

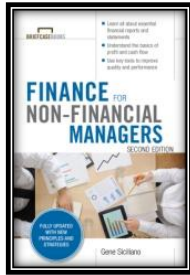


# Gene Siciliano

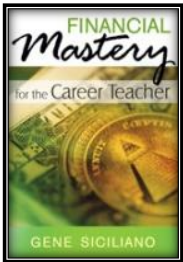


## What Makes a Top Executive Different?

**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.

### Do you want to get to the top of your company?

McGraw-Hill questioned some 4,000 managers at all levels, including CEOs, asking them to rank what they considered most valuable to meeting that goal. The results showed that senior managers outranked their subordinates in five areas:



- **Responsibility:** Executives tend to take on added responsibility and greater workloads through their careers.
- **Creativity:** Senior executives seem more apt and able to come up with ideas and solutions to challenges confronted in the workplace.
- **Stress Tolerance:** The study showed that executives outperform managers under stress. Executives also view difficult situations as challenges to rise to, rather than obstacles to be overwhelmed by.
- **Personal Insights:** Executives are more exact and honest in their assessments of their own strengths and weaknesses. As a result, they are able to improve upon their identified deficiencies.
- **Communication:** Good verbal and written skills are the hallmark of effective senior executives. They have good ideas and they communicate them effectively, they possess strong vocabularies, and they know how to market themselves.



As you review this list, your first reaction might be to say (to yourself): *"That's just not me. I can't do that."* But the truth is, anyone can take on more responsibility by simply deciding to. It's a conscious choice. And we all can be more creative than we typically are, often by just knowing it's possible. And so on down the list. Each of us can be more than we manifest today, by making the conscious choice and acting on it. **Yes, you can.**

[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.