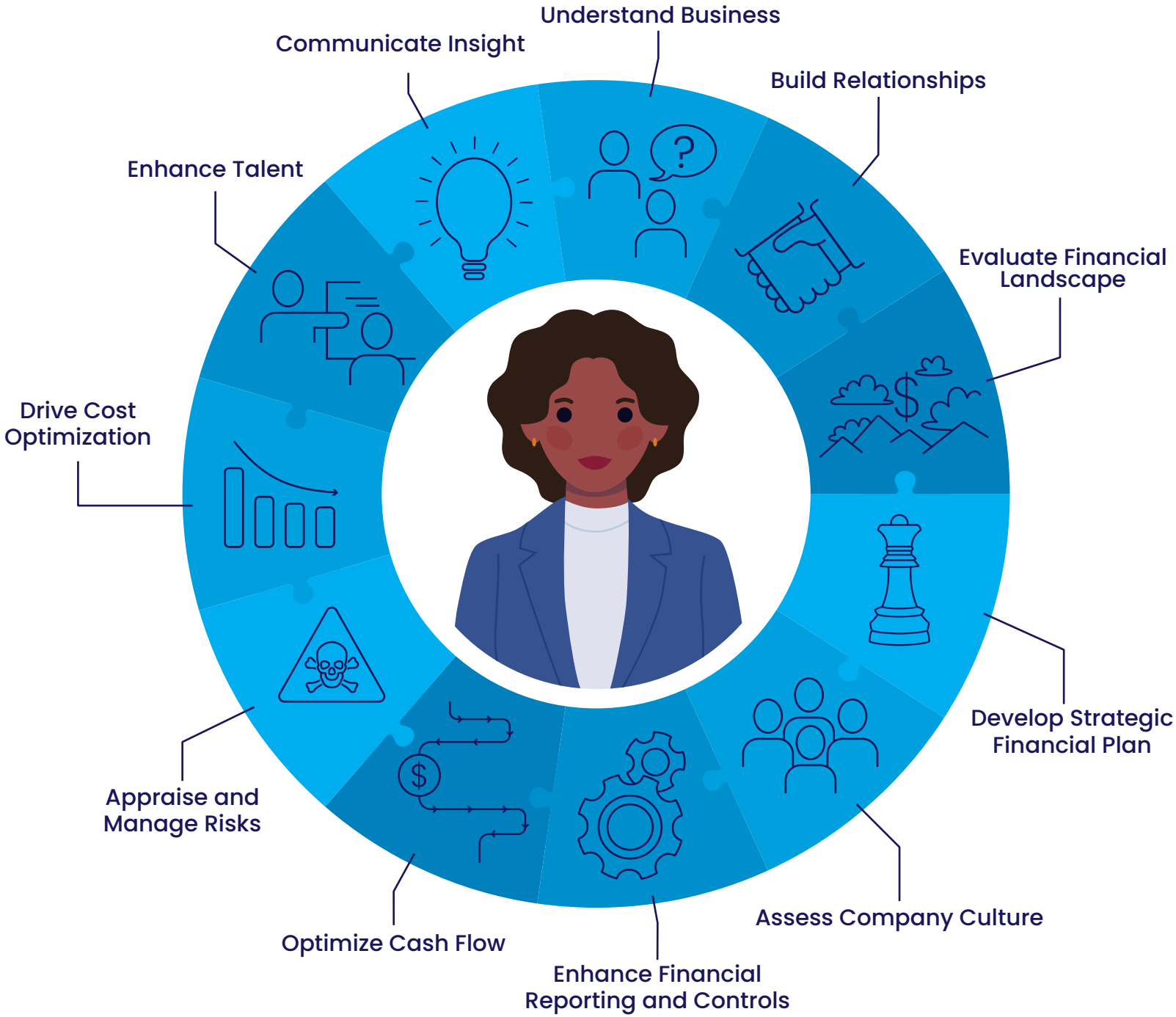
BUILDING A FOUNDATION FOR SUCCESS

A CFO's Blueprint for the First 90 Days

The CFO Leadership Council
a Chief Executive Group community



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UNDERSTAND THE BUSINESS

Take the time to thoroughly understand the company's operations, goals, and financial position. Meet with key stakeholders, including the CEO, department heads, and other executives to gain insights into their challenges and objectives.

BUILD RELATIONSHIPS

Establish strong relationships with the executive team, including the CEO, other C-suite members, and board members. Develop a rapport with colleagues, employees, and external stakeholders. Building trust and collaboration early on can help you navigate challenges more effectively.

EVALUATE THE FINANCIAL LANDSCAPE

Conduct a comprehensive review of the financial statements, systems, and processes. Identify any areas that require improvement, such as inefficient procedures or outdated technology. Determine the accuracy and reliability of financial data and reporting.

DEVELOP A STRATEGIC FINANCIAL PLAN

Collaborate with the CEO and other executives to create a strategic financial plan aligned with the company's objectives. Identify key financial metrics and develop actionable strategies to improve financial performance, manage risk, and drive growth.

ASSESS CULTURE

Assess the company's true culture, which might differ from how it was presented during the interview process. Identify the centers of influence, and the value of the team. Assess the working dynamics between finance and accounting with other groups.

ENHANCE FINANCIAL REPORTING AND CONTROLS

Implement robust financial reporting and control mechanisms to ensure accurate and timely reporting. Review existing policies and procedures and identify areas for improvement to strengthen internal controls and compliance.

OPTIMIZE CASH FLOW

Evaluate cash flow patterns and implement effective cash flow management practices. Identify opportunities to optimize working capital, streamline payment processes, and manage debt efficiently. Develop a cash flow forecast to enhance liquidity management.

APPRAISE AND MANAGE RISK

Identify potential financial risks and develop risk management strategies. Evaluate the company's exposure to market risks, credit risks, and operational risks. Implement risk mitigation measures, such as insurance, hedging, or contingency plans.

DRIVE COST OPTIMIZATION

Identify areas where costs can be reduced or optimized without sacrificing quality or efficiency. Collaborate with department heads to review budgets, identify cost-saving opportunities, and implement expense control measures.

ENHANCE TALENT

Evaluate the finance team's skills and capabilities. Identify any gaps and provide training or development opportunities as necessary. Foster a culture of continuous improvement and provide the team with the resources needed to excel.

COMMUNICATE FINANCIAL INSIGHTS

Translate financial data into meaningful insights for non-financial stakeholders. Present financial information in a clear and concise manner, highlighting key metrics and trends. Help colleagues and executives make informed decisions by providing financial context and analysis.