

RBOA and K&K Accounting Launch The New P&L: A Podcast for Leaders Navigating AI, Growth & Organizational Transformation

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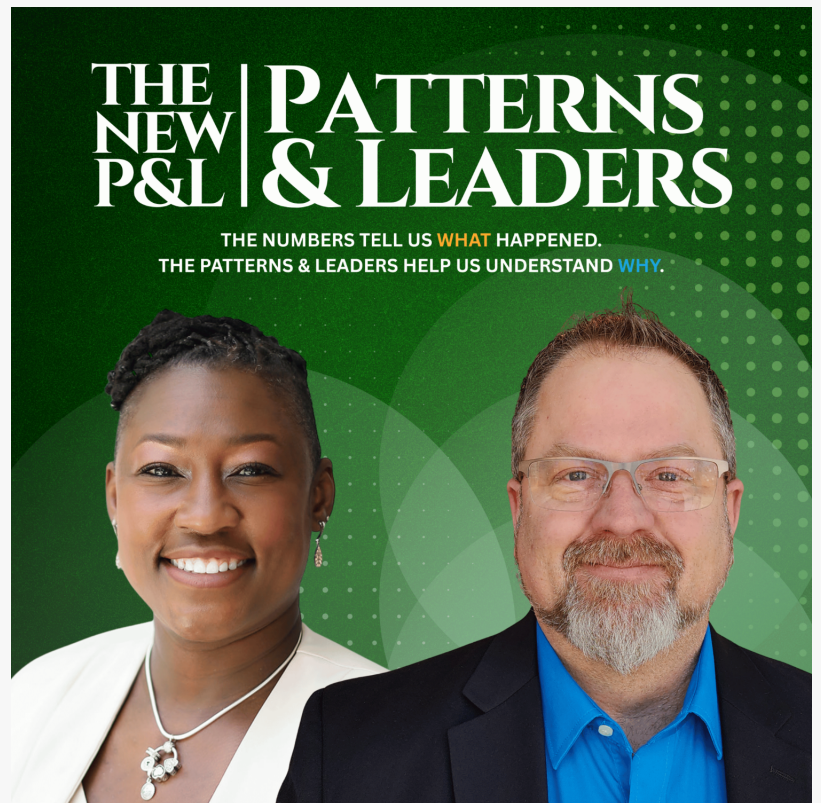
TALLAHASSEE, FL, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- Every business owner reviews a profit and loss statement. But what if the real story behind a company's success isn't found in the numbers?

That's the question at the heart of [The New P&L: Patterns & Leaders](#), a new podcast from [RBOA – Digitally Driven Marketing](#) and [K&K Accounting Services](#) that explores the leadership decisions, growth patterns, trust, culture and human behavior shaping every organization's results. The first four episodes are now available, with additional episodes scheduled for release throughout the series.

Hosted by Michael Winn, CEO of RBOA, and Kryssi Murrell, Co-Owner of K&K Accounting Services, the podcast moves beyond tactical business advice and motivational sound bites. Instead, it offers authentic conversations about the challenges business leaders face every day, from navigating uncertainty and building resilient teams to understanding how leadership influences long-term growth.

"Business owners spend countless hours analyzing what happened in their business," said Winn. "We wanted to create conversations that help leaders understand why it happened. Financial statements tell one story, but the people, decisions and leadership behind those numbers tell another. That's where real growth begins."

The first four episodes tackle topics many business owners quietly wrestle with:



The New P&L Podcast



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Michael Winn

Episode 1: Feeling Stuck Is a Signal – Why feeling stuck may actually be the first sign that meaningful growth is about to begin.

Episode 2: The Growth Engine – How recognizing the recurring patterns behind personal and professional growth can help leaders navigate uncertainty with confidence.

Episode 3: What AI Can't Replace – As artificial intelligence

becomes more capable, why trust, relationships and human connection become even more valuable.

Episode 4: Collective Achievement – How great leadership evolves from personal accomplishment to building organizations where teams achieve more together than individuals ever could.

For Tallahassee's growing business community, the podcast offers thoughtful conversations designed for entrepreneurs, CEOs, nonprofit executives and organizational leaders who want to build stronger businesses through better leadership. Future episodes will continue exploring leadership, organizational trust, accountability, business growth and the evolving role of leaders in an AI-driven world.

The first four episodes of The New P&L: Patterns & Leaders are available now on major podcast platforms.

About RBOA – Digitally Driven Marketing

RBOA – Digitally Driven Marketing is a full-service strategic marketing and communications agency that helps organizations grow through integrated marketing, public relations, digital strategy, branding and business development.

About K&K Accounting Services

K&K Accounting Services is a boutique accounting firm providing strategic accounting, financial guidance and operational support to businesses seeking clarity, accountability and long-term growth.

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