**CFO Forum Lehigh Valley October 2022**

**Today’s session addressed enterprise value and how a CFO can help the executive team understand enterprise value and show them how their actions can increase enterprise value and how to prioritize actions and spending, anticipate the impact and measure the results.**

**Key takeaways** included:

Our EBITDA/ multiple and other jargon terms are uncomfortable and not understood by all. It’s our job to communicate more effectively and John Foster introduced a lot of the concepts and a tool (Core Value) that can be very helpful. It’s what his company, The Pathfinder Group, has been doing very successfully for years.

View the zoom recording (link is on the website) and the slides (also on the website). It’s worth the time and might be worth sharing with your CEO.

To make that point, John analyzed/ valued 6 of our companies and estimated that they were”worth” about 60% of their potential with several common opportunities. There are a couple of slides on this topic and I think you/ we will all recognize that more effective sales and customer retention are the most efficient and fastest way to increase value. Might be a quick analysis to drill into the drivers of these value creators.

For the geeks among us, there are 18 key/ strategic factors that drive the value of a firm and only a few are financial measures. Makes that point that key drivers are a lot broader than the financial measures.

John referenced a number of books that you should take a look at including:

* Think Again by: Adam Grant
* Leading Change by: John Kotter
* Measure What Matters by: John Doerr
* The Power of Habit by: Charles Duhigg
* CEO Tools 2.0 by: Kraig Kramer and Jim Canfield (this latter one I did not mention but is relevant to the discussion around metrics. It has a financial focus so you crowd will devour it)

For those who attended, John and I would appreciate your feedback. Send to me or John at john@pathfindergroupus.com Or call him at 813.716.2286

What was your biggest takeaway?

What was the one thing you would like to know more about?

John’s contact info is on the slide deck.

 For the six CFOs who completed the survey, John will be in touch with you to provide his observations.

For anyone who wants to complete the survey, John has graciously extended the offer for a free evaluation.

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| PathFinder Group  |
|   | Click this link to begin: [Start my Discover!](https://www.mycorevalue.com/engage/survey/6491-1664223316-a455ddf9cb39c4ea2a47da4fb4ae2b1b031c01e5)If you have any difficulty registering, please contact John Foster or support@corevaluesoftware.com. |   |
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**Next sessions: Two November sessions-we planned to do a post election economic update on the 16th but it will be done via a webinar on Nov 9th at 10 30. Here is the link.** 

**Our regularly scheduled session follows on Wednesday Nov 16th 8 30 to 10 30. Topic to be announced. Invitation to be sent by Nicole. Planning on a live session at MRC location but zoom will be available if you can’t physically attend.**

**Housekeeping:** Minutes, slides, the recording and CPE letters are available at [www.thecfosolution.org](http://www.thecfosolution.org) under the events tab for September but only for participants. IF you were a guest, contact me if you want a copy. Website has added a Table of Contents to find your way around the 80+ topics in the website.

CPE letters usually take about a week or two to get posted. If you are missing one, let me know and I will provide it. IF you need CPE credit and don’t know how to get the letter for a specific session, contact me.

**Othe**r:

We have added some SME partners who can help you in:

 The website has a prescription drug best practices summary. Up to 75% reductions are very possible. It’s your fiduciary responsibility to understand this stuff and seriously consider it. DON”T expect your broker to tell you to reduce your costs and reduce his compensation!

 **MRC has a lot of great programs that you, operations, HR and other functions should be aware of. Their 2023 program listing is attached.**

 Energy use reduction and impact / evaluation of solar was a hot topic in March. We have the models and the introductions to roofing partner (for a free assessment), the solar firm (lots of technology to understand) and financing partner. Financing for any energy cap ex is a phenomenal deal (named C PACE). Unique financing tool designed to encourage energy investments. Few local banks offer it! Call me to learn more or see website.

 Looking for people to hire? Connect with LVProfessionals. If you need an introduction, contact me. They have over 100 experienced, degreed people looking for a position. List is attached. Another idea for hiring is to use Careerlink-our partner contact is Mick O’Hearn. Reminder-On the Job Training funds have been increased for the Lehigh Valley and Mick has several hundred K to give to you!

 Suggestion/ warning-we all get calls from R&D tax credit, ERC credit, savings promoters working for a % of your credit or savings so they are incented to maximize their commission and may put you in jeopardy. Especially true on the R&D credit since AICPA just issued a warning regarding conflicts of interest and warning CFOs to be careful to use a quality advisor. Our partners are vetted and their goals are aligned with your goals and many provide a special discounted rate and or special payment terms to align with your success.

If you buy a lot from Home Depot, we have a savings program partner. Also with UPS, FED Ex as well as power providers, telecom providers. Free assessments-not sure why everyone thinks your purchasing departments are smarter than the experts. All performance based/ totally transparent savings calculations.

Glad to provide an introduction when you are ready. We never share your contact information with our partners although they may have your email address if you attended one of their presentation sessions.

### If you export, get familiar with the U S Commercial Service in Philadelphia. Tony Ceballos is the Director and the expert and he is here to help you explore the potential of exporting and explain all the services that your tax dollars provide. We can help you understand the I C DISC tax advantage to export. It even benefits second degree exporters! (in other words, if you make a component that eventually gets exported in a finished product, you qualify for 30% lower taxes!) Contact Tony at tony.ceballos@public.govdelivery.com

### Export Business Plan: Tools to Identify your Top Markets Overseas

**December 1 | Virtual**

Join the St. Vincent SBDC, Clarion University SBDC and Lehigh University SBDC. in partnership with U.S. Commercial Service in Pittsburgh, Southwestern Pennsylvania Commission and SBA Export Financing for a webinar on identifying top markets for U.S. exporters. RSVP coming soon!