



The Financial Controller and CFO's Toolkit: Lean Practices to Transform Your Finance Team (Wiley Corporate F&A)

David Parmenter

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Simplify and streamline your way to a winning legacy

Winning CFOs is a hybrid handbook and toolkit with over 100 lean practice solutions and a wealth of practical tools for senior financial managers of small, mid-sized and large companies. This book outlines the mindset of paradigm shifters relevant to future-ready finance teams, and contains guidelines on how to become an effective change leader. Guidance from world leading expert David Parmenter provides the insight and tools you need to reach your true leadership potential and achieve more for your organization. Packed with templates and checklists, this book helps you adhere to the best practices in reporting, forecasting, KPIs, planning, strategy, and technology. The companion website—a complete toolbox for positive, entrenched change—gives you access to additional resources that reinforce the *Winning CFO* strategy.

This new second edition has been updated to reflect the latest practices and technology to streamline your workflow and get more done in less time—without sacrificing quality or accuracy. As an all-in-one resource for the CFO role, this book provides a clear, practical strategy for demonstrating your value to your organization.

- Selling and leading change effectively
- Get more accurate information from your KPIs
- Attracting, recruiting and retaining talented staff
- Invest in and implement new essential tools
- Investing wisely in 21st century technologies

Report the month-end within three days, implement quarterly rolling forecasting, complete the annual plan in two weeks or less, and bring your firm into the 21st century with key tools that get the job done. Be the CFO that your organization needs and the leader that your teams deserve. *Winning CFOs* gives you everything you need to achieve more by doing less.

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Madelyn McDowell:

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Margaret Burman:

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