

TAX & ACCOUNTING MARKET SEGMENT IDENTIFICATION

ACCEPTING

ATTITUDE TOWARD CHANGE

MESSY
ENTHUSIAST

EAGER
ADAPTER

ARDENT
SYSTEMIZER

INDIFFERENT
SLOB

ACQUIESCENT
PRAGMATIST

ORGANIZED
MANAGER

RESISTANT

CHAOTIC
CHANGE
RESISTER

CHANGE
RESISTANT
ADAPTER

RESISTANT
ADMINISTRATOR

ATTITUDE TOWARD CONTROL

SLOB

CONTROL FREAK