



Financial Leadership 2010

- ***Developing the CPA as a Strategic Business Partner***
- ***Leadership and Coaching Essentials for the CPA***
- ***Leading the Generation Mix***

Today's financial leaders must help organizations create value, not simply measure it. Financial people play key roles in transforming visions and strategies into action programs at every level of the organization. This seminar deals primarily with practical day-to-day leadership applications, not broad theoretical concepts. It provides valuable insight into improving financial leadership abilities, both within and outside of the financial function.

Seminar's Primary Focus:

- **The Financial Leader's Vital Competencies and Behaviors** — eight core competencies that form the building blocks of financial leadership. The five-C's of self-development.
- **Leading the Generation Mix** — realistic principles for leading across the four generations.
- **The Financial Leader's Environment** — how to work effectively with superiors, peers, subordinates, and outsiders.
- **The Leadership Pyramid** — a career-building approach to leadership effectiveness.
- **Leadership in Action** — communication methods for task assignments and building relationships.
- **Financial Leadership through Power and Influence** — how and when to use the six bases of power. The significance of influence.
- **Exemplary Financial Leadership** — understanding and applying the five fundamental practices to become an outstanding financial leader.

What Will Be Learned:

This seminar focuses on practical leadership techniques outside of the normal accounting function, which will allow financial leaders to add value to the organization. These include:

- The eight core competencies of financial leadership. The five-C's of self-development.
- How to more effectively lead across the four generations.
- How to acquire an expanded role as a communicator of solutions.
- How to be positioned at a higher level in the organization's decision-making process.
- Five steps to becoming a Strategic Business Partner.
- The five fundamental practices of Exemplary Financial Leadership.
- Financial Leadership through Open-Book Management, The New Finance, and Operational/Non-Financial Performance Measures for Improved Profitability.
- The 20 characteristics of admired leaders.
- How to create a culture of Perpetual Learning.

Who Should Attend:

CPAs at all levels who want to improve their leadership and coaching skills and improve their abilities to add value to the organization. The program will benefit all CPAs — from those with many years of managerial experience to those who are preparing for their first managerial position. This seminar is especially beneficial for the CPA who has recently moved from Public Accounting to a position in Industry or with a Service Organization.

CPAs in Public Accounting who want to improve their leadership abilities, and who are continually striving for new ways to add value for their clients.

Seminar Materials:

Each participant will receive a large Financial Leadership workbook, which will be used during the seminar and serve as a valuable take-home reference. The workbook includes many forms, schedules, and checklists (both financial and non-financial) that can be used immediately in business.

Seminar Length:

One day - lecture, highly-interactive, small group discussions, exercises and case studies, opportunities for participants' questions.

CPE Credit: 8 hours.

Level of Knowledge: Basic.

Prerequisite: None.

Advance Preparation: None.

About Your Seminar Developer/Presenter:

Jack Park is a highly effective developer and presenter of Financial and Leadership seminars. He previously held key leadership positions with the Greyhound/Dial Corporation and the Westinghouse Electric Corporation. Today he consults with organizations in the areas of Leadership, Coaching, Business Planning, and Cost Accounting. Park taught "The Controller as Leader" and "Advanced Cost Accounting" at the undergraduate level.

Park holds the National Speakers Association's Certified Speaking Professional (CSP) designation. The CSP, established in 1980, is the speaking industry's international measure of professional platform skill. Fewer than 7 percent of NSA's 3,400 members hold this professional designation. He is a recipient of the Ohio Chapter's Member of the Year Award. Park has presented programs nationwide for 44 different State CPA Societies, Associations, Institutes and numerous Corporations. His knowledge and presentation skills ratings are consistently among the highest of all instructors.

In 1989 Park founded Financial Insights, a consulting and seminar development firm, after spending 22 years with four major corporations. Financial Insights assists organizations with their business planning, and with improving their profitability and financial reporting.

Seminar Outline

The Financial Leader's Vital Competencies and Behaviors

- The Eight Core Competencies
- The Five-C's of Self-Development
- Establish and Communicate Priorities
- Follow Through and EXECUTE
- Leadership and Management

Today's Financial Leader

- Positioning the CPA at a Higher Level in the Organization's Decision-Making Process
- The CPA Vision Process
- The Financial Leader's Environment
- Expanded Role as a Communicator of Solutions
- How Financial Leaders Create Organizational Value
- Moving from the Information Age to the Knowledge Age

Leading the Generation Mix

- The Four Generations in Perspective
- Personal Values and the Generations
- Understanding Conflict Across the Generations
- Organizational Politics and the Generations

The Leadership Pyramid and Leadership in Action

- The Five Levels of Leadership
- Relationship Behavior and Task Behavior
- Assessing Follower Readiness
- The 20 Characteristics of Admired Leaders

The Five Fundamental Practices of Exemplary Leadership

- Challenge the Process
- Inspire a Shared Vision
- Enable Others to Act
- Model the Way
- Encourage the Heart

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