

## Inform Restaurant Accounting

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### What is your business?

Inform Restaurant Accounting provides full cycle accounting services exclusively to the restaurant industry.

### What was the most important thing you learned from the Small Business Development Center?

You learn in these classroom situations because you see what other people are doing and that we're all facing the same challenges to grow our businesses. But some of the growth that I most value is what I've found within my staff, in strengthening the relationship with our clients and with my own personal leadership and strategic planning.

### What was the biggest challenge you overcame during this program?

I learned that there was great value in giving myself permission to step away from my business and commit to this program. I now regularly step away from the business and use the time to think, explore new ideas and refocus. I don't do it 100 percent every day, but I do commit myself to focus on what I should be doing as a business owner and allow my staff to execute the business. Doing this means I have to train my staff and begin to shift confidence in them and let them shine, let them succeed and let them know I'm behind them in wanting them to succeed.

### What are you doing differently as a result of what you learned?

I brought in a consultant who had presented at one of the business strategy classes, and he engaged my staff in a revealing analysis of strengths and weaknesses. It was very pivotal for me. It helped me identify a staff member who had a "wooning" strength that no one else here had. I started taking her to events, and she's very comfortable making connections. It allows her to be who she is in the workplace, and she's helping the business by providing a strength we need that I don't think I would have otherwise identified.

### Are you growing now?

During my time with the program, I identified the need to upgrade our equipment and technology. From the improvements and upgrades we made, efficiencies immediately improved, and we turned technology into added services to our clients, creating new revenue. It's also helped us work better across state lines, which has helped us work with franchises and get on their preferred provider lists.

### What are one or two key regional factors that you believe have led to your growth?

Although we also can work with clients across state lines, Portland has become a real hub for restaurants. There are opportunities for restaurant owners who have a great idea to come to the area because people are so open to trying new places. I have a big pool of potential clients to reach out to, and the Alliance has helped me connect with the decision makers in those places.