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.

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®