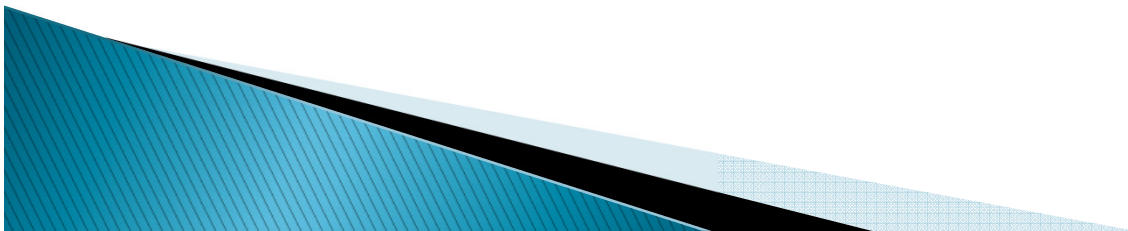
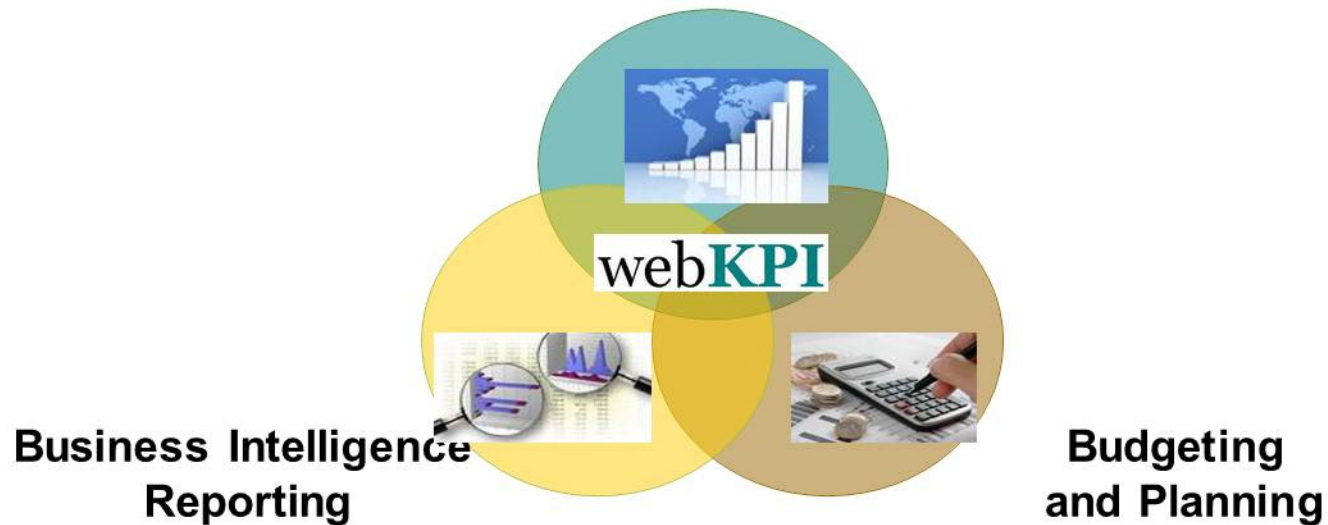


Building a Successful CFO and Advisory Practice



webKPI

Analytics and Benchmarking



webKPI provides Key Performance Indicator tools to clients and their service providers

CFO Leadership

2012 Key CFO Directives

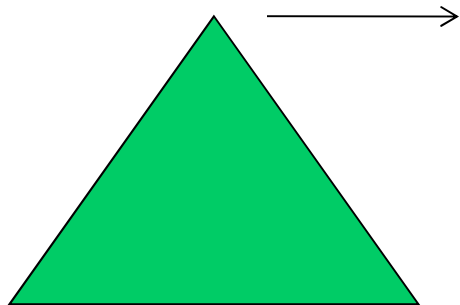


1. Align your priorities with company priorities
2. Perfect your most critical processes
3. Drive growth without adding headcount
4. Play to strengths, outsource weaknesses
5. Move to an on-demand culture
6. Deploy your most desired technology
7. Eliminate barriers to expansion

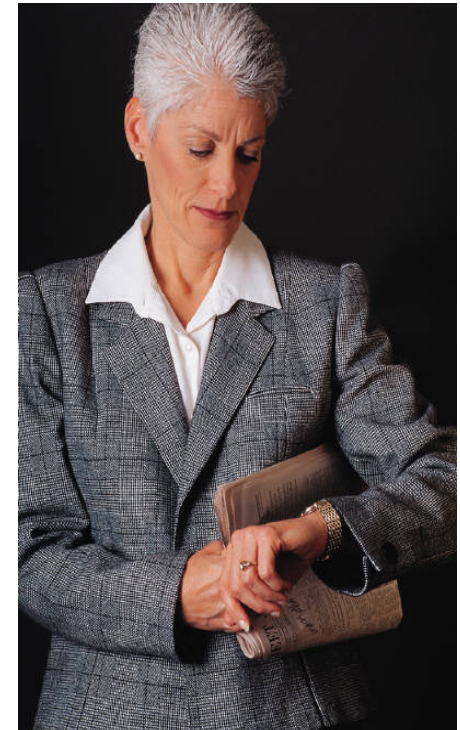
CFO Position Expectations

Expected Job Responsibilities

Most CFOs only get to complete 60% of their responsibilities



Strategic Vision 20%
Reporting and Analysis 20%
Controllingship 60%



The CFO Agenda

Produce an Executive Summary of findings and recommendations

I. CFO Overview

- Controllership
- Treasury
- Capital Structure
- Strategic Transactions
- Business Value/Business Strategy
- Financial Planning and Analysis
- Risk Management

