

# 5 Habits of Top CFOs

D. Scott Beaver

March 15, 2023



The Association of  
Accountants and  
Financial Professionals  
in Business

**ORACLE®**  
**NETSUITE**

# Featured Presenter

**Scott Beaver**  
Senior Product Marketing Manager  
Oracle NetSuite



The Association of  
Accountants and  
Financial Professionals  
in Business

**ORACLE®**  
**NETSUITE**

# Agenda

1. Introduction
2. Today's CFO
3. Top Five Habits
4. Section 3
5. Conclusion
6. Key take away



## Poll Question 1:

What is the top priority of today's CFO?

- a. Identifying areas for savings
- b. Using data more effectively
- c. Implementing or optimizing business systems
- d. Managing CEO and/or Board expectations
- e. Identifying areas for strategic investment

# Poll Question 1 Results: (Placeholder)

# The CFO Role Keeps Evolving

# Current Challenges

## Setting Your Annual Budget Amid Economic Uncertainty

It's the end of the boom times in tech, as layoffs keep mounting

MARKETS | FINANCIAL REGULATION

## Accounting Errors to Cost Executives Their Bonuses Under SEC Rule

Commissioners voted to approve requirements that companies claw back incentive pay

Managing Spend to Help Navigate a Recession

## CFO Conundrum: We Need Workers, But Can We Afford Them?

Finance executives are playing a dicey game of shoring up their companies' workforces in an era of high employment and runaway inflation.

★★★★

## How Small Businesses Can Protect Their Value Amid Inflation

It's a tough environment, but there is opportunity if you prepare ↗

CFO JOURNAL

## Rising Rates Boost Companies' Focus on Working Capital Management

Finance chiefs are aiming to free up cash from their operations as the cost of credit increases

# Top Habits of Successful CFOs



# Focus on long-term strategic goals



## Poll Question 2:

How involved is your organization's CFO in identifying/developing new sources of revenue?

- a. Leads these efforts
- b. Very involved, but does not lead
- c. Somewhat involved
- d. Little or no involvement
- e. Don't know

## Poll Question 2 Results: (Placeholder)



# Build and maintain relationships

# Develop and engage your team



## Poll Question 3:

Does your organization have a formal career development plan for finance staff?

- a. Yes
- b. No
- c. Don't know

## Poll Question 3 Results: (Placeholder)

A woman with curly hair and glasses is looking at a smartphone. She is wearing a yellow and black patterned top. The background is blurred, suggesting an office or indoor setting.

Identify opportunities  
...not just risks



# Scan the horizon for what's next



## Poll Question 4:

Which of the habits we discussed should a CFO spend the most time on

- a. Focus on long-term strategic goals
- b. Build and maintain relationships
- c. Identify opportunities...not just risks
- d. Develop and engage your team
- e. Scan the horizon for what's next

## Poll Question 4 Results: (Placeholder)

# Questions and Answers

**Scott Beaver**  
Senior Product Marketing Manager  
Oracle NetSuite

<https://www.linkedin.com/in/dscottbeaver/>



The Association of  
Accountants and  
Financial Professionals  
in Business

**ORACLE®**  
**NETSUITE**

# Thank you!

Oracle NetSuite

<https://www.netsuite.com/>



The Association of  
Accountants and  
Financial Professionals  
in Business

**ORACLE®**  
**NETSUITE**