



Georgia State
University

Financial Leadership Network

convened by



MCCRACKEN ALLIANCE

Mission/Vision

The goal underlying the establishment of the Financial Leadership Network (FLN) is to aid Georgia State University's J. Mack Robinson College of Business in carrying out its vision of becoming the leader in financial education and professional development for undergraduate and graduate students, and business executives

Building a two-way bridge

The mission to accomplish this vision is supported by building a two-way bridge between academia and industry that fosters strong relationships with leading greater Atlanta businesses and other organizations. The FLN provides an ongoing forum for ideas, suggested direction and support of Robinson College in areas that relate to their specialty focus.

Techniques may vary, but the FLN supports all areas where Robinson College finds it desirable and beneficial to tap into the creative thinking and support of key industry executives, for example, participation on advisory boards, mentoring of students, guest lecturing, programmatic insights, student recruitment, career planning internships, relationship networking and altruistic support.

Network composition

The Financial Leadership Network is composed of peer groups representing the various disciplines typically found within the corporate finance function and overseen by the organization's chief financial officer (for example, finance, accounting, risk management, FP&A, treasury and other). These groups will meet periodically in discussion forums to share knowledge, exchange best practice information, participate in business content sessions, and promote professional relationships and business connections.

FLN Membership

The FLN is composed of members of the business community and Robinson College faculty, both having a high level of knowledge in the application of finance in the business world as well as a vested interest in supporting the finance community at large. Finance executives representing leading companies are invited to participate by invitation only. Membership renews each year upon payment of dues and will include costs of all meetings, educational events and selected Robinson College functions.



Benefits of the FLN

Executives receive:

- »» Access to a highly prestigious peer-to-peer network of the greater Atlanta area's top financial leaders
- »» Four (4) quarterly world-class business forums where keynote leaders from industry, academia and government lead discussions on topics germane to today's business opportunities.
- »» Access to industry specific, relevant and current forum content on leading topics
- »» Invitation to the annual social
- »» License to attend multiple functional area discussions (which may amount to several additional meetings annually depending on the level of involvement a member desires)
- »» Invitation to attend selected Robinson College functions at a discounted cost
- »» Altruistic opportunities in support of students, Robinson College and the business community by being invited to participate in:
 - Board Steering Committees
 - Service on Robinson College boards and councils
 - Mentoring Students
 - Guest lecturing

Businesses receive:

- »» Access to outstanding student talent
- »» Access to outstanding advanced education for employees and leadership
- »» Preferential access to interns to support company operations
- »» Access to insightful thinking of professors and industry leaders
- »» Altruistic opportunities with Robinson College by being invited to participate in sponsorships of key efforts

The McCracken Institute for Advanced Learning in Finance

Members of the FLN receive a paid membership in the McCracken Institute (MI) which is the first independent organization to offer a structured program that provides an independent measure for advanced learning achievements beyond the college degree level. The MI Guidance System supports an entire career of advancement, achievement, training and development for leadership path finance, accounting and IT professionals. The MI Guidance System is designed to prepare you and your finance teams for leadership when the opportunity arrives.

The MI framework incorporates the skills, knowledge, training, competencies and experience critical in most CFO roles – a guidance and tracking system to enhance the success of current CFOs and a tested proven approach for aspiring CFOs. Our experience as CFOs and in financial leadership development has been captured by the Institute in our proprietary MI Financial Leadership Guidance System.



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