

The Secret to a CFO/CEO Dream Team

Unlock the winning approach for your company's most dynamic duo

It's the most powerful partnership in any business. The one that's more critical to your success than any other. Yes, we're talking about the key enablers of value creation – the CFO and CEO. With so much on the line, how do you start building a strong alliance, and keep it up throughout the lifecycle of a role?

Why it needs to work

52%

of CFOs say the top reason they'd leave a job is a poor working relationship with the CEO.

Korn Ferry survey of 321 CFOs

41%

of CFOs say not working well with the board and CEO is the top reason a company would ask a CFO to leave.

Korn Ferry survey of 321 CFOs

30%

of CEOs say their CFOs don't understand or assist them enough with the challenges they face in running a business.

KPMG survey of 549 chief executives

The winning approach

Here's the secret to success, according to Jack McCullough, Founder and President of the CFO Leadership Council and author of 'Secrets of Rockstar CFOs'.

1

The interview

This is your chance to get to know and understand the CEO, and decide whether the job will be a good fit.



Pay close attention to the questions

When questions are focused on topics like accounting, expense management, and compliance, the CFO role will be more traditional.



Ask about the company's vision and ethics

In over a dozen interviews conducted by NetSuite, 'honesty' and 'integrity' were among the top traits desired by CEOs in CFOs.



Look out for red flags

Look for high turnover rates, a CEO's tumultuous past relationships with CFOs or other executives, and resistance to adopting technology.

2

The first 90 days

Here's your opportunity to gather information, form connections, and start building a successful partnership.



Don't jump straight in at the deep end

You'll learn a lot by listening to the CEO and your peers, and see where you can fill in gaps or weaknesses.



Talk to board members and peer executives

Spend time across the entire C-suite and with the board to understand their priorities for the business.



Get to know the business

30% of CEOs say their CFOs don't understand or assist them enough with the challenges they face in running the company.

3

The bit beyond

Now's the time to make sure you've got continued trust, respect, and open communication.



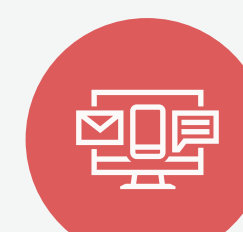
Challenge the CEO, in the right way

In this case, if the CEO is the emperor, it's on the CFO to point out that the emperor has no clothes.



Be solution-oriented

Instead of saying, 'these are the reasons we shouldn't do this,' say, 'here are the potential problems I see and how we can try to address them.'



Invest in the right technology

An enterprise resource planning (ERP) system like NetSuite allows you to operate more effectively by automating processes and gaining real-time visibility.

3 steps to success

In summary, if you want to stay and lead your business through big milestones — revenue growth, market expansion, an IPO — here are the steps to take:

1

Build a good team and use capable technology

2

Work with the CEO on new, growth-related initiatives

3

Find a mentor with the right experience

McCullough frames the CEO/CFO partnership in the context of rock 'n' roll's most iconic duo:

"When the CEO is in the room, you're gonna have to play Keith Richards to his or her Mick Jagger. Sometimes the best role you can play is being a great musician and letting your boss be the rockstar."

Create your iconic duo

Download the business guide today for more insight and practical guidance from McCullough, to set you on the path to success.