

## Program Description

### *Thinking Inside the Box* **Working With CFOs**

Keynote, Concurrent, Sales Training

*Theme:: Analysis of CFOs,, and how to sell them ideads*

Good news and bad news - as Human Resources becomes Human Capital, the HR function is becoming more firmly aligned with Finance. The good news; HR, through solid metrics and a strategic alignment with the bottom line, has a chance at making a significant impact on the organization. The bad news is that few HR people understand the constraints and convoluted thinking of their new partner, the CFO.

HR Practitioner and Consultant Karl Ahlrichs has studied CFOs, and will share his findings in this fast-paced presentation aimed at bridging the gap to HR.

To learn the language, Karl enrolled in an MBA program with an emphasis on Finance and Statistics. To learn the thought patterns and key issues, Karl hosts a regional CFO peer group, facilitating a monthly "best practice" sharing with a group of CFOs, with more than 100 members in the group. He invited four CFOs to speak at the Indiana State SHRM Conference, addressing "The Mindset of the CFO" for HR professionals. Finally, to study their social behaviors, Karl played in golf tournaments with them (poorly) and frequently attends meetings of the financial trade associations.

Karl's presentation is focused on three areas:

- A quick review of the "real life" world of the CFO,
- a view of the world and the workforce through the eyes of a CFO, and
- a list of "best practices" that work effectively in communicating with (and gaining the trust of) a CFO.

All of this is presented in a fast paced, entertaining manner, illustrated with real life examples and seen through the eyes of a Human Resource professional who is bilingual with finance.

