

Sleep better at night, knowing your numbers are right!

A lack of accurate financial information is a major cause of stress and concern for business owners and their families. Appointing a Chief Financial Officer (**CFO**) in your business is one way to fix this problem, but many small businesses can't afford a full time, experienced **CFO**.

Our **CFO Program** allows you to access the knowledge and expertise of an external or virtual CFO when you need to. This Program provides you with specialised financial management

advice and support to build an industry benchmark performing business in a way that is tailored to suit your budget.

The **Program** supports you on the critical financial elements of running a successful business including growing sales, managing key operating costs and improving profit and cash flow.

The **key outcome** is to provide you with accurate financial information and reports in a timely and affordable way, so you can focus on growing your business.

We offer flexible pricing models so you choose and pay for the agreed time and service options.

THE CFO PROGRAM INCLUDES



Accurate Financial Reporting

Create customised reports that tell you how your business is truly performing - the good, the bad and the ugly.



Annual Budgeting and Forecasting

Ensure your business is operating within its means by preparing and regularly monitoring annual Profit and Loss, Cash Flow Budgets and Forecasts.



Benchmarking and Key Performance Indicator (KPIs)

Pin point your business strengths and weaknesses by using industry benchmarking information.

The CFO uses KPI ratio analysis to identify your best opportunities for business improvement.



Regular Meetings

You decide how the CFO interacts with you and your team. We combine face to face meetings, webinars and conference calls to discuss:

- Profit and Loss and Cash Flow variances;
- Benchmarking and KPIs results;
- Implementing improvement strategies and action plans.



Access to Specialists

If needed, we can call upon other experts for specialist advice in human resources, IT, marketing, legal or other areas.



Goals and Action Plans

The CFO can support you to develop and then implement a formal Action Plan that makes your team accountable for delivery.

GROW YOUR BUSINESS BY TAKING CONTROL OF KEY FINANCIAL INDICATORS

Our **CFO Program** can give you peace of mind that you have the right information to make informed decisions about your business. Talk to us about the right package for you and your budget.

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Profit. Cash Flow. Value.