

RIGHT ADVISORY

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INSIGHTS FROM THE C-SUITE

The purpose of this course is to help CPAs and other finance professionals develop an understanding of the totality of issues facing CFOs and CEOs. With this knowledge, finance professionals in business and public accounting can better conduct their activities and advise their colleagues/clients to make more informed business and financial decisions.

Major topics include:

- *The big picture* – how investors, analysts and the media impact strategic, tactical and governance decisions, and how best to manage their expectations.
- *Managing the board* – how management and auditors can best address issues facing boards in an era of high public scrutiny and frivolous litigation.
- *The value drivers* – how businesses are valued and how to direct an organization’s strategic and operating plans to focus on value creation.
- *Business vs. corporate* – how best to develop a coordinated and complementary decision and accountability environment, to drive business performance while satisfying corporate governance requirements.
- *Financial services* – how best to deliver sophisticated accounting, finance, planning and compliance services with a partnering mind-set, ensuring business buy-in, no surprises or missed deadlines.
- *Risk management* – how best to assess and manage both financial and enterprise risk, not just from a perspective of “what might go wrong” - but “what must go right” to achieve organizational objectives.
- *Economic analysis* – how best to apply macro- and micro-economic theory and analysis to better address the impact of business cycles on investment and operating decisions, including how to measure and account for the economic effects of transactions.

Designed for: CPAs and other finance professionals who want to: 1) expand their knowledge of business management and finance, and 2) more effectively work with C-Suite executives by anticipating their needs and accountabilities.

Level of knowledge: Intermediate, graduate studies

Field of study: Finance, auditing, economics

Instructor: Robert M. Tarola, CPA