



Financial Leadership Support Services

Just what is “Great/Strategic Finance” – and how do you start to achieve it?

PMCC Ventures is dedicated to elevating mid-market companies through robust financial management.

We get it.

Finance leaders must be diligent about the future. The ability to see over hills and around corners and operate in up- and down-arrow environments is critical to business growth.

BUT

The average CFO tenure is getting shorter and talent acquisition is getting harder — all while **organizations need a steady and consistent hand on the financial helm.**

AND

Many finance organizations focus on basic reporting requirements, instead of providing a **crucial understanding of why things are happening.** They simply report what happened.

MEANWHILE

The demand for Financial management to become more strategic and involved in more aspects of the management of a company is growing

SO

PMCC has chosen to help clients develop and deploy **robust, strategic financial management practices and processes** as quickly, efficiently and effectively as possible.

3.5 years

is the average tenure for a CFO, a rate significantly lower than other executives.¹

Fewer than 10%

of most activities by finance organizations are dedicated to analysis and action in support of decision making.²

¹Source: [Datarails](#)

²Source: [IBM](#)

We have been observers and player-coaches for 40+ years in this domain

- The notion of finance *becoming* more strategic has been around for 25+ years
 - We have been observing this with great interest for longer than that
 - We have seen the “notion” of what this means morph over time
 - Shared services as a euphemism for
 - More centralized
 - Lower cost
 - Controlled risk
 - Process improvement = Faster/lower cost
 - Finance as the keeper of the risk management processes for the firm- as the umbrella of risk became bigger and bigger
 - The notion of Great/Strategic finance today is much broader, deeper and multi faceted.

WHY?

Finance sits at the intersection of a lot going on in a company and is well positioned to harvest data to create insights and help the company KNOW MORE NOW!



AND OF COURSE

As the business environment changes and expands at a great pace, the role of finance has become expanded, nuanced and faceted



Furthermore, the challenge and opportunity is systemic

BUT

The business press and service providers present the issues and their products as discrete challenges and opportunities- which adds to the complexity and fog about what you need to consider and do as you plot a path forward

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BECAUSE

There is not a plausible choice but to figure it out and move forward

OF COURSE

Value creation is still key for companies and is increasingly difficult as “new” situations emerge and hit management teams

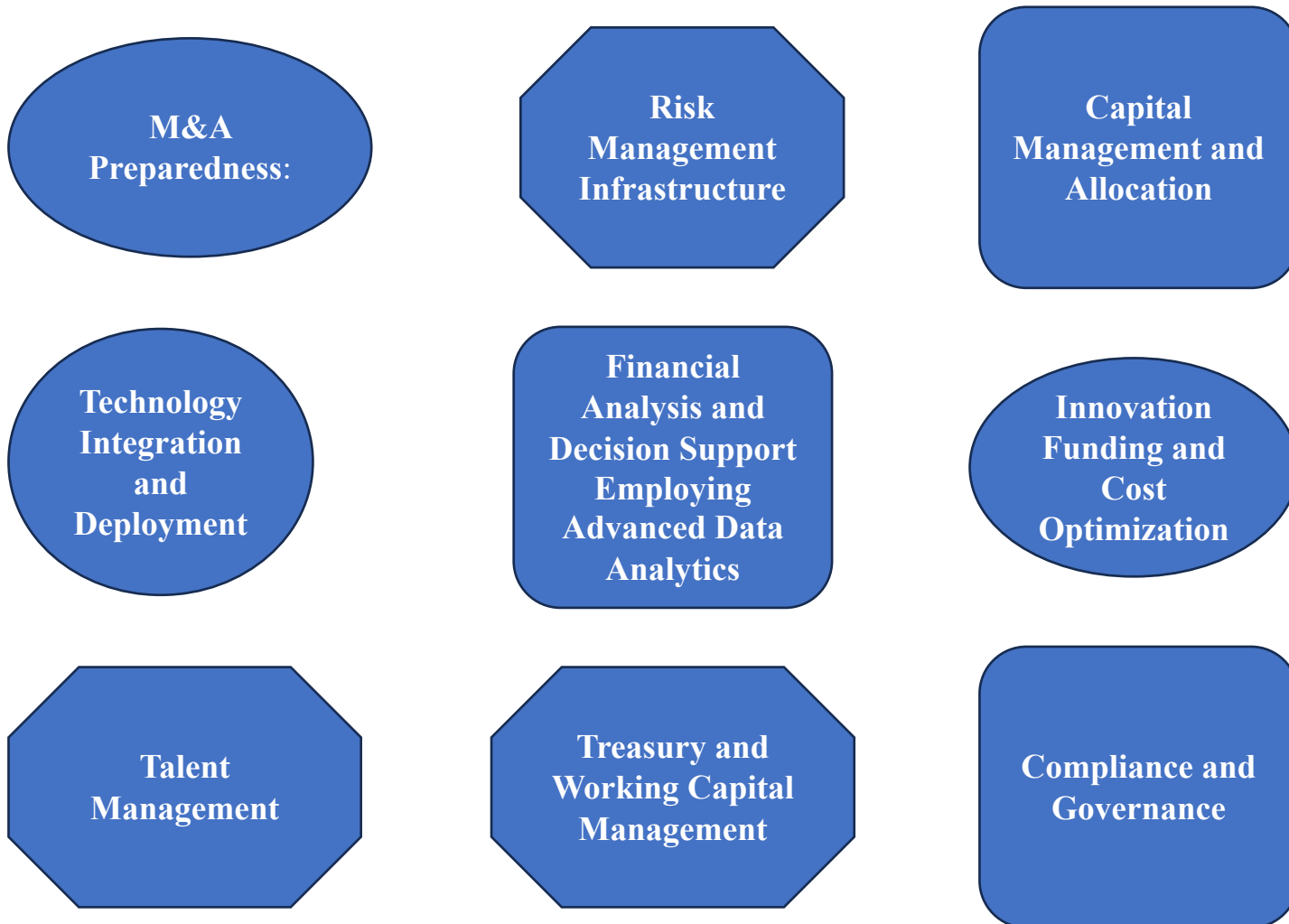
BUT

A quick look at the Russell 2000 over the past 5 years (as a proxy for the mid market) shows just how illusive it is to sustain value

AND

Business leaders have no choice but to fight the fight

A recent Chat GPT search indicates these are the core capabilities for "Great/Strategic" Finance



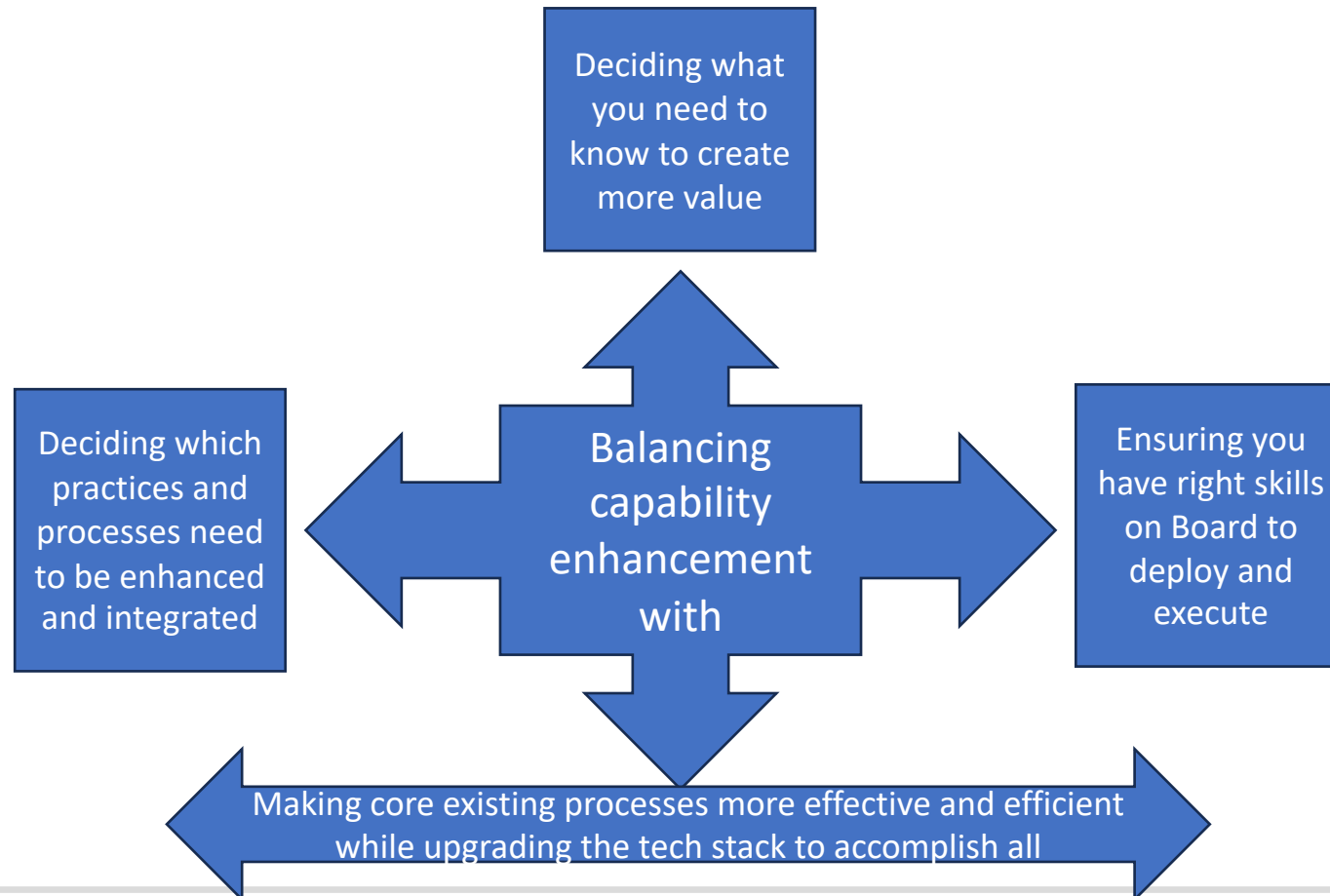
BUT

The research seems to leave out:

- Controls and Control Environment
 - Effective and Efficient Transaction Processing
 - Data Models that are responsive to what you want/need to know
 - A weighting of what is most critical and foundational to you now
 - Systemic interdependencies
- SO**
- No wonder organizations are having a hard time charting a plan and moving together expeditiously

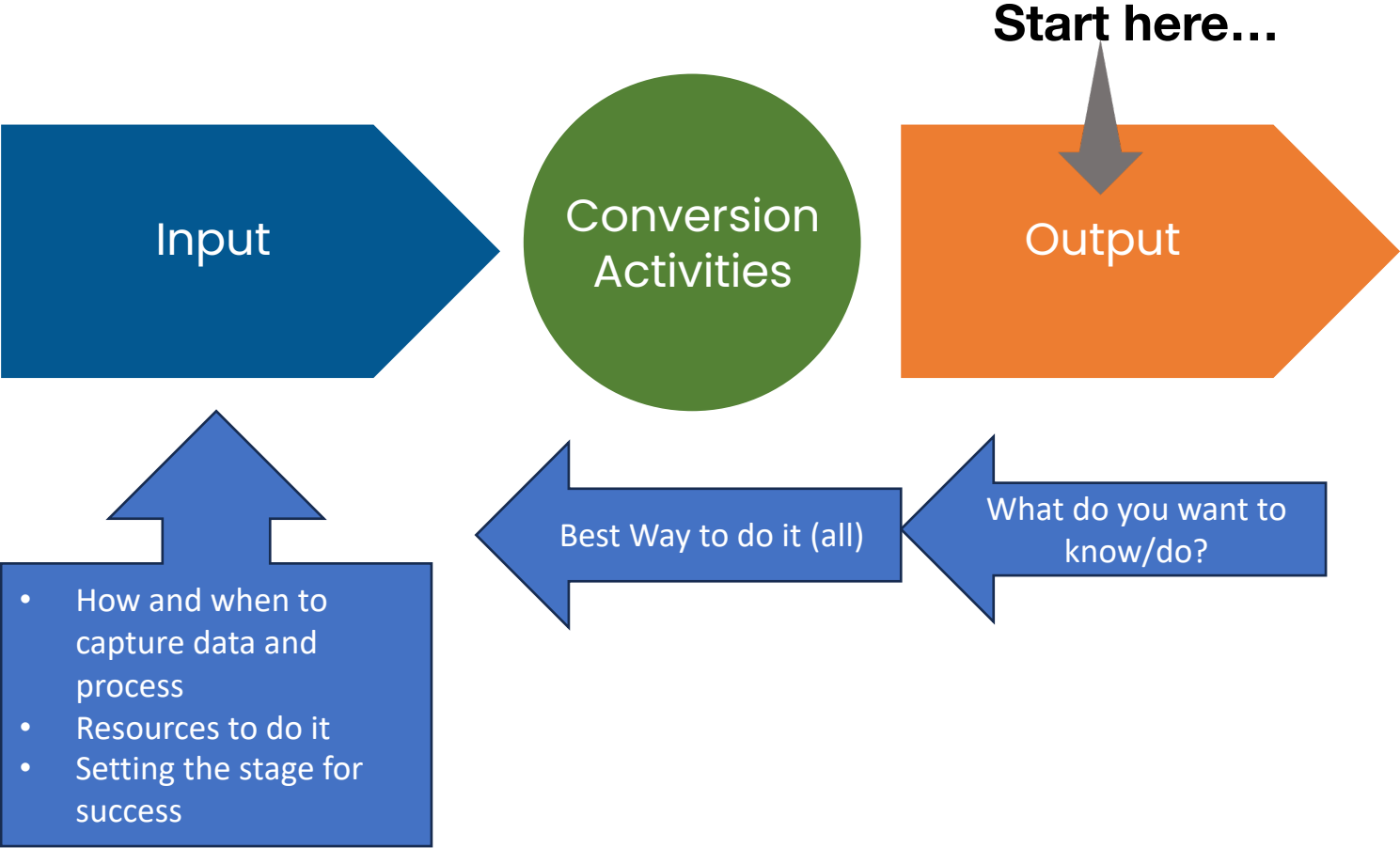
There is a lot going on as companies try to rise above current business challenges

As it relates to Finance – it has no choice to enhance capabilities, but has to figure out how to do it and “not break the bank” and...



