



INSPIRING
FINANCIAL
LEADERSHIP

Think Like a CEO!

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Parable of the Talents

A



B



C



Parable of the Talents

FR DIRECTOR



PROGRAMME
DIRECTOR



FINANCE
DIRECTOR



FD role: ensure charity can pay for its future

- Happy and productive finance team
- Happy Treasurer
- Surplus
- Positive net assets & unrestricted reserves
- Well-managed cash flow
- SMART reports
- Compliance
- Value for money
- Well-managed risks



Focus: back and forward, medium-term (annual accounts, annual budget)

Question for breakouts: What is CEO role?

CEO role: create charity's future

- Happy and productive staff
- Happy and engaged Board
- Inspiration and vision
- Set & achieve strategy
- Grow fundraising
- Achieve mission
- Well-managed risk
- Enhance reputation
- Brand clarity and recognition



Focus: forward-looking, long term (vision, strategy)

Reflections

- Aspects of charity's future are in CEO's head
 - How can FD get closer to CEO perspective in order to maximise role?
 - Be curious!
- Personality and experience will affect perspective
 - FD needs flexible approach
- Who else can help you?



Questions to ask CEO

- What do you want to achieve?
- How will you know you have got there?
- What sort of solution you are looking for?
- What is most important to you?
- What are key things that need to change, to achieve your vision?
- Tell me a bit more?
- What do you really want?
- How can I best help you?



Moving from FD to CEO – learnings



Wrap Up

Be the best leader you can be – in
a COVID and post-COVID world

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