



**The Value Added
By an Experienced
Lauber CFO**

***The combination of varied experience and management skill
adds bottom line value for our clients.***

Normal Duties of a Controller	Value Added Contribution of an EXPERIENCED Lauber CFO
Prepare monthly financial statements.	<p>Enhance the value of information through ability to understand the meaning and communicate this to management in a manner that allows direct action.</p> <p>Develop daily or weekly tools to ensure the company does not encounter month end surprises.</p> <p>Prepare additional information; graphs, ratios, etc. to highlight key indicators in the monthly financial package.</p>
Prepare projections.	<p>Create an interactive financial forecast tool that allows for evaluation of various scenarios. Changes in future events can be factored in enabling if / then analysis. Working with management, use this information to chart the most profitable course of action.</p> <p>Document and communicate plans throughout the organization. Encourage long-term strategic thinking.</p>
Identify projects that lost money.	Identify reasons that projects lost money. Develop and communicate plans to eliminate future occurrences.
Point out problems to owner.	<p>Proactively identify potential problems to owner and propose solutions. Work within the organization to implement the designated solutions.</p> <p>Prepare objective, fact-based information to clarify the situation. Tell it like it is, no matter what the root of the problem.</p> <p>Be a sounding board for owner in all areas of business.</p>
Make honest attempt to supply information requested.	Interpret what is requested and provide the information that is needed to address the current circumstances.

Normal Duties of a Controller	Value Added Contribution of an EXPERIENCED LauberCFO
Prepare list of bills to be paid.	<p>Project cash requirements. Use to determine priorities and identify action to improve cash-flow and provide for temporary shortages.</p> <p>Evaluate appropriateness of expenditures. Seek alternatives that would lower cost or increase value added.</p>
Perform or supervise day to day accounting duties.	<p>Coach lower compensated staff to perform the day to day accounting duties with an eye toward eliminating unnecessary work and improving timeliness.</p> <p>Use experience to suggest new ways to address changing business challenges and conditions.</p> <p>Encourage open communication throughout the organization to ensure that everyone is pulling in the same direction.</p> <p>Keep eyes open and make suggestions to improve efficiency in all areas of the business.</p> <p>Identify staffing needs and recruit as appropriate.</p>
Prepare payroll and related reports.	<p>Oversee payroll process; consider outside service if cost effective.</p> <p>Determine if performance based compensation plans would encourage better results. Design and implement if appropriate.</p>
Collect proposals for outside services.	<p>Solicit proposals from a network of proven resources, question assumptions, suggest alternatives, analyze options, recommend suitable action.</p>
Send financials to bank.	<p>Communicate company's vision to lenders and other outsiders. Evaluate proposals, negotiate key elements of relationship. In difficult times use personal credibility to maintain external confidence.</p>
Send information to tax return preparer.	<p>Work with outside accounting firm or tax professional to maximize the value of this relationship. Be alert for tax planning ideas.</p>

The bottom line - if you are not getting what you need, it's time to talk to LauberCFOs!