

THE CFO PLAYBOOK ON STRATEGY: HOW CFOS LEAD THEIR COMPANIES TO ACHIEVE OPTIMAL PROFITABILITY

October 10, 2017

CFO
An Argyle Company

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SPEAKERS

Grant Gooder
Chief Financial Officer
The Sheridan Group

Karen Schreiber
Principal
The Hackett Group

Kenneth Fick
Senior Manager, Accounting and Transaction Services
MorganFranklin Consulting

Moderator: Joe Fleischer
Editorial Director, Finance Channel
Argyle Executive Forum

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1. What are the top challenges finance leaders face in sustaining their companies' profitability?

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2. To what extent have you observed companies improve profitability by offering different pricing to different segments of customers? What are the primary benefits and risks of customer segmentation?

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3. What approaches to cost management are proving to be most effective in increasing profitability?

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4. What should finance leaders should keep in mind when evaluating the effects of introducing new business models, such as subscription-based services, on profitability?

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5. Given that maximizing profitability is a goal that encompasses an entire company, to what extent can finance leaders employ a cloud-based approach to automate the techniques we have discussed to improve profitability? What are best practices for applying this approach?

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6. What are the most typical mistakes CFOs make in their efforts to improve profitability? How can they prevent these mistakes?

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7. What is the most important point you would like attendees to remember from this Webcast?





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QUESTIONS AND ANSWERS

Grant Gooder Chief Financial Officer The Sheridan Group	
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