

CFO Readiness Builder

WITH ANDY BURROWS

CFO Readiness Builder

A Multi-month Professional Development Program
from Supercharged Finance

SALES BROCHURE

SEPTEMBER 2023

CFO Readiness Builder - Key Facts

Title	CFO Readiness Builder
Training organisation	Supercharged Finance
Program Leader	Andy Burrows BSc ACA BFP
Who is it for?	Qualified Finance professionals not yet at FD/CFO level
Program start	Flexible - immediately after enrolment
Program end	Flexible - 6-12 months, but go at own pace
Enrolment	18 to 25 September 2023
Features	<p>Learning - 6 core learning modules</p> <p>Practice - worksheets, exercises, putting into practice</p> <p>Support - 12 months email support, monthly group coaching calls, regular “office hours” sessions, life membership of online student community</p>
Time commitment	<p>Approximately:</p> <p>2 hours per month - training videos</p> <p>2 hours per month - exercises</p> <p>1 hour per week - focusing on putting new learning into practice</p> <p>1 hour per month - attending support calls</p>
Price	<p>6 monthly payments of \$599</p> <p>OR</p> <p>1 payment of \$2,997</p>
Payment method	Card payment online
Further details and enrolment	https://www.superchargedfinance.com/enrol-in-cfo-readiness-builder-sept-2023
BONUSES	<p>Access to <i>Drive! and Driving Business Performance Further in Finance</i> - online courses from Supercharged Finance</p> <p>Bonus online training: Communicate to Impress</p> <p>Bonus online training: Building a Business-Focused Finance Team</p> <p>Partner bonus - free access to any courses available on CFO.University</p> <p>Post-program support - access to all future improvements and ongoing support whenever CFO Readiness Builder runs in future</p>

Meet Andy Burrows

Andy Burrows qualified as a Chartered Accountant in England in 1995. Since then he's done all sorts of things in Finance, in all sorts of businesses, including being a Finance Director.

He started Supercharged Finance in 2016 with a mission to help Finance professionals help their businesses better. Nowadays he's a well-known blogger, speaker and course presenter, helping Finance professionals to maximise their career potential and their impact.



Why CFO Readiness Builder?

Andy writes:

I designed **CFO Readiness Builder** because I was frequently coming across Finance professionals who were dissatisfied and uncertain in their careers.

They didn't know what they needed to learn and upskill to get further toward their ambition of senior Finance leadership. Maybe that's you today?

The consequence of all that confusion is most commonly **lack of motivation**. That 'Sunday evening feeling' when you realise that you don't want to go back to work after the weekend.

But also:

Procrastination – you choose CPD courses almost at random, don't read any books, and and don't get out there and look for your next job when you know you should.

Job hopping – you choose jobs based on how much they pay. But you're rarely satisfied, because you can't see your career going where you want

Stagnating – you worry that you'll reach a level in your career that you can't get past, and you won't know why, and you may be resigned to being stuck in the same job for the rest of your career

So the BIG Question is: How can you make yourself CFO-ready?

So let me assure you...

It IS possible. You can do it.

YES YOU!

Let's think this through...

What is CFO Readiness?

I talk about “CFO readiness” because – even if you don’t want an actual CFO role one day – *every role in Finance is somewhere on the ladder up to a CFO role.*

So it starts with the realisation that:

To maximise your career potential you must work to develop whatever it would take to get a CFO role. You must become CFO ready!

Secondly, you have to accept that:

Great **CFOs are business leaders**, **NOT** just very experienced accountants

Sure, great CFOs and Finance Directors must have solid foundations in Accounting, Treasury and FP&A (Financial Planning & Analysis).

But (with those foundations in place), it’s clear that **what’s got you to this point in your career isn’t everything you need to get you to the top.** There’s more:

There is a **CFO Readiness Formula**. And it’s made up of five things, five qualities you need to develop that will ensure you grow to become a great business leader:

1. Eagerness to learn and able (not just wanting) to change
2. High performance
3. Results with your team through great leadership
4. A great reputation throughout business
5. Strategic insight

You’ll notice that all those steps are about the *way you think* and the *way you act*, NOT about technical knowledge or technical skill. These are *behaviours, habits and attributes*.

Yes, you definitely need the technical foundations in accounting, FP&A and treasury. No question about that (sorry if you thought you might avoid boring accounts – you can’t!). But I’m talking about what you need to build on the foundations all the way to the CFO/FD’s office.

And those five qualities are the things that carry you from accountant to CFO.

Mastering those five qualities is the fastest way to get yourself into senior Finance leadership and well on your way to a CFO role.

So, getting yourself CFO-ready is all about learning, practicing and refining the skills and attributes that help you demonstrate those five qualities.

The next question is, how can you do that?

And that’s where *CFO Readiness Builder* comes in...



What is *CFO Readiness Builder*?

CFO Readiness Builder isn't just another course like the ones you may have bought from the CPD catalogues.

It's a 6-month+ transformation journey, aiming to take you from wherever you are now to the business leader you really want to be.

In short: I want to get you CFO-ready!

- Learn the **habits of high performance** that enable you to deliver consistently week after week after week
- Discover how to **build a reputation within your business** that will get your name mentioned in high places (in a good way!)
- Learn how to **think strategically** and to see everything in terms of how it helps the business, which supercharges your impact and influence
- Discover practical steps you can follow to make you a **great leader**, even if you don't already have a team
- Get **templates, checklists, questionnaires** and **cheatsheets** to make the learning quicker, and to help you practice effectively

With the right commitment, **it's possible that in just 6 months, you could be well on the way to being actually CFO-ready, and not just *having more good stuff in your brain!***

Further information

Further information, including endorsements, testimonials and comments on my work at Supercharged Finance, can be found at:

<https://www.superchargedfinance.com/enrol-in-cfo-readiness-builder-sept-2023>

Outline

“I don’t just want to fill your head. I want to change your life!”

So, the program is built on three pillars:

- Learning
- Practice
- Support

At the core will be **six learning modules**, consisting of **pre-recorded on-demand video lessons and exercises**. Each module is designed to cover a month, starting with learning and then consolidating with exercises and practical application.

And on top of **email support**, there’ll also be **regular group coaching calls** (recorded) and **“office hours”** (times when you can book a mini 1-2-1 session) in which I’ll be online to help you with any question that will help you to get CFO ready.

These are the Six Career and Business-Impact Building Modules:

1. Level Up Your Performance
2. Build Your CFO Career Strategy
3. The Secrets of Reputation and Influence
4. Build Your Business Acumen
5. Be a Leader... Even Before You Have a Team
6. Develop Your Strategic Thinking

Read on for further detail...

Levelling Up Your Performance

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Module 1 – Levelling Up Your Performance: *How to Be Great at What You Do*

The first thing that gets you up the ladder is great performance. Be great at what you do, and you'll catch attention in a good way!

I think you'll agree. If you think about the CFOs and Finance Directors you know, especially the ones you particularly respect. They weren't merely average performers earlier in their career. They had to impress, otherwise they wouldn't have got promotions.

So, in this module, we'll teach you some habits of high performance. It's a matter of self-belief, and disciplined self-leadership and self-management. These are things you can (and should) learn as a foundation for everything else.

By the end of this module, you'll have a much clearer idea of your mission, goals, objectives and priorities. And you'll be habitually focusing on getting the most important things done, week after week after week!

After that, we're ready for ...

Creating Your Career Strategy

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Module 2 – Build Your CFO Career Strategy: *How to Make a Great Career Plan*

We'll start with being clear about your objectives, your current state, and then help you make a plan to bridge the gaps.

Your objectives involve being 'CFO-ready', but what does that mean? And how can you measure yourself?

So, in this module, we'll get specific about what CFO-readiness means. And we'll give you a framework and some tools to help you measure yourself. And then we'll give you the tools to help you plan to address any gaps, and to help you to decide what additional learning you need, when to move roles and which job moves will help.

By the end of the module you'll have a clear plan for getting the experience and developing the mindset, skills, habits and behaviours you need to be a CFO-ready. From then on it's execution, learning and review!

Then we'll knuckle down and talk about...

The Secrets of Reputation and Influence

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Module 3 – The Secrets of Reputation and Influence: *How to Be Known for the Right Things*

Once you're on the way up the ladder, your reputation within the business starts to matter. How people see you outside of Finance can either catapult you forward or hold you back.

If people in the wider business are talking about how helpful you are, and how you understand their needs, then that's going to get back to the senior leaders who are influential in appointments and promotions.

So, in this module, we'll look at how you can build that reputation quickly and easily... and enjoy doing it! It's not about tacky manipulation. It's not about having to put on a persona. It's about being your authentic self in a way that builds trust and generates understanding.

