



## Winning CFOs: Implementing and Applying Better Practices

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### DESCRIPTION

**Better practices that today's CFOs can employ to bring value and efficiency to the teams that report to them**

Helping corporate accountants from the CFOs to the management accountant implement better practices that will make a difference to their finance team's performance, *Winning CFOs* shows corporate accountants how to create permanent improvements in their organization's processes.

- Provides better practice solutions the author has learned from more than 4,000 finance teams worldwide
- A to Z guidance on how to be an effective CFO
- Includes templates, checklists and implementation programs for process improvement
- Abundance of tools to ensure implementation of better practices
- Tips on how to develop winning leadership traits

*Winning CFOs* shows corporate accountants how to radically transform their contribution to their organization, enhance their job satisfaction and profile, and leave a legacy of efficiency and effectiveness in every organization for which they work.

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## ABOUT THE AUTHOR

**DAVID PARMENTER** is an international presenter who is known for his thought-provoking and lively sessions, which have led to substantial change in many organizations. He is a leading expert in the development of winning KPIs, replacing the annual planning process with quarterly rolling planning, management and leadership practices that will get you to the top, and corporate accounting best practice. David has delivered workshops to thousands of attendees in many cities around the world including Sydney, Melbourne, Kuala Lumpur, Singapore, Tehran, Johannesburg, Rome, Dublin, London, Manchester, Edinburgh, and Prague. David has worked for Ernst & Young, BP Oil Ltd, Arthur Andersen, and PricewaterhouseCoopers, and is a fellow of the Institute of Chartered Accountants in England and Wales. He is a regular writer for professional and business journals. He is also the author of Key Performance Indicators: Developing, Implementing, and Using Winning KPIs, Pareto's 80/20 Rule for Corporate Accountants, and The Leading-Edge Manager's Guide to Success: Strategies and Better Practices, all published by Wiley. David Parmenter can be contacted via [parmenter@waymark.co.nz](mailto:parmenter@waymark.co.nz) or +64 4 499 0007. His website [www.davidparmenter.com](http://www.davidparmenter.com) contains many white papers, articles, and freeware that will be useful to the reader.

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