



Finance well-designed,
built, and executed.



Designing, Building, and Executing the Office of the CFO

McCracken Alliance Partners, LLC (MAP) provides Chief Financial Officer and other financial leadership services of the highest quality. Today, there are various talent solutions available in the market that align with differing company circumstances. Unlike executive search, traditional staffing companies, and specialized executive services staffing companies, MAP professionals take a solutions approach to evaluating the needs and desired outcomes of assignments. Our solutions bring immediate access to experienced executive talent who are supported by proven approaches, methodologies, programs, and tools.

Designing

It is important to correctly Design the CFO role in any organization, and no one organization is the same as another. Understanding the many functions of the office of the CFO is key to the success of any finance team. Being a CFO is not a short-term goal, it requires years of experience to gain the insights and wisdom that only comes from experience. MAP utilizes a unique approach to identify and design solutions based on each client's specific situation. This solutions-based approach, created by CFOs, is complimented by the vast experience and knowledge of our Partners and provides organizations with a sustainable solution. These ideas and insights are built into all our Office of the CFO solutions, projects and programs.

Building

CFOs Build their teams by supporting their development and challenging them to aspire for higher level roles in finance. Behind any great CFO is a broader finance team that works diligently and passionately to support a company's mission. Partners offer a unique leadership development focus to support your existing talent continuum and the evolution of financial leadership within an organization. We partner with major universities and other leaders in the finance community, bringing access to peer networks, development programs, and recognition programs designed to complement existing internal development efforts.



Executing on the Office of the CFO

The CFO must have a background well-suited to a company's needs and technical knowledge to Execute the office effectively. Today, a CFO is expected to be a strategic partner as well as a leader to manage all of the financial functionalities involved in supporting a company's operations. This management role includes controllership, financial planning and analysis, treasury, risk, strategic transactions, governance and other critical components requiring financial advisory capabilities. MAP can provide you resources on an interim or permanent basis to fill critical needs and drive results.

“Today's CFO is expected to be a **value creator** and **strategic partner** to the CEO.”



Solutions for our clients

- » Leading Strategic Initiatives
- » Leading through Transitions
- » Transaction Support and Leadership
- » Interim Executive Leadership
- » Office of CFO Leadership Development Program (LDP)
- » Individual Leadership Development Plans (ILDLP)
- » Executive Leadership Development/Mentoring
- » Advisory Services
- » Private Equity
- » Public and Private Company Financial Leadership Solutions
- » Creating Leadership Development Communications Plan
- » Team sessions on technical and behavioral attributes of finance teams



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