



**Measures of Success**  
**The role of the CFO in the Family Business**  
**April 18, 2007**

**Best Practice Exercise – Flip Chart Summary**

Identified as the Role of; **CFO, Controller, Advisor, Counselor**  
What would you; **Stop, Start, Continue**

Top Three - **Issues of Obstacle or Opportunity**

1. Balancing issues of the Ownership Group
  - Provide Data
  - Bring groups together ie: Sales
  - Lifestyle Issues
  - Make Roles more specific
  - Meet together and share data
2. How not to be a “Nag”
  - It is your job
  - Communication
    - a. Fierce Conversations by Susan Scott
    - b. “Please explain conclusion”
    - c. Ask inviting probing questions
  - Take out emotions
  - Lean on established processes and plans
3. Transition from Controller to CFO
  - Don't expect a smooth transition
  - Learn the Gaps
  - Learn where the roles fit along the “growth scale”