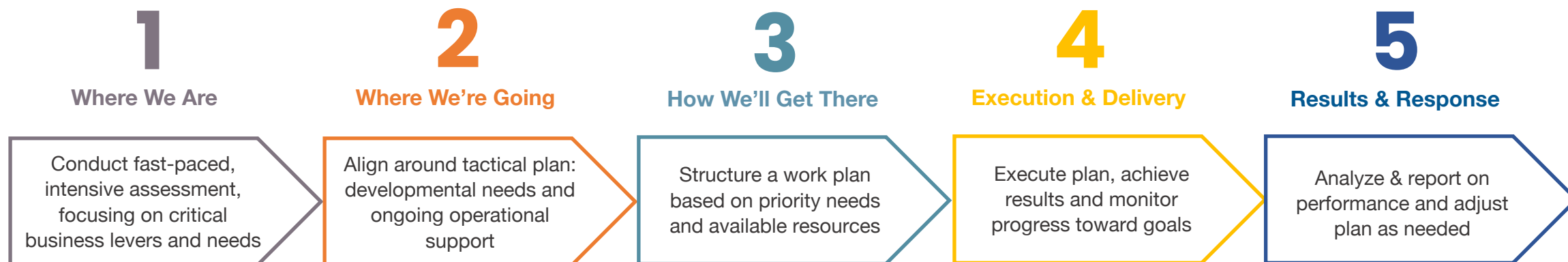
For an effective outcome you have to approach as a process and a system

We get better results because we look at things in a different way.

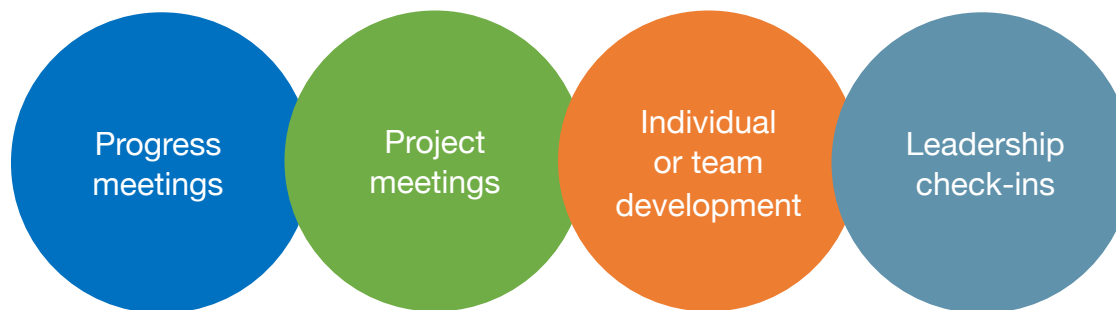


We hit the ground running.

With rapid assessment, a customized program, and complete follow-through, our methodology leads to great outcomes — fast.



This process may include:



We'll custom-tailor a solution for your situation

Few situations are exactly alike, but many of our engagements follow a similar pattern. Below are some examples of how we structure services.

Service Type	Focus	Structure
General finance support	<ul style="list-style-type: none"> • Talent and skill development • Lead off/head off opportunities and challenges • Focus on continuous improvement 	<ul style="list-style-type: none"> • Weekly meetings to discuss: <ul style="list-style-type: none"> • New happenings • Financial package review • Status of developmental activities • Emerging problems and opportunities
Initiative management	<ul style="list-style-type: none"> • Leverage prior knowledge and experience • Support day-to-day operations and business performance 	<ul style="list-style-type: none"> • Project- and knowledge-manage initiatives ranging from new opportunities to major challenges • Free up financial leaders to continue essential day-to-day work
Combination of above	<ul style="list-style-type: none"> • Company-wide support, vs finance only • Enable normal developmental and operational activities to continue • Help mitigate and manage risk 	<ul style="list-style-type: none"> • Operate as a resource across the company • Scale intensity of efforts to situational needs

Let's talk.

We'd love to learn more about your vision for success
– and what's keeping you from achieving your goals.

Contact us today for a complimentary consultation.

Email Pat McCormick: pjm@pmccventures.com

Schedule a consultation: calendly.com/pmccventures-pjm-4

We believe

almost everything can be
changed and improved to the
benefit of your business.

**We have the
experience to help
you make that
happen**