

Assisting prospective CFO promotion

Cost: \$5,200+

Client Pain Points

- ▶ **High performing individual ready for a greater challenge**
 - ▶ Individual is looking to get promoted to the CFO level but lacked confidence in herself
 - ▶ Company needed to increase her visibility to justify her promotion to the board
- ▶ **High employee turnover due to lack of trust in internal promotion processes**
 - ▶ Company needed to take a proactive approach showing their dedication to employee upskilling and retention

Value Provided

- ▶ **For our participants**
 - ▶ Gained greater visibility amongst her peers and the board by actively networking internally via golf
 - ▶ Gained confidence, self-awareness, and personal growth that allowed her to succeed in the new CFO role
- ▶ **For the company**
 - ▶ Gained track-record of internal promotion, improved employee sentiment around promotion process
 - ▶ Reduced turnover cost by raising employee morale

Service Provided

- ▶ **Analyzing root cause of confidence issues and underlying beliefs**
 - ▶ Open-ended questions during a one-on-one coaching session over golf
 - ▶ We delved into why the client is having confidence issues, whether the issue is with herself or her future at the company, what your ideal professional goal at the organization is
- ▶ **Align employee goals with company goals**
 - ▶ Based on the discussion, we found that the employee was experiencing imposter syndrome due to the lack of visibility amongst the board, as well as her lacking confidence in herself transitioning from an accountant based position to a C-suite position where she is no longer a numbers person, but a leader that needs to talk about vision
- ▶ **Bridge the understanding gap identified**
 - ▶ We leverage each golf destination as an analogy for CFO goals, how each hit can be different strategical options, and how even blind shots in the right direction from a vision perspective can bring you closer to your goal
 - ▶ We connected actions on the golf course to actions in the office to build self-awareness by bridging her efforts in golf to how she can improve self-confidence
 - ▶ We then help her plan her future actions in the office, and how she can utilize what she learnt about herself and the company in the workplace

Sample event photos



One-on-One sessions conducted on or off the golf course

Interpersonal skill development using golf



One-on-One sessions conducted on or off the golf course

