

The background of the slide is a blurred photograph of a city street at night. The scene is dominated by blue light, likely from streetlights or building signage. There are several bright orange or red lights, possibly from a traffic light or a sign, which stand out against the blue. The overall effect is a bokeh of light, suggesting a busy urban environment.

PERFORMING YOUR ROLE IN THE ORGANIZATION

Jeffrey C. Lim

President – SM Prime Holdings, Inc

2015 Analysis of CEOs in the Forbes 2000 Companies

- Only 13% moved into CEO position from being CFO
- Only 18% were previously holding senior-level financial officer positions (controller, treasurer, chief accounting officer, svp/vp of finance, chief tax officer, CFO)

PRIORITIES

- Focus on activities directly related to achieving the strategic and financial objectives of the company
- Build capabilities of the Finance organization by investing in the right tools and developing competencies of the people
- Work closely with the CEO on strategic matters

BUSINESS PARTNERING

- Support and advise other business areas on their strategic and operational decision-making
- Demonstrate understanding of the needs and goals of the business
- Challenge assumptions and recommendations about the business
- Contribute strategic thought process

RISK MANAGEMENT

- Lead in creating a risk intelligent culture
- Equip the organization with risk assessment and scenario planning tools
- Keep yourself abreast with emerging risks
- Initiate discussion and assessment of risks at top level

ENTREPRE- NEURSHIP

- ‘Pursuit of opportunity beyond resources controlled’ – Howard Stevenson
- Ask ‘what opportunities can I capitalize on and what resources do I need?’
- See what could be and make it happen
- Take calculated risks that provide impetus for innovation and growth

DECISIVENESS

- Know what is most critical regarding the matter for decision and focus on that. Always consider the big picture.
- Go beyond what numbers say and invite perspectives from other people in the organization
- Take accountability for decisions made



THANK YOU