

FORESIGHT CFO



A HOME IMPROVEMENT COMPANY HIRES FORESIGHT CFO TO HELP THEM DRIVE FINANCIAL PERFORMANCE

Case Study by José J. Villarino

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Low Financial Performance Customers Success Story

AT FIRST SIGHT

Client Overview

- Founded in 1970
- Regional powerhouse
- Excels in having the right products and delivered on time
- Family Owned Business

Solution Overview

- Accounting Review, clean up and catch-up
- Deep dive into sales challenges
- Multi-Year Financial Flight Plan

Key Benefits

- Improved confidence and accuracy in reporting
- Efficient delivery of reports to the CEO and managers
- Took reporting responsibilities off of CEO's shoulders
- Implemented processes for quantitative based planning and decision making

Business Challenge

The CEO was wearing too many hats and was thinly stretched across all aspects of the company. This was having a measurable impact on financial performance, timely decision making and personal health. Overall, the company was healthy but was not delivering on its potential.

Solution

First thing we did was identify the gaps in reporting and CEO bandwidth. We quickly took on the responsibility for the financial close of the previous fiscal year and got the books up to date. We then took an active role in identifying where the sales challenge was and worked with the CEO to design and track KPI's to right the problem.

Results

The Company was able file all of it's regulatory and tax related paperwork in a timely manner. In addition, the sales issue was actively addressed and led to additional analysis to quantify the viability of the business unit and management. The Company and their Growth CFO are in a weekly cadence of huddle to ensure we stay on our flight plan and monthly financial performance reviews that also include senior leadership.