



# The New CFOs: How Financial Teams and their Leaders Can Revolutionize Modern Business

*Dr. Liz Mellon*

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In the aftermath of the financial crisis, the spotlight is even more on the role and activities of the CFO. Specifically, CFOs need to accelerate three aspects of their role: develop dynamic and distinctive risk management capabilities, motivate and align increasingly diverse work providers, and design and operate effective financial processes for internal and external customers. The winning CFOs in the next decade will be the ones who get the basics right, who prioritise their efforts, and who invest in the leadership development that creates the institutional capacity to achieve and sustain leading industry performance.

CFOs need to embrace the new challenges and opportunities created by the financial crisis. The New CFOs provides the fundamental road map to success in this new environment for finance officers, their teams, and the organizations who employ them.

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