

# