



A LEAVE-BEHIND

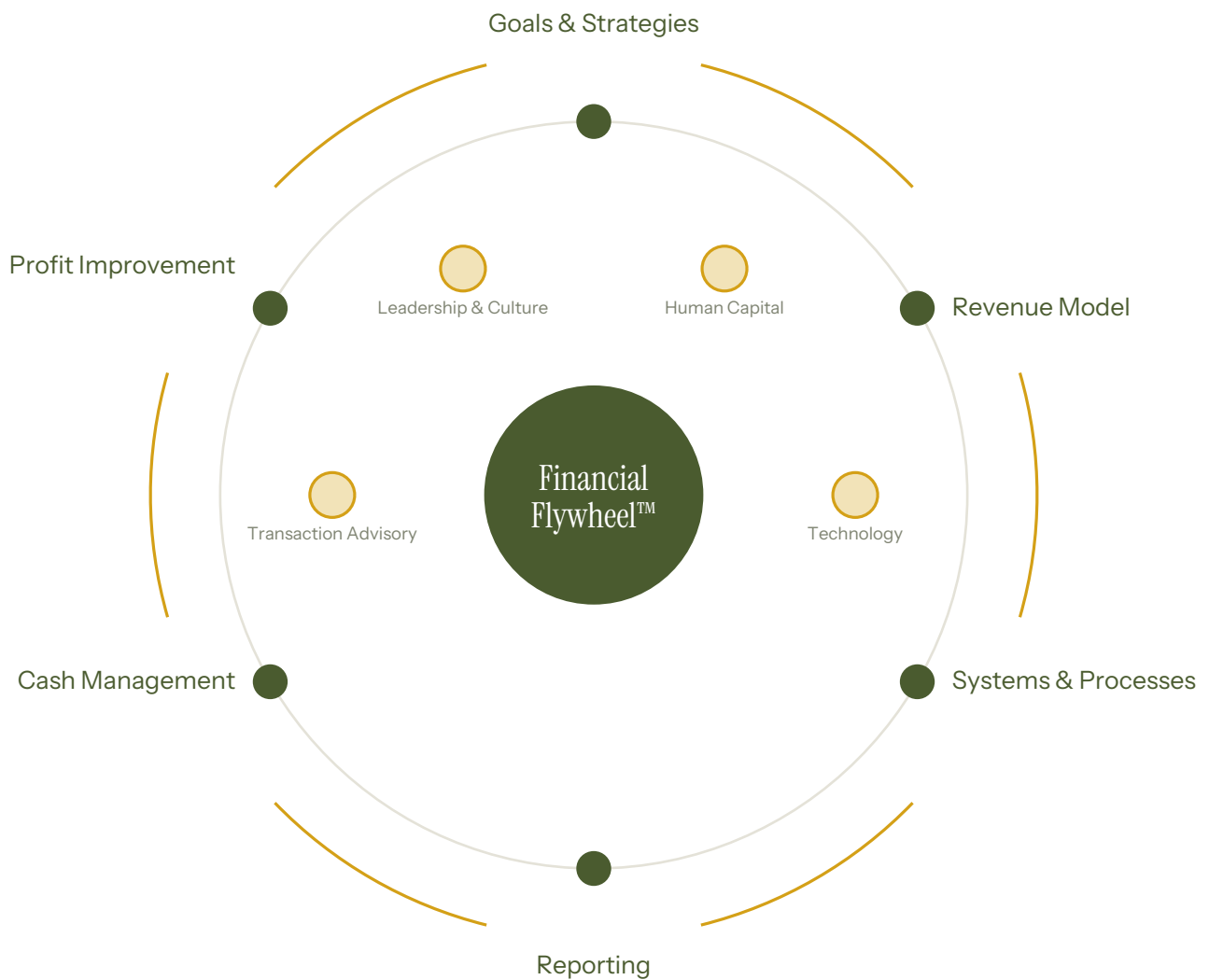
A CFO is a person. *FLaaS™ is the system.*

An experienced CFO brings judgment and insight. FLaaS™ provides the financial leadership infrastructure that embeds that judgment across the organization, so financial leadership keeps working even when the CFO is not in the room.

Insight + Judgment × Infrastructure = Leverage



The Financial Flywheel™



“Good-to-great transformations never happen in one fell swoop.” – Jim Collins



Ten questions every leadership team should be able to answer.

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|----|---------------------|-----------------------------------|
| 01 | Financial Integrity | Can management trust the numbers? |
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| 02 | Visibility | Can management see current performance? |
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| 03 | Cash | Is liquidity understood and actively managed? |
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| 04 | Profitability | Are the economic drivers known? |
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| 05 | Forecasting | Is the future modeled? |
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| 06 | Strategy | Are financial resources aligned with strategy? |
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| 07 | KPIs | Are critical drivers measured? |
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| 08 | Accountability | Are owners and actions clear? |
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| 09 | Risk | Are major financial risks visible? |
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| 10 | Enterprise Value | Is business quality improving? |
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- Financial Leadership as a Service™
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Six signs you need a system, *not just a person.*

- 01 Revenue is growing, but cash is unpredictable.
- 02 Decisions bottleneck at the CEO.
- 03 Finance explains the past but doesn't shape the future.
- 04 Leadership keeps solving the same problems.
- 05 Forecasts exist but don't change behavior.
- 06 Growth is happening faster than alignment.

Where is your company going?

Start the conversation with The FLaaS™ Group.