that works without you being the centre of it.

More impact for your clients. More time for what matters. More freedom for you.

BUILD THE ADVISORY TEAM YOUR CLIENTS NEED — WITHOUT BECOMING THE BOTTLENECK.



THE QUESTION

How do you build an advisory service that delivers without depending on you?

Most firms don't struggle because they lack technical knowledge. They struggle because advisory depends on one person.

We help you build an advisory team that delivers consistently, confidently and **without relying on you.**



BUILD.

Build the systems and frameworks.



BECOME.

Become the advisor your clients trust.



CLAIM.

Claim the freedom that comes from having a team capable of delivering advisory.

EVERYTHING INCLUDED

Evergreen training and resources available anytime.



Business Course Library

Client education resources to stop answering the same questions repeatedly.



Technician to Advisor

Our step-by-step framework for moving beyond compliance.



Leadership Training

Learn how to lead advisory delivery through your team.



Advisory Support Pack

Templates, tools and practical frameworks.



Polly AI Coach

24/7 AI coach trained on the APX methodology.



Financial Strategy E-Learning

Structured advisory strategies you can implement.



Advisory Library

On-demand advisory resources to support your team.



LIVE 10-WEEK COHORTS

We run live implementation cohorts 3 times per year.

Each cohort includes **weekly workshops** to help you:

- ✓ Implement faster
- ✓ build momentum
- ✓ ask questions in real time
- ✓ work alongside other firm owners

2026 COHORTS



SEPTEMBER
– NOVEMBER



FEBRUARY
– APRIL



MAY
– JULY

This is where strategy turns into **action.**



MONTHLY FINANCIAL STRATEGY SESSIONS

Every month, we go deeper. Each month focuses on one specific advisory strategy.

Examples include:

- ✓ Cashflow forecasting
- ✓ Pricing strategy
- ✓ Owner's pay
- ✓ Debt reduction
- ✓ Profit improvement
- ✓ Risk planning
- ✓ Growth planning

Build practical advisory capability **one strategy at a time.**



CROISSANTS & COFFEE

FREE WEEKLY BUSINESS CONVERSATIONS

EVERY TUESDAY

9:00AM – 10:00AM

- ✓ Discuss challenges
- ✓ Share wins
- ✓ Ask questions
- ✓ Think ahead for the week



No pressure. No pitching. Just better conversations.
Open to everyone.

ADVISORY TEAMS PROGRAMME



£297 + VAT
PER MONTH

MINIMUM 12-MONTH PROGRAMME
THEN CONTINUES MONTH-TO-MONTH



Everything
Included



Community
Support



WhatsApp
Support



Portal
Access



One integrated programme. Everything you need.
No more piecing it together.

Build. Become. Claim.

OUR PARTNERSHIP WITH HETTY VERNEY

MINDSET. STRATEGY. CONFIDENCE.

Helping the APX community break through the beliefs that hold them back.



HETTY VERNEY

Financial Mentor, Fractional FD
and Founder of
Hetty Verney Associates Ltd



AWARD-WINNING FINANCIAL MENTOR

Finest Financial
Business Mentor
2023



RECOGNISED LEADER

Leading SME Accounting
and Business Advisory
Firm of the Year (UK)



30+ YEARS OF EXPERIENCE

In accounting, financial
leadership and advisory
excellence

WHAT HETTY BRINGS



Belief Coding® methodology
to identify and shift subconscious
beliefs and patterns



Deep financial expertise
and real-world business
leadership



A people-first, advisory-led
approach that drives sustainable
growth



Practical mindset transformation
that creates clarity, confidence
and impact



HOW SHE SUPPORTS THE APX COMMUNITY



Exclusive Belief Coding
sessions for APX members



Uncover the beliefs that
hold you back in business
and leadership



Break through barriers
around pricing, confidence,
leadership and growth



Step into your next level
with clarity, confidence
and a stronger mindset

COMMON BARRIERS WE HELP YOU OVERCOME



Pricing hesitation
and undervaluing
your services



Lack of confidence
in advisory
conversations



Leadership
challenges and
team dynamics



Feeling stuck
or experiencing
growth plateaus



Limiting beliefs
and subconscious
patterns

THE IMPACT

When you shift what's happening on
the inside, everything on the outside
starts to change.

- ✓ Stronger leaders
- ✓ More confident advisors
- ✓ Better decisions
- ✓ Stronger teams
- ✓ Sustainable growth



INTEGRATED INTO THE ADVISORY TEAMS PROGRAMME

This partnership adds a powerful layer
to help you build not just stronger
advisory teams, but stronger leaders too.



THE BIGGEST BOTTLENECK ISN'T ALWAYS THE BUSINESS...

It's the beliefs underneath it.



**BUILD.
BECOME.
CLAIM.**

YOUR NEXT STEP

You're one step closer to building a business that grows without relying on you.

We're here to help you get there.



“

We built and sold our own practices. Now we help accounting professionals build scalable, self-sustaining advisory teams that create more freedom, more impact and more value.

TIM SEYMOUR & DEB HALLIDAY
Co-Founders of APX Training

CHOOSE YOUR NEXT STEP



BOOK A DISCOVERY CALL

Let's talk about your practice, your goals and how the Advisory Teams Programme can help you.

- ✓ Discuss your challenges and goals
- ✓ Explore how APX can help
- ✓ Get your questions answered



BOOK YOUR CALL

calendly.com/timanddeb-apxtraining/discovery-call



JOIN THE APX COMMUNITY

Get instant access to the APX Hub and start your journey inside the Advisory Teams Programme.

- ✓ Access the full programme resources
- ✓ Join our expert community
- ✓ Attend live sessions and events
- ✓ Start learning straight away



SIGN UP NOW

academy.theaccountsoffice.co.uk/communities/groups/apx-hub/home

WHAT HAPPENS NEXT?



1

CONNECT

Book a call or sign up and we'll be in touch.



2

DISCOVER

We'll explore your needs and where you want to go.



3

START YOUR JOURNEY

Access the tools, training and support you need to grow.



4

TAKE ACTION

You take the first step. We'll be with you every step of the way.



MORE FREEDOM

Work less in the business, more on it.



MORE IMPACT

Deliver high-value advice that makes a real difference.



STRONGER TEAMS

Build capability and confidence across your team.



SUSTAINABLE GROWTH

Create a business that's built to last.



Build.

Become.

Claim.

THE ADVISORY TEAMS PROGRAMME

Build the advisory team your clients need – without becoming the bottleneck.

www.apxtraining.co.uk