

The Credible CFO: Driving Growth

Course Description

In this course, we will look at the credibility of the CFO and of the finance function. We will discuss how we assess credibility as well as the factors that erode and build credibility. Credibility is the foundation for finance's position in supporting a growth mandate. Credible CFO's position themselves as strategic leaders as they master execution of the existing business and develop visibility of future financial results. The ability to deliver predictability helps the executive and the board of directors formulate and execute strategic plans with greater confidence. We will explore strategies that the CFO should be considering to enhance their own credibility as well as that of their team using tools and technology.

Completion Deadline & Exam: This course, including the examination, must be completed within one year of the date of purchase.

Course Level: Overview

CPE Credits: 1 (CPA)

Category: Business Management and Organization – Non Technical

Prerequisite: None

Advanced Preparation: None

Course Learning Objectives

After studying this course, you will be able to:

1. Recognize how credibility ties to the growth agenda.
2. Identify the credibility of the finance function.
3. Recognize how to establish people credibility.
4. Recognize how to establish process and technology credibility.