

CFO GROWTH CHECKLIST



Financial Visibility & Reporting

- Implement accurate, real-time financial reporting.
- Review profit and loss statements monthly.
- Conduct variance analysis against budget and forecasts.
- Ensure timely reconciliation of bank and credit accounts.
- Monitor key financial metrics (gross margin, net profit, cash conversion cycle).



Cash Flow Optimization

- Build a 13-week cash flow forecast.
- Identify and address cash flow gaps.
- Negotiate better payment terms with vendors.
- Accelerate accounts receivable collections.
- Optimize inventory to free up working capital.



Budgeting and Forecasting

- Develop an annual budget aligned with strategic goals.
- Update rolling forecasts quarterly.
- Incorporate scenario planning for key risks and opportunities.
- Align departmental budgets with company-wide objectives.



Revenue Growth Strategies

- Analyze customer profitability and pricing strategies.
- Explore upselling and cross-selling opportunities.
- Diversify revenue streams to mitigate risk.
- Identify and capitalize on market trends.
- Invest in high-ROI sales and marketing initiatives.



Cost Management

- Conduct a full expense review to identify savings.
- Renegotiate contracts with key suppliers.
- Eliminate or reduce non-essential spending.
- Implement cost controls and spending policies
- Monitor overhead vs direct costs regularly

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Risk Mitigation & Compliance

- Ensure compliance with tax, legal, and regulatory requirements.
- Review insurance coverage and risk management strategies.
- Establish internal controls to prevent fraud and errors.
- Develop contingency plans for financial disruptions.

Capital & Funding Strategy

- Assess current capital structure and funding needs.
- Explore financing options (loans, equity, grants).
- Prepare financial models to support funding decisions.
- Maintain relationships with banks and investors.

Team & Technology Enablement

- Leverage financial software for efficiency.
- Train team members on financial best practices.
- Automate repetitive financial processes.
- Review cybersecurity protocols for financial systems.

Strategic Planning & Growth Alignment

- Align financial goals with overall business strategy.
- Schedule quarterly strategy sessions with leadership.
- Review M&A opportunities for growth acceleration.
- Benchmark financial performance against industry peers.

Action Plan & Next Steps

- Prioritize top 3 areas for immediate improvement.
- Assign responsibilities and deadlines.
- Schedule regular check-ins to track progress.
- Celebrate quick wins to build momentum.