II. Financial Diagnostic

- Business Strategy
- Capital Strategy
- Financial Analysis
- Internal Controls

III. Business Diagnostic

- Responsiveness to the Market Place
- Organizational Alignment
- Internal Management Practices
- Information Technology
- Human Capital



Craft a CFO Agenda For Your Audience

One Page Business Plan

- Vision
 - What are you building
- Mission
 - Why does this business exist
- Objectives
 - What will we measure
- Strategies
 - How will this business be built and managed over time
- Action Plans
 - What specific projects and actions will be taken this year to achieve objectives

Z-Tec: Consolidated Plan

One Page Plans | One Page Performance | One Page Status | One Page Help

Jerome Johnson, CEO Draft VI: 1/15/02

vision
Within the next three years grow Z-Tec, Inc. to \$1 billion in revenues by becoming the leading global provider of integrated work-flow management solutions for Fortune 1000 companies.

mission
Build industrial strength business systems for large scale process companies that need productivity solutions to reduce the costs of materials, maintenance, and facilities.

objectives

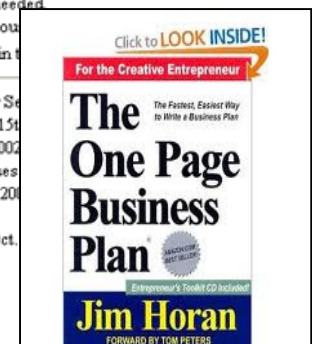
- Achieve 2002 Revenue of \$127 Million.
- 2002 Profit Before Interest & Taxes of \$90 Million.
- Complete at least 600 new installations by 12/31/02.
- Complete development of the Z-TEC Internet product by 3/1/02.
- Migrate at least 400 existing clients to Z-TEC Internet product by 12/31/02.
- Implement long-term Employee Incentive Program by end 2nd Quarter.

strategies

- Partners: Align with industry leaders, partnering for marketing & solution development.
- Competitive Positioning: Optimize user-based pricing & modular systems for flexibility.
- Product approach: Configure rather than Customize, Business Rules vs custom programs.
- R&D: WorkFlow Solutions, Open Systems, multi-platform, Object-Oriented, flexible.
- Resources: People & systems resources in place before they are needed.
- Develop aligned team with sense of urgency, responsibility & accountability.
- Develop Employee Incentive Programs to allow the team to share in success.

plans

- Implement Power Partner Initiatives w/ Oracle, Sun Micro, IBM by Sep 2002.
- Complete beta test of Process Flow Performance module by April 15th 2002.
- Develop Sales Force Automation Plan by June, implement 4th Q 2002.
- Launch Global Customer Forum for sharing implementation & issues.
- Implement financial reporting system at project/dept level by Oct. 2002.
- Implement professional skills development program by Nov. 2002.
- Complete facilities upgrades in Dallas by Aug. 2002, London by Oct. 2002.



Sample

Stay at a High Level

Strategic

- Create One Page Business Plan to identify key goals, strategies and milestones for company

Human Resources

- Team Member Handbook
- Employee Offer Letters (E vs Non –exempt)
- Job Descriptions
- Goals setting/Performance Reviews

Operations

- How best to leverage CRM?
- “Reinstall the software”
- Where are holes in the system?
- Defining accounting requirements for CRM
- Controlling quote process
- Approving vendor invoices
- Managing projects
- Communication strategy with a remote work force
- Weekly Goals Meeting



Accounting

- Create a process to ensure timely and accurate billing and accounting of all jobs
- Ensure job costs are properly booked
- Develop an Accounting Manual
- Issue timely and informative Financial Statements

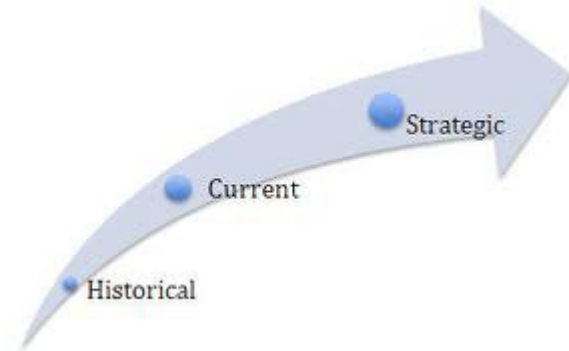
Meeting the Directive



- Link your plan to the company plan
 - Demonstrate grasp of and focus on strategic priorities
- Hold yourself accountable
 - Tie your own bottom line to that of the business
- Hold the organization accountable
 - Regular meetings to track progress and stay focused on KPIs
- Develop relationships and communication
 - Secure regular meetings with CEO to build consensus and support

Deploy your most desired technology

- Tie back technology to corporate priorities
- Cloud and mobile apps are driving higher rates of productivity at lower costs
- Perfect your critical processes



<u>Desired Technologies</u>	
64%	Business Intelligence
58%	Budgeting/Forecasting
46%	ERP
42%	Apps to Enable self Service
31%	Training/Education
26%	Apps to Enable Mobility
24%	CRM

Become Trusted Long-Term Business Advisor



To create trusted, business relationships, you must create a:

- Sequence of events that demonstrate that you are trustworthy and knowledgeable in your area.
- Demonstrate daily

Long-term

- People build trust slowly, through a sequence of events that takes 6-12 months or longer. If you want to be a trusted business advisor next year, start building relationships right now.

People, Process and Technology Keys to Success



webKPI

**Call 1-866-824-8977 or
webkpisales@webkpi.com**

**Contact Steve Peterson
Co-Founder
Steve.Peterson@webkpi.com**

**Contact Joe Lindsey
Partner Development Program
Joe.Lindsey@webkpi.com**

