

## The CFO as the Chief Performance Officer

CFOs have been aware for some time that managing the accounting and finances is now not enough. Management today is now demanding a different role from the CFO, a role of business leadership and partnership with other business professionals and being the organization's "Chief Performance Officer".

The traditional tools and processes for performance management are more akin to Charles Dickens than the 21st century. The next difficult years are going to be remembered as a turning point in measuring performance, as the 'old makes way for the new'.

John Wiley & Sons have recently published David Parmenter three books in the performance management field. "*Key Performance Indicators – developing, implementing and using winning KPIs*" "*Winning CFOs- Implementing and Applying Better Practices*" and "*Key Performance Indicators for Government and Non Profit Agencies*".

This session will cover:

- Understanding the myths of performance measurement that lead to failure
- The foundations stones required to revitalize performance (including abandoning processes that do not work)
- Turning reporting into a decision based tool (including a one page summary A3 report to the CEO, one page board dashboard concise financials, brief business unit reports, a one page investment proposal summary etc)
- Using the right performance measures – your winning KPIs
- The prerequisites for a rolling forecasting and planning process that works
- The five things attendees should get on with immediately

Target audience:

- CFOs, Financial Controllers and Finance Directors
- Management accountants and financial accountants whose next position will be a the CFO /Financial Controller.
- CIOs and their support team who will implement the new systems

Why attend:

- David Parmenter is an international presenter who is known for his thought provoking and lively sessions, which have led to substantial change in many organizations.
- In this session David will show the practical steps that can be carried out by the finance team, in the next six months, to revitalize performance. The changes may well be the major breakthrough in turning your organization from good to great!
- All attendees will receive templates from David to help get them started on this journey.

Presenter

David is a leading expert in: the development of winning KPIs, replacing the annual planning process with quarterly rolling planning, quick month-end processes and making reporting a decision based tool.

He has speaking engagements as far afield as Auckland, Wellington, Sydney, Melbourne, Brisbane, Adelaide, Canberra, Perth, Darwin, Darussalam, Kuala

Lumpur, Hong Kong, Singapore, Johannesburg, Jeddah, Tehran, Prague, Rome, Dublin, London, Manchester, Edinburgh and Toronto.

His "*Key Performance Indicators – developing, implementing and using winning KPIs*" has been a best seller in the performance management category for a number of years.

David has worked for Ernst & Young, BP Oil Ltd, Arthur Andersen, and Price Waterhouse. David is a fellow of the Institute of Chartered Accountants in England and Wales.

He has written over 50 articles for accounting and management journals in a number of countries. He has won two 'article of merit' awards from the International Federation of Accountants. (2007 and 2009).