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## What is Liquid Accounts?

Liquid Accounts is a UK-based market-leader in online (cloud) accounting software.

Liquid's award-winning software has all the features of a regular desk-top accounts package but being an Internet solution means that you can access your accounts from any computer with an Internet connection and you'll never need to download any software on your computer.

At Liquid Accounts we have spent thousands of hours in development ensuring that our application is easy to use and free of accounting terminology.

## Contact Us

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# CASE STUDY

## The Leadership Factory

### About The Leadership Factory...

The Leadership Factory is a team of consultants who provide one-to-one coaching to senior executives in both the public and private sectors, helping them to grow and develop their own organisations. The company is devoted to establishing world-class leadership, management and organisational development using some of the best trainers and consultants in the UK and beyond.

The company, based in Stirling, Scotland, was set-up in 2007 by current directors Dr. Andrew Kelly and Brian Glennie. They now employ 20 associates based throughout Scotland and England, who are all highly experienced in their specific business fields.

### Liquid & The Leadership Factory...

Kathleen McLeod, Financial Controller at The Leadership Factory, manages the company's accounts from her home in Hemel Hempstead, Hertfordshire and uses Liquid's online software when travelling around the country.

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I chose Liquid as I had just made a significant career change to a finance position and needed an easy-to-use, jargon-free package that was ideal for someone new to accounting. I tried a few different software packages after searching Google for an appropriate accounting solution and discovered Liquid to be the most appropriate due to its non-accounting terminology and ease of use.

I felt that Liquid spoke in layman's terms, which is ideal for someone new to accounting. I found Sage to be too expensive and other packages were too focused towards accountants. I immediately signed up for Liquid and was using it confidently within a matter of days.

Another reason for choosing Liquid was their low cost pricing strategy when compared to other similar packages. The fact that the package is completely scalable means that I'm not paying for components that I don't need, making Liquid a perfect choice for businesses of all sizes.

Now I use Liquid on a daily basis, whether I'm working at home, in the office or when travelling around the country. Being able to access the accounts from any location ensures that I can keep completely up to date with the business's finances.

With Liquid being completely online, I can liaise with the team up in Scotland whilst viewing exactly the same up-to-date figures. I can also bring up the numbers when I'm at the accountant's, meaning that there is no need for back-ups or file transfers.

I also find Liquid's supporting documents extremely helpful as they guide me through the processes I need to take when I'm uncertain on a particular subject. If I'm still unsure, I just ring Liquid's support team and they help me out instantly.

Kathleen McLeod, The Leadership Factory

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[www.leadershipfactory.co.uk](http://www.leadershipfactory.co.uk)