

SPEAKER SHOWCASE:

TURN ON THE HEADLIGHTS

The Speaker Showcase is offered to Vistage Best Practice Chairs for use with their VCG. This 15-25 minute presentation showcases the 60-minute Speaker/Workshop and the 1-2-1 consultation benefits Preferred CFO offers pro bono to Vistage Chairs & Members.

Preferred CFO

Preferred CFO is a Vistage Speaker/Workshop VES Sponsor and one of America's premier international outsourced/fractional CFO firms.



ABOUT THE "TURN ON THE HEADLIGHTS" WORKSHOP

Let's face it: sales, operational, and creative entrepreneurs—not financial people—generally start businesses. More often than not, the CEO does not know what they don't know when it comes to the financial tools and technology available to them. This speaker/workshop discusses these tools & how to use them to master a more forward-looking business strategy.

- Help Chairs elevate the financial knowledge of their members so that they can guide their companies to be financially stronger and healthier.
- Create a common foundation for peer-to-peer discussions of financial strategy, trends, and health within the Vistage Group.
- Help Vistage Members evaluate the capabilities and deliverables of their current financial team.
- Gain an improved understanding of the 6 critical financial tools every CEO needs to plan and execute strategies with confidence.
- Understand the differences between an accountant, CPA, Controller, and CFO, and the role each plays in maximizing a company's potential.



ABOUT THE PRESENTER

Jerry Vance is the Founder and Managing Partner of Preferred CFO. With over 28 years in the financial industry and more than 40,000 billable hours as an outsourced fractional CFO, Jerry is highly regarded as one of the most experienced outsourced CFOs in the United States.

FOR INQUIRIES & MORE INFORMATION

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