

Leading the Office of The CFOTM



MCCRACKEN ALLIANCE



The Ten Pillars of Finance

Controllership



Financial Planning
and Analysis



Treasury
and Risk



Strategic
Transactions



Information
Technology



Business Model
and Industry



Enterprise
Management
and Optimization



Cross
Functional
Engagements



Enterprise
Governance



Executive
Leadership



The Program

Leading The Office of The CFO™

(LOCFO) is a 2-day program which provides executive level finance professionals a foundation for building and broadening their knowledge of the Office of the CFO.

Designed and taught by highly successful CFOs, LOCFO lays out a clear framework from which all CFOs operate. This framework is called the **Ten Pillars of Finance**. Understanding and navigating these foundations of the office is the catalyst for strong financial leadership.

The Emphasis on Value Creation

Value creation is not just a return on capital that exceeds cost – it is also intangible drivers like Innovation, People, Ideas and Brand. Finance plays a pivotal role in the value creation strategies central to the objective and desire of all stakeholders. Finance is central to all key departments within the organization, and today's CFOs are expected to be aligned to overall profitability objectives of all key areas. An agile finance focus is key to executing on goals and continuously seeking shareholder value.

Today, these expectations on the office of the CFO are higher than ever. Finance leaders are expected to be familiar with leading trends both in finance and in business. Leaders need to identify and execute on new opportunities for value creation. The faculty of the LOCFO program is comprised of those finance leaders who have proven themselves as strategic operators as well as other leading experts in finance and business. Participants gain key insights from presenters on how they have tackled the modern challenge of value creation in leading organizations.

Participants should expect to:

- » Gain an understanding of the breadth of responsibility a CFO oversees
- » Gain awareness of Leadership Skills and areas to focus development
- » Broaden Focus for Team Development
- » Create relationships that will support and expand your relevance and value to the current market
- » Obtain the ability to effectively participate as a strategic business partner

Nominations

For more information or to nominate a candidate please contact:

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Program Details

Eligibility: Eligible participants include finance executives with current or anticipated future needs to understand the current demands, responsibilities, and opportunities within the Office of the CFO.

Location: Atlanta

Length: 2 days

Group size: 10-15 on average



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