

**THE CFO PLAYBOOK ON REPORTING:  
HOW TO MAKE FINANCIAL REPORTS  
EASIER TO UNDERSTAND**

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**CFO**  
An Argyle Company

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**SPEAKERS**

**Ryan Will**  
Director, Enterprise Performance Management (EPM) Transformation  
The Hackett Group

**Kenneth Fick**  
Senior Manager, Accounting and Transaction Services  
MorganFranklin Consulting

**Moderator: Joe Fleischer**  
Editorial Director, Finance Channel  
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**1. What are the most significant developments in external financial reporting that CFOs need to know about? What's new?**

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**2. How are changing expectations among investors and other stakeholders influencing how companies report financial information?**

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**3. What are the greatest challenges companies encounter with external financial reporting? How can CFOs enable their companies to overcome these issues?**

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**4. To what extent can companies reduce reliance on financial jargon without sacrificing accuracy when preparing financial reports for external audiences?**

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5. What best practices can finance teams implement to ensure the readability and memorability of the financial reports they disseminate externally?




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6. What strategies and types of tools can finance teams use to improve the efficiency and accuracy with which they prepare financial reports?




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7. What are the most typical mistakes CFOs make in their efforts to streamline external financial reporting? How can they prevent these mistakes?




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**QUESTIONS AND ANSWERS**




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