



Meet **Bonnie**  
a **BELAY**

**DIRECTOR OF ONBOARDING**

The Person Behind Your **Freedom**

# Meet Bonnie

## YOUR DIRECTOR OF ONBOARDING



Bonnie Bennett is a Director of Onboarding for BELAY's Financial Solutions team. She is often the first relationship clients experience, guiding them through the transition into BELAY and setting them up for long-term success.

### Q: What does your role look like at BELAY?

*"I'm a Director of Onboarding, and I lead our onboarding client team. My role is really about being that initial relationship builder for new clients and making sure they have a great experience coming into BELAY Financial Solutions."*

### Q: What kinds of challenges do clients typically have when they come to you?

*"Most clients don't have structured financials when they come in. They often don't know what their margins are or really how their business is performing. There's usually a lot of uncertainty around the numbers."*

### Q: What changes for clients by the end of onboarding?

*"A lot of my work comes down to judgment and context. Knowing how to respond, when to step in, and when to stay behind the scenes."*

*"I really enjoy training people, working with people, and creating best practices. That's what fulfills me most in what I do."*

- Bonnie Bennett  
BELAY Director of Onboarding

## Q: How has your past experience shaped how you approach onboarding?

*“Earlier in my career, I spent time in audit, and in a way, an auditor is kind of an onboarder. You’re reviewing information, teaching process, and creating consistency.”*

*“I also had an experience where I trained a team overseas on month-end close and processes, and that showed me I really enjoy training people, working with people, and creating best practices — that’s what fulfills me most in what I do.”*

---

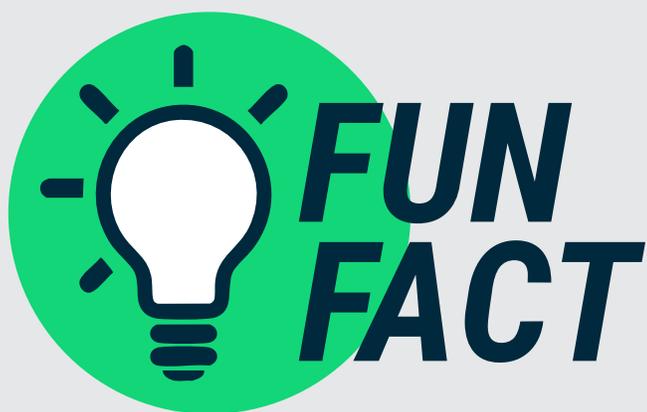
## Q: What’s something about onboarding that people might underestimate?

*“Onboarding is about finding level ground — creating clear procedures and helping people understand how things work. When you do that well, everything that comes after it is stronger.”*

---

## Q: What’s something AI could never replace in your role?

*“Creating level ground for people. Onboarding isn’t just about organizing information — it’s about teaching process, understanding where someone is starting, and helping them feel confident moving forward. That kind of judgment, training, and relationship-building is very human.”*



Earlier in her career, Bonnie spent a month living and working in China, training a local accounting team and building relationships that still shape how she approaches onboarding today.

# But That's Not All:

## YOUR FULL BELAY TEAM AT A GLANCE

BELAY works alongside leaders through two core solution areas — **BELAY Assistants** and **BELAY Financial Solutions** — stepping into the parts of your business that require judgment, consistency, and follow-through.



### ASSISTANT SOLUTIONS

- Executive & Personal Management
- Leadership & Time Management
- Operations & Process Ownership
- Marketing & Brand Execution
- Content & Communication
- Sales & CRM Execution
- Technology, AI & Automation Management
- Team Coordination & Scaling



### FINANCIAL SOLUTIONS

- Bookkeeping & Financial Operations
- Month-End Close & Financial Reporting
- Full-Service Accounting Teams
- Payroll & Tax Services
- Financial Oversight & Controls
- Budgeting, Forecasting & Cash Flow
- Inventory & Cost Management
- Strategic Financial Leadership

Whether you need help in one area or a fully integrated support team, BELAY builds a solution around your business, so you get the expertise you need without the overhead of hiring in-house.

# Ready to meet the team behind **YOUR FREEDOM?**

You don't need more software. You need the right people. Book a call and start working with a BELAY professional who elevates your work and your life.

[\*\*Get Started.\*\*](#)

Click here to book a quick 15-minute conversation with a Solutions Consultant so we can learn about exactly what kind of support you need.



**BELAY**

ELITE TALENT THAT FREES LEADERS TO FOCUS