

Michelle Smith

Chief Operating Officer | Enlightened Order Accounting & Consulting

Michelle Smith is the Chief Operating Officer at Enlightened Order Accounting & Consulting. She has spent nearly 20 years on every side of the accounting profession — owning firms, managing them, and advising them on how to run better. An early adopter of cloud accounting and a pioneer in building the technology ecosystems modern firms depend on, she brings a rare combination of hands-on operational experience and strategic vision. At Enlightened Order, Michelle owns the full client journey: how engagements are structured, how work moves through the firm, and how every relationship delivers on what was promised.



Top 100 QuickBooks ProAdvisor | Intuit Accountant Advisory Council | Advanced QBO, Desktop, Enterprise & Payroll Certified

SIGNATURE TALKS

Hiring Math: When You Can Actually Afford Your Next Employee

How to pressure-test a hiring decision against your real financial picture — gross margin, capacity, and cash buffer — instead of guessing. Walk away with a framework, not a formula.

From Messy Books to Clean Books: A Practical Cleanup Roadmap

What good books actually look like, the most common reasons books are a mess, and a step-by-step cleanup approach owners and bookkeepers can use without starting from scratch.

Choosing the Right Tech Stack for Your Business

QuickBooks Online vs. Desktop, when to add a third-party app, and how to evaluate accounting tech without falling for the demo. Built from 20 years inside the Intuit ecosystem.

Building Financial Processes That Run Without You

Documenting what's in your head, building repeatable monthly workflows, and creating financial routines that survive turnover, growth, and the owner taking a vacation.

Working With Your Accountant: A Field Guide for Business Owners

What to expect from a good bookkeeper, accountant, or CFO at each stage — how to know when you've outgrown the one you have, and how to interview the next.

WHO IT'S FOR

- Business owners stuck with messy books or outdated systems
- Growing companies preparing to hire their first finance person
- Founders evaluating whether to switch accountants or platforms
- Operations leaders responsible for finance without an accounting background
- Accounting professionals looking to modernize their own firms

WHAT THEY WALK AWAY WITH

- A clear-eyed view of what their current financial systems are missing
- A practical roadmap for cleaning up books or processes
- Specific tech and workflow recommendations matched to their stage
- Concrete questions to ask their bookkeeper, accountant, or software vendor
- Confidence that operational order is achievable without rebuilding everything

FORMATS & LOGISTICS

FORMAT	LENGTH	BEST FOR
Keynote / Plenary	45–60 min	Conferences, association events, annual meetings
Breakout Session	30–45 min	Chambers, SBDC events; Q&A format works well
Lunch & Learn	30 min	Hosted by organizer; 10–100 attendees
Webinar / Virtual	45–60 min	Available nationwide; same content, remote format
Workshop	Half-day	Deep-dive interactive; limited engagements

Book Michelle for Your Next Event

Speaking inquiries welcome for conferences, associations, chambers, webinars, and workshops.

enlightenedorder.com

Tennessee | Available Nationwide