



4 Skills CFOs Need Now

D. Scott Beaver

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Asking Questions



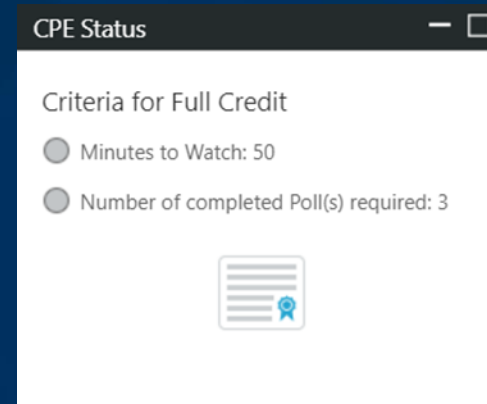
Closed Captioning



Help



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Moderator

Steve Shannon

**Director of Partnership Marketing,
Business Development
IMA**



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Featured Presenter

D. Scott Beaver
Senior Product Marketing Manager
Oracle NetSuite



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Scott Beaver's Biography

- Scott Beaver is a Senior Product Marketing Manager for Oracle NetSuite and is responsible for communicating the capabilities, benefits and value of NetSuite's ERP, Financial Management and Accounting solutions.
- He has over 15 years experience working with both industry leaders and growth-stage companies across a variety of industries, include retail, manufacturing, professional services and technology.
- Prior to joining NetSuite, Scott held roles with Sage, Infor and Blue Yonder (formerly JDA), as well as successfully positioning several smaller companies for acquisition.

Learning Objectives

1. List four essential skills CFOs must possess to succeed right now.
2. Explain why these skills are so important and how they could be holding you back.
3. Identify practical steps you can take to improve your performance in each of these areas.

Poll Question 1:

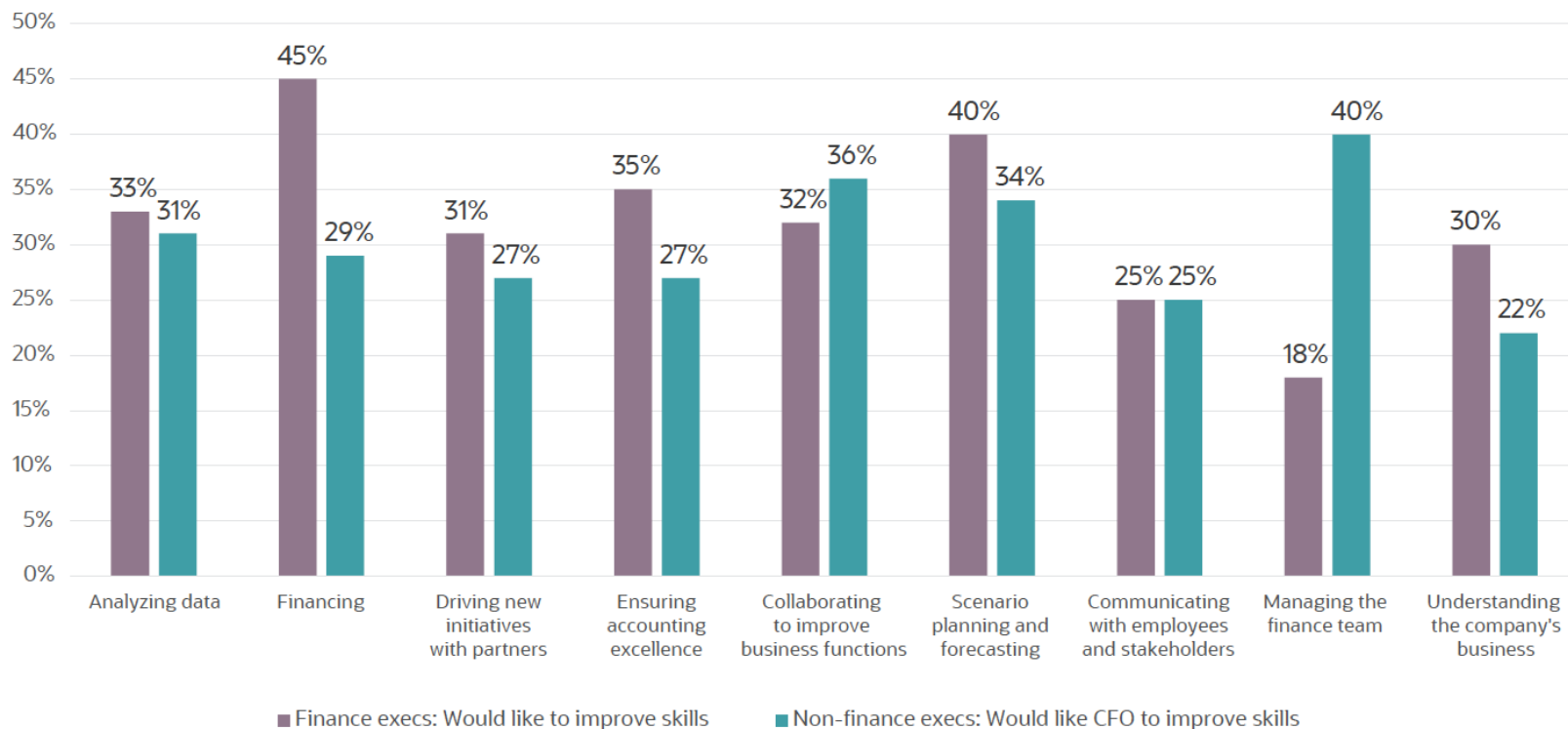
What level are you currently at in your career?