By the end of the module, you'll be able to see how you can take concrete steps to develop the reputation and influence you need.

And then it's time for...

Building Your Business Acumen

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Module 4 – Building Your Business Acumen: *How to Understand the Business Inside-Out*

I often say that the purpose of the Finance function is to drive business performance. So, you need to understand how your business works and how it makes money.

How can you be the business leader that the CFO is meant to be if you don't understand the business and know how to improve performance? This is what that mysterious thing called business acumen is all about!

So, in this module, we cover the steps you can take to improve your understanding of the business – including using what you already have access to in the accounts, knowing the right questions and who to ask, and how to piece it all together to demonstrate you're more of a business partner than an accountant.

By the end of this module, you'll be naturally learning and talking the language of business while building your reputation and influence!

Then we'll also need to look at...

Be a Leader...

Even Before You Have a Team

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Module 5 – Being a Leader... Even Before You Have a Team: *How to Help Others for the Common Good*

A CFO or Finance Director is a leadership position. The CFO may have a large team. But they'll also be expected to lead the business into better performance.

Leadership skills are essential for senior roles. Without leadership skills, you'll end up with an underperforming, misaligned Finance team, high rates of staff turnover, and low motivation. And all that adds up to you being overworked and stressed, feeling that everything is working against you.

So, in this module, we'll unpack the basic foundations of great leadership – including how to start being a leader even when you don't have a team, and how to empower people and give them vision and direction.

By the time you've been through this module you'll have people inspired by your vision, wanting to follow you, and motivated to go with you, as you clearly outline how Finance can move the business forward.

And finally, because strategy is key to business performance, we'll look at...

Develop Your Strategic Insight

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Module 6 – Developing Your Strategic Thinking: *How to Be Fluent in the Language of Business Success*

What makes a CFO the CEO's right-hand person? Strategic insight!

Once you understand how the business works, you start to understand how the industry works, how competitors work and what the future might look like for your industry. Strategic insight comes from being able to pull all those pieces together to clarify the risks and opportunities your business faces.

So, in this module, we'll look at how to develop your ability to think strategically, looking forward rather than back; how to sift a variety of information sources to identify the key issues; and how to assess strategic opportunities.

By the end of this module, you'll be getting used to thinking ahead and identifying strategies that set your business apart from your competition.

And to make sure all this sticks...

Personal Support

You'll have access to:

- **Email** for help on anything
- Join our regular live **online group coaching calls**
- Book mini 1-2-1 sessions during our regular **"office hours"**
- Interact in our exclusive **online community** exclusively for Supercharged Finance students

Personal support will be available to you for at least 12 months. Training material and worksheets will be available to you permanently (as long as Supercharged Finance continues to trade, guaranteed to be at least 12 months).

So, what do you think?

I know that we accountants and Finance professionals can be a little reserved sometimes.

We may have secret ambitions to progress and become leaders in the Finance function and in the businesses we work for. We want successful careers where we...

... rise as high as we can,
... make our families proud,
... become influential in our businesses.

But we don't like to admit it, perhaps because we're not sure we really can do it.

And I'm here to say that **YOU CAN DO IT!**

I got my first Finance Director job at the age of 29. And I wasn't even aiming at it at the time! If I can do it, so can you!

And from my experience, **there are things you can learn** that will make you ready for the next promotion whilst enabling you to make a bigger difference where you work.

And if you put that learning into practice, week after week, year after year, if you want to, you can be CFO-ready.

So, you have a decision. The enrolment window is not long, and we only take on new students every few months. **The question is - is it time for YOU to stop worrying and procrastinating, and to finally take action to take your career forwards?**

You can either do nothing, and continue to browse the CPD catalogues for courses that can give you point solutions or more interesting knowledge. Your head will fill up more, and you may learn how to build new reports or do different analysis. But essentially nothing changes. You'll still be wondering what you need to change to make you ready for a CFO role when the opportunity comes along.

OR... if you know deep down you want to get yourself CFO-ready and make a bigger impact in the business you work in, then join me in CFO Readiness Builder and start your transformation journey towards becoming the business influencer and leader you want to be.

Further information and FAQs - including details of fantastic **BONUS elements - can be found on our website at:**

<https://www.superchargedfinance.com/enrol-in-cfo-readiness-builder-sept-2023>