



Gene Siciliano



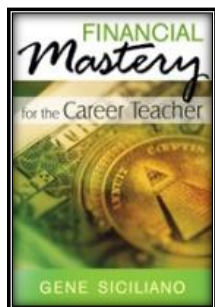
Executive Coaching is *Not* One Size Fits All

CEOs and business owners who are committed to excellence in all areas will recognize early on that neither they, nor anyone else, is an expert in all things. You don't hire one doctor to handle everything that might go wrong with your health, nor do you hire one consultant or generalist for all areas of your business.

Finance for Non-financial Managers, 2nd Edition, McGraw-Hill 2014, covers 14 key topics in the increasingly demanding world of business finance. This new and significantly expanded revision includes a wealth of new material, following on the heels of the best selling original. Because managers can no longer afford to be non-financial.



Gene brings his extensive financial management acumen and plain language writing style to the world of personal finance with **Financial Mastery for the Career Teacher**,



Corwin Press 2010. Written at the urging of an educational publisher, the guidance and strategies in this book will work for

professional people well beyond the education industry.

The best way to get stronger in a specialized area, without reinventing the wheel, is usually to find a mentor in that specific area and learn from them.



In an ideal world the CEO might have a mentor for strategic thinking, one for public relations, one for financial management of their company, and still another for their personal financial goals.



Over time the CEO might work with a particular coach for a while, and gradually become more independent while the lessons learned are refined through practice. Or they might work together for some period each year, e.g. a speaking coach before your annual meeting or a financing road show. In some instances a coaching relationship could last for years.

A **financial management coach** (my particular specialty) might help the CEO better understand their own financial information:

- How to increase the company's enterprise value,
- How to effectively evaluate the performance of a CFO or controller,
- How to develop an exit strategy,
- Or simply how to look for opportunities to improve the bottom line.

I help CEOs and CFOs learn what's possible in financial management, set relevant goals and then stay focused on achieving them. Call it a combination of education and accountability.

Or just call and we can talk about it.

[Contact me](#) for more information.

Gene Siciliano, **Your CFO for Rent**®



Gene Siciliano is the founder and president of Western Management Associates, source of *Your CFO for Rent*® services for over 25 years. The firm provides interim and part-time CFO/Controller services, executive coaching and guidance in operational finance and exit strategy. Gene and his team of seasoned CFOs and controllers have a clear mission in their work with CEOs and owner/operators of privately owned companies. Our value proposition:

- Increase the company's net worth and profitability by improving the management team's financial proficiency and bottom line results, and
- Develop and execute strategies that will make your company more appealing to a buyer or investor, if and when the time comes for an ownership transition.