

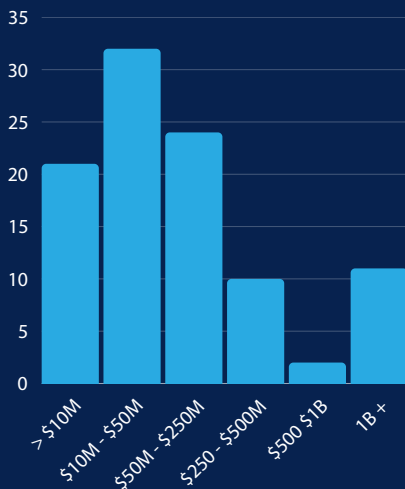


BEST PRACTICES FOR PRESENTING TO CFO'S

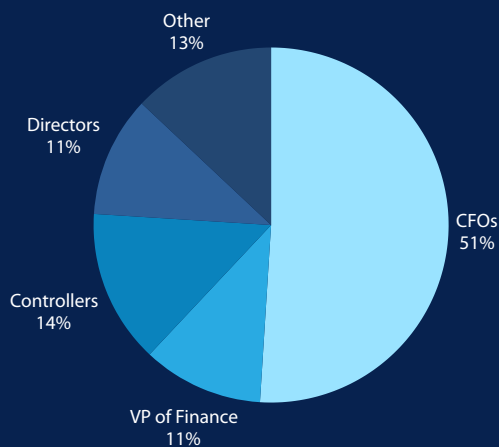
ABOUT US & OUR AUDIENCE

We are a thriving community of CFOs and leading finance executives who advance their companies' goals, improve their departments, support their staffs and enhance their careers.

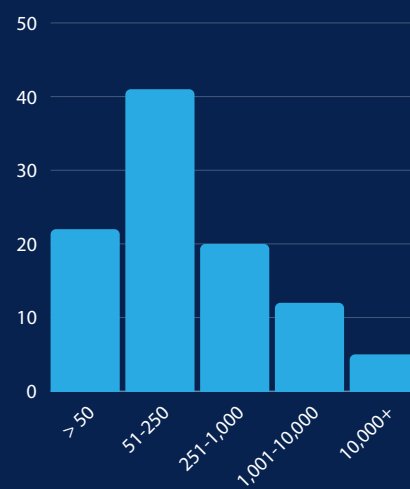
ANNUAL REVENUE



TITLE



EMPLOYEE SIZE



BEST PRACTICES FOR PRESENTING TO CFO'S

EMPHASIZE THOUGHT LEADERSHIP

- Deliver insights that prioritize education and strategic thinking. Focus on industry trends, challenges, and opportunities without resorting to sales pitches or specific product promotion.

UNDERSTAND THE AUDIENCE PROFILE

- Be aware of the audience profile and tailor your session accordingly. Understanding the unique challenges and priorities of CFOs will help you present relevant content that resonates.

INCORPORATE A CFO SPEAKER

- Enhance your session's credibility by including a CFO as a speaker—either a current CFO customer or a member of the CFO Leadership Council. Their perspective adds valuable peer insights and reinforces the focus on thought leadership.

LEVERAGE DATA-DRIVEN INSIGHTS

- Support your key points with robust data, case studies, and real-world examples that are relevant to the CFO audience. CFOs appreciate evidence-based discussions that provide actionable insights without pushing specific products.

AVOID COMPANY-SPECIFIC REFERENCES

- Ensure your session provides generalizable content that is not tied to your specific company or product. Focus on frameworks, strategies, or tools that can be applied broadly across the industry, providing value without promoting personal interests.

ENCOURAGE ENGAGEMENT

- Foster a dynamic atmosphere by inviting questions and discussions. Engaging CFOs in dialogue promotes a richer exchange of ideas and allows them to share their experiences.

UTILIZE EFFECTIVE VISUALS

- Use visuals like charts and infographics to support your narrative, ensuring they enhance understanding rather than distract from your message. Keep them clear and relevant to the content.

EMPHASIZE KEY TAKEAWAYS

- Conclude with a concise summary of 3-5 key takeaways. These should be actionable insights that attendees can easily remember and apply in their decision-making processes.

Contact Us

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