

Service Offering	CFO Coach	CFO Management	CFO Leadership
Analyze 3-year Diagnostic Financial Assessment & Recommended Improvements	✓	✓	✓
Industry benchmark comparisons for target setting	✓	✓	✓
Identify 15-25 Key Performance Indicators (KPI) to monitor & drive performance	✓	✓	✓
Build & Prioritize dashboards for Performance Trends and KPI's	✓	✓	✓
Establish "Green" to "Red" alerts for all metrics	✓	✓	✓
Track performance to bank covenants and compliance	✓	✓	✓
Hold monthly financial summit to review monthly and YTD financial performance	✓	✓	✓
Identify 3-5 key risks or opportunities each month to drive improvement	✓	✓	✓
Work with Leadership Team on how their decisions impact the financials	✓	✓	✓
Ad-hoc calls with CEO to vet what's keeping them up at night	✓	✓	✓
Attend Meetings with Banker, Insurance Co and Investors to review performance	✓	✓	✓
Build the Annual Operating Plan (AOP) and quarterly forecasts		✓	✓
Define Strategic Initiatives to Drive EBITDA & Value for 3 & 5 year horizons		✓	✓
Develop and continuously improve a reliable 13 Week Cash Flow projection process		✓	✓
Mergers & Acquisitions, Turn-around scenarios and securing financing		✓	✓
Re-negotiate or Secure New bank loans and leases		✓	✓
Negotiate Healthcare and Property/Casualty Insurance		✓	✓
Identify and drive opportunities to enhance cash, working capital and liquidity		✓	✓
Identify and drive opportunities to enhance margins and EBITDA		✓	✓
Restructure costs for greater flexibility and reduced Break-Even Point		✓	✓
Hiring Accounting and related staff as needed		✓	✓
Leadership and direction setting over the finance and accounting team		✓	✓
Understand and mitigate key elements of the company's risk profile		✓	✓
Lead an acquisition strategy to Identify targets, negotiate the deal and integrate the acquired company			✓
Prepare the company for sale/to be acquired and negotiate the deal			✓
Define and implement a Turnaround Plan or Chapter 11 Re-organization			✓
Lead Process re-engineering to define and document changes then train staff			✓
ERP system evaluation, restructuring and/or implementation			✓