

# The Social CFO and his Story Telling

CFO Forum  
January 24 , 2022



# Agenda

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- 01 The “Social” CFO
  - 02 The CFO Storytelling
  - 03 Building your Brand
  - 04 Work you career
  - 05 Summary and Tip of the Day
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01

# The “Social” CFO



# The Social CFO

## Communication is Key

- CFO are required to **communicate effectively**
- This presents unique challenges as most of us **are not social** by nature
- Communication skills do not come naturally for most CFOs
- A successful CFO must collaborate effectively with a lot of **different stakeholders**- employees, team members, colleagues, management, governmental authorities, Board members, shareholders, bankers, service providers, suppliers and customers
- CFOs must develop a set of **soft skills** to collaborate effectively



"Is trading pictures of our cats considered networking?"

# The Social CFO

## Communicate or Evaporate

Five pillars of effective communication are:

- Listening
- Authenticity & Honesty
- Being Proactive vs. Reactive
- Aligning Perceptions and Reality
- Having Deliberative Discussions vs. Arguing



A critical tool for CFOs to communicate with impact is  
**STORYTELLING**



02

## The CFO Storytelling



# The CFO Storytelling

Discover what suits you

- CFOs today have transformed into a far more business and strategic role
- Stories validate the numbers presented on the spreadsheets: While the numbers provide objectivity, it's the stories that unpack the credibility behind them
- Together, stories and numbers give leadership the information needed to make more informed decisions, giving rise to the trend of financial storytelling
- Storytelling is very individual, each CFO should adapt the storytelling method to the situation, counterpart but more importantly to his/her own characteristics and nature
- We will discuss 2 communication routes which might be suitable to anyone

# The CFO Storytelling

## Warning Story Plots

The warning story plot is where you highlight the consequences of inaction and/or the consequences of taking a course of action that could result in less than ideal outcome. This storytelling strategy may be more comfortable for most CFOs as they often play the “bad cop”. **Five types of warning story plots are:**

- 1. Neglect Reality:** talk about the cost of disregarding red flags. When you use this storytelling plot, you set the stage to identify the cost (consequence) of doing business or usual and accepting the status quo
- 2. Ignore the Prize:** talk about the benefits of changing with the times. This storytelling method combats the “We’ve always done it this way” mentality. Set the stage with the advantages that come with change
- 3. The Comeback:** talk about the value of making a mistake and finding the way back to the right path. People relate to this type of storytelling because we all enjoy a good comeback story
- 4. Lost the Way:** talk about getting off the right track and rediscovering the path to success. Abandoning fundamental principles often puts companies at risk. This storytelling method is used to “get back to the basics”.
- 5. Fall Forward:** talk about lessons learned from a failure and how to value failure. This storytelling plot is very popular and efficient even with kids. Life’s greatest lessons are often learned in failure.



# The CFO Storytelling

## Motivating Story Plots

The motivating story plot inspires passion in people who want something to happen and are vested on a personal level to achieve it. You connect to people on a personal level and light a fire in each person to act and take personal accountability for outcomes. **Five types of motivating story plots are:**

- 1. Answer the Call:** talk about the value of joining the cause and being on the team. When you use this storytelling plot, you are helping people envision the great things that will happen if they heed a call to action.
- 2. Pursue the Reward:** talk about the benefits of investing intellectual capital and hard work to help a vision come to life.
- 3. Overcome the Obstacle:** talk about the value of overcoming an unforeseen obstacle. People relate to this type of storytelling because we all have had to think on our feet to adapt to a potentially devastating event in real-time.
- 4. No Pain No Gain:** talk about the value of persistence in achieving a goal. Nothing worthwhile comes without great effort and failures along the way.
- 5. Savor the Victory:** talk about the amazing success achieved through teamwork. There is no “I” in team.

03

## Building your Brand



# Building your Brand

## Basics

- For career success you must **take ownership** of your career and be prepared for your next move
- CFOs need to build networks, develop their professional brands and engage their networks - **within and beyond work**
- Building your network is challenging and time-consuming
- Building your network is not a one-time effort but an **ongoing** endeavor



# Building your Brand

## Map your Network

You should identify 5 specific network areas:

- Who Do You **Want** to Know
- Who Do You **Need** to Know
- Who Do You **Already** Know
- Who Knows Who You **Want** to Know
- Who Knows Who You **Need** to Know



# Building your Brand

## Network Links



**HOT LINK**



**MILD LINK**



**COLD LINK**



# Building your Brand

## Map yourself

- **Know What you Know** – have confidence in what you know and the value of it
- **Appreciate What you Don't Know** – understand what you need to know
- **Invest in Knowing Others** – people need to know you're interested
- **Let Others Get to Know You** – you need to be authentic
- **Communicate What you Know** – use your knowledge to help others be successful
- **Communicate What you Need to Know** – learn from others, they will help you be successful
- **Actively Collaborate** – identify opportunities to work with people for a common goal
- **Listen, Listen & Listen**





# Building your Brand

## Networking Channels

- Social Events
- Professional Conferences
- LinkedIn
- Professional Associations
- Public Speaking
- Podcasts
- Blogs
- Online Communities
- Alumni & Other Networks



האוניברסיטה  
העברית  
בירושלים  
THE HEBREW  
UNIVERSITY  
OF JERUSALEM



05

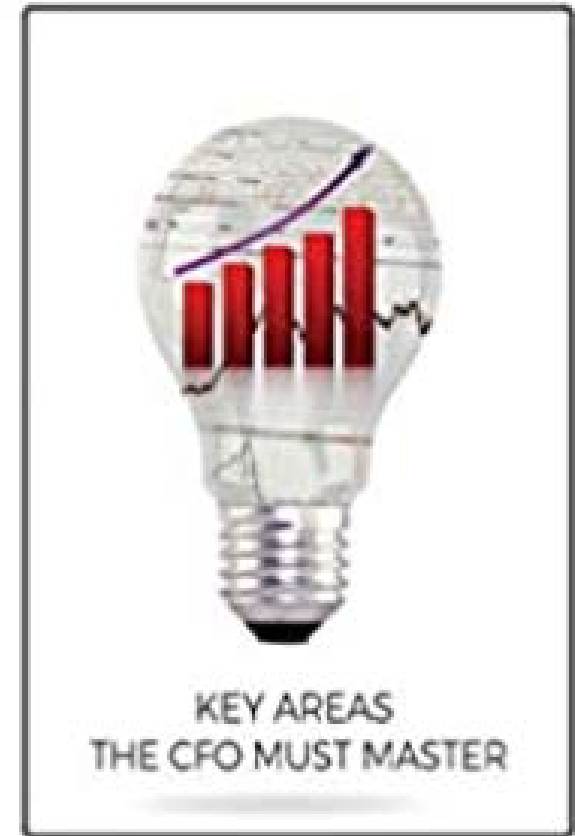
## Summary & Tip of the Day

*Here's a*  
**Tip!**

# Summary

- Communicate Effectively
- Master your Storytelling method
- Be Social
- Take ownership over your career
- Build and Farm your network
- Establish and enhance your Brand

## THE SUCCESSFUL CFO



*When you plan to meet someone new or someone you barely know, prepare yourself, read about him/her, you can find info on the web about anyone, and you will **ALWAYS** find commonalities like areas of interest/history/affiliations ... Which you should smoothly include in your initial conversation*

*THIS WILL ALWAYS*

