

INFORMATION FOR VISTAGE CHAIRS

TURN ON THE HEADLIGHTS

A PRO BONO WORKSHOP TO EMPOWER YOUR VISTAGE GROUP MEMBERS WITH KNOWLEDGE AND STRATEGIES FOR FINANCIAL SUCCESS

As a Vistage chair, how common are discussions of financial health, challenges, and options within your group? Are you personally capable of starting and guiding these critical discussions?

"AS A VISTAGE CHAIR, WHAT'S IN IT FOR ME?"

Our strategic CFO financial workshop is offered as a resource to Vistage Chairs with a goal to achieve the following:



Elevate the financial knowledge of your members so that they can guide their companies to be financially stronger and healthier.



Give your Vistage group members the confidence to lead in an area where they may not naturally be comfortable.



Offer the uniquely concentrated knowledge of a CFO who has engaged with multiple-hundreds of companies over nearly 3 decades.



Create a common foundation for peer-to-peer discussions of financial strategy, trends, and health within your Vistage Group.

ABOUT THE WORKSHOP

Let's face it: sales, operational, and creative entrepreneurs generally start businesses—not financial people. More often than not, the CEO does not know that they don't know when it comes to the financial tools and technology available to them as the top decision-maker for their business.

Cash is king—the lifeblood of every company. A healthy company's financial strategy should include both historical records and a forward-looking approach to

managing their financial operations. This workshop helps CEOs understand how to do just that.

This pro bono workshop is planned for 55 minutes, including time for Q&A. It is presented via Zoom to a group shared projector or flat panel, or to individual computers/notebooks/tablets. Preferred CFO has been virtual for a decade and is very capable at delivering meaningful content through the technology.

TO SCHEDULE A PRESENTATION

Contact your Vistage Best Practices Chair or reach out to Scott Crawford
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