- a. Executive (CFO/Vice President)
- b. Controller/Director
- c. Department Head/Manager
- d. Senior Accountant
- e. Other

Poll Question 1 Results: (Placeholder)

The CFO Role Has Evolved

CFO Assessment: Areas to Improve



Communication



The Power of Active Listening



Make eye contact



Ask questions



Make affirmative statements



Summarize the conversation



You've got to be able to communicate across your functions to be able to really put together a solid forecast. That's the key, because that's the only way that people are going to buy into it as well.

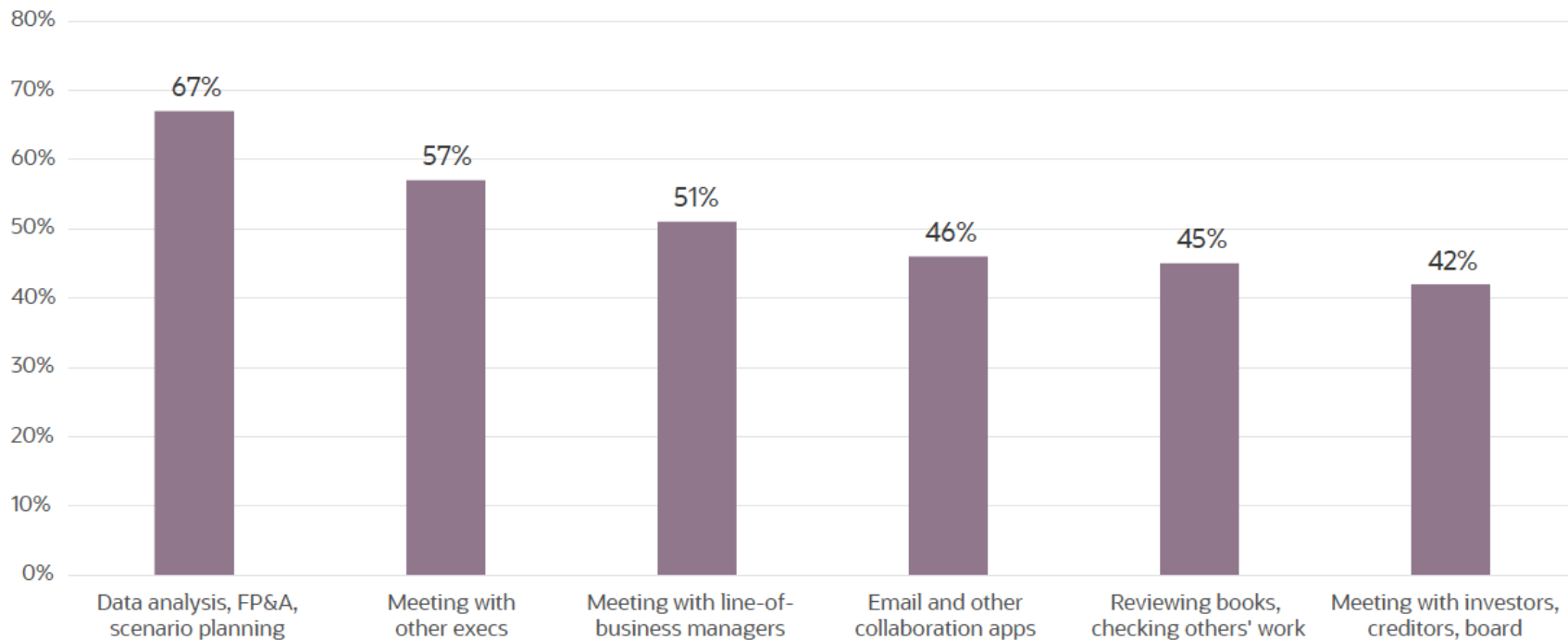
~ John Cappadona, CFO, School of Rock



Collaboration

Meet periodically with peers across the business to explain current big-picture financials and future goals, what it means for that team's priorities and how they can contribute.

CFO Assessment: Where Do You Spend Time?



Poll Question 2:

How would you rate your organization's CFO on communicating and collaborating with other employees?

- a. Excellent
- b. Good
- c. Neutral
- d. Poor
- e. Not applicable

Poll Question 2 Results: (Placeholder)

Data Analysis

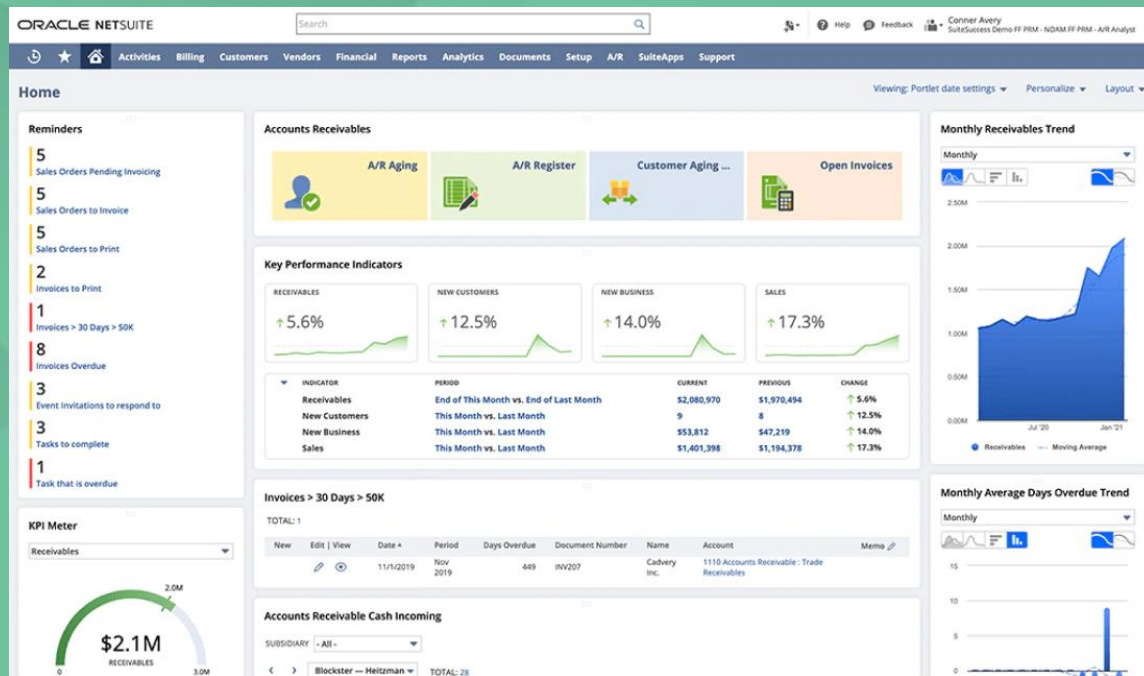




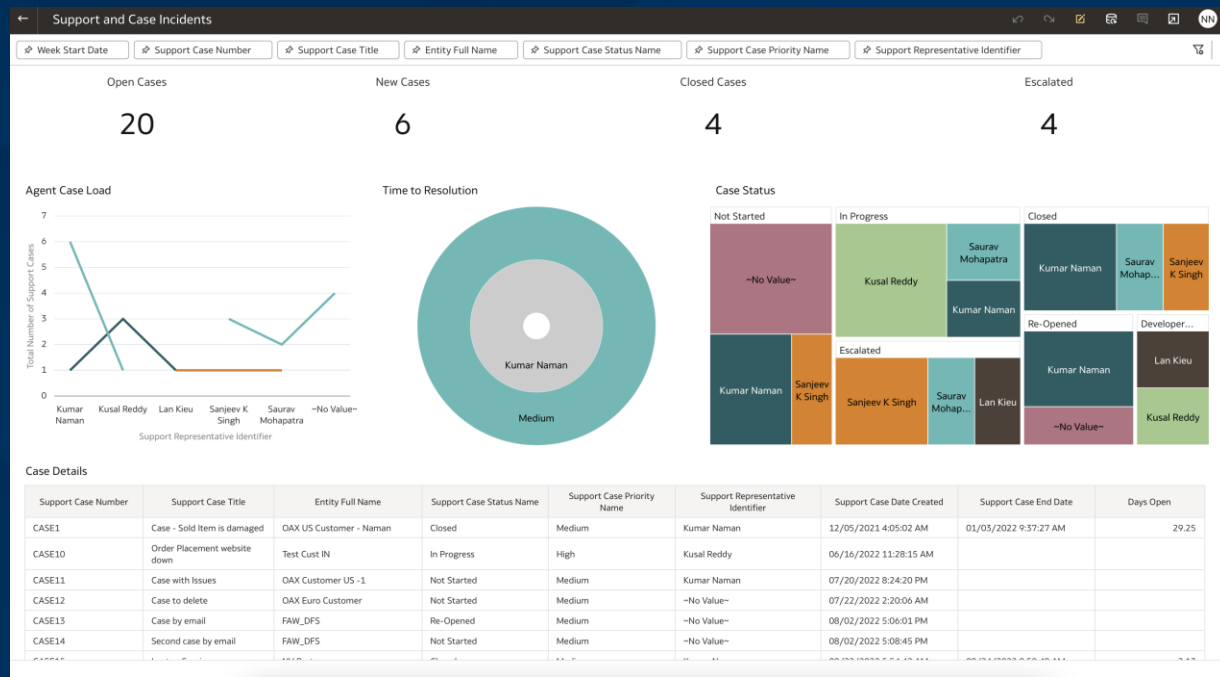
Find ways to analyze all this data, use your analytical skills that you used in finance to apply to the rest of the key metrics of the business. Then you become a more valuable strategic partner.

~ Glenn Hopper, CFO, Sandline

Dashboards



Advanced Analytics



Scenario Planning & Forecasting

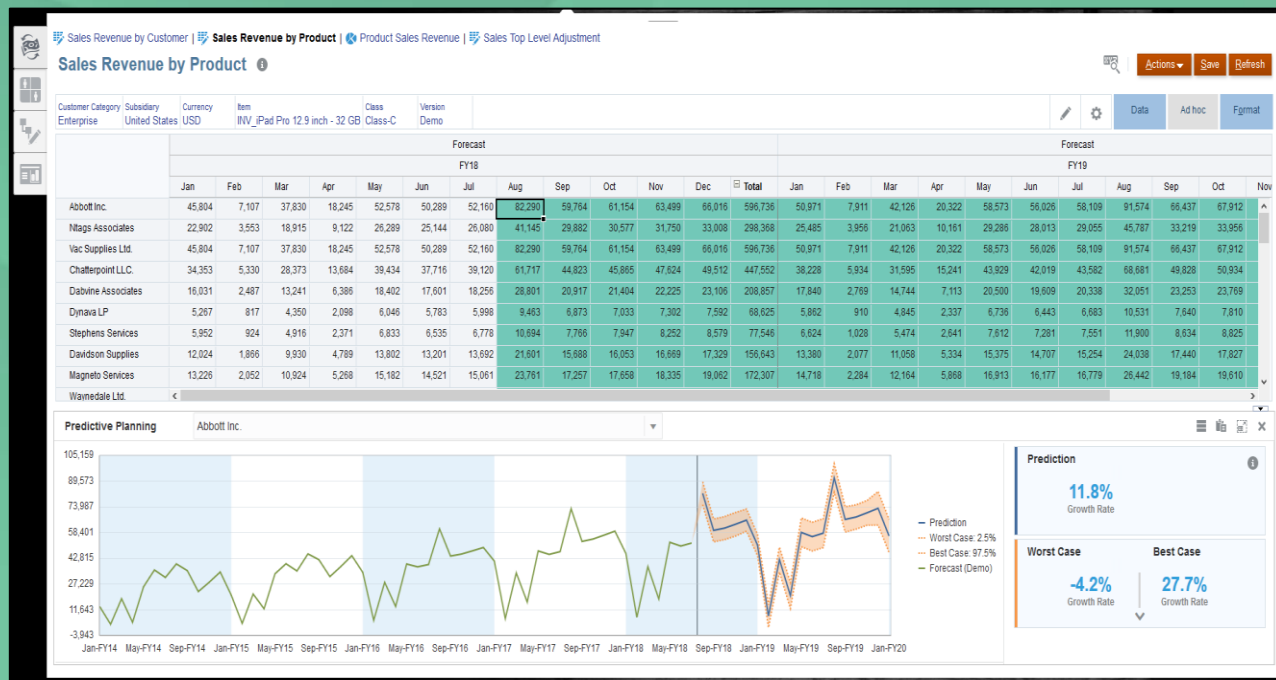




People need to understand the dials that need to be moved in order to make the forecast. That's going to require somebody getting out to understand how the business works, that's going to require them to talk to people.

~ John Cappadona, CFO, School of Rock

Real-Time Forecasts



Poll Question 3:

How effective is your organization's CFO at planning, forecasting and data analysis?

- a. Excellent
- b. Good
- c. Neutral
- d. Poor
- e. Not applicable

Poll Question 3 Results: (Placeholder)

Why These Skills Matter Right Now



Economic Trends

Setting Your Annual Budget Amid Economic Uncertainty

It's the end of the boom times in tech, as layoffs keep mounting

MARKETS | FINANCIAL REGULATION

Accounting Errors to Cost Executives Their Bonuses Under SEC Rule

Commissioners voted to approve requirements that companies claw back incentive pay

Managing Spend to Help Navigate a Recession

CFO Conundrum: We Need Workers, But Can We Afford Them?

Finance executives are playing a dicey game of shoring up their companies' workforces in an era of high employment and runaway inflation.

MONEY

How Small Businesses Can Protect Their Value Amid Inflation

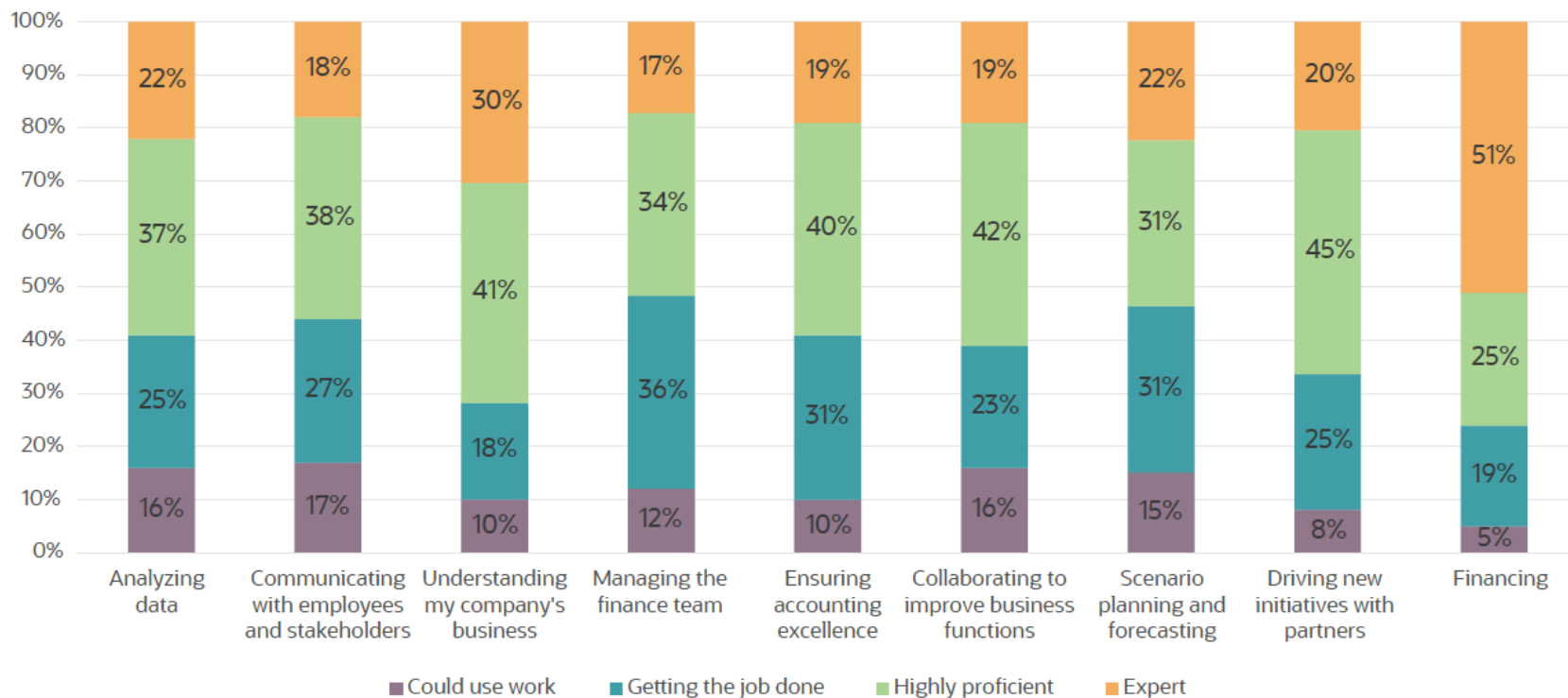
It's a tough environment, but there is opportunity if you prepare ☞

CFO JOURNAL

Rising Rates Boost Companies' Focus on Working Capital Management

Finance chiefs are aiming to free up cash from their operations as the cost of credit increases

CFO Assessment: Proficiency



Poll Question 4:

Which of the following skills do you feel is MOST critical for success in the CFO role?

- a. Communicating with employees and other stakeholders
- b. Collaborating to improve business functions
- c. Scenario planning and forecasting
- d. Data analysis
- e. I don't know

Poll Question 4 Results: (Placeholder)

Questions and Answers



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Thank You to Our Presenter!

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Final Reminders

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- On your screen
- Evaluation Survey icon at the bottom of your console

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- Click the “CPE” icon at the bottom of your console
or
- Click the link in your post-event e-mail

► Please print a copy of the CPE certificate for your records.

► Your CPE credit will be automatically recorded in your transcript.

Thank you!

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