Whose Story Is It?

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Learning Objectives

• Bridge the gap between financial reporting and financial presentation

• Understand what to expect when the finance function moves from being in charge of accounting to leading the charge of accounting

• Understand how an effective finance function can empower not only itself, but all of the other functions of the Club
Considerations

• What is your club’s financial leadership philosophy
• How important is owning the story
• How do you corral 15 different interpretations of the financial story
• How do you freshen your story as the Board changes
• What story do your department heads tell? Can they tell their story
• Do all the stories have the same DNA
Does the CFO

- Attend Board meetings?
- Participate in financial information policy setting discussion?
- Tailor their message to the audience?
- Commit to lifelong learning?
- Lean on your auditors?
- Act as a transaction advisory specialist?
- Have the soft skills?
- Embrace the club’s strategic plan?
- Think beyond their department and club?
- Train their team?
It’s Not Enough to Work Hard and Generate Great Outcomes

- **Know** the story
- **Own** the story
- **Tell** the story
- **Sell** the story
- **Defend** the story
- **Enjoy** the glory of the story
Top Five Takeaways

1. The story keeps reality in charge - otherwise fantasy and imagination rules

2. The GM and direct reports (department heads) must accept and embrace the concept of owning the story

3. The story must be retold and refreshed on a regular basis because it has a short shelf life

4. The story must be told and illustrated in a professional and creative manner

5. Without the story there is no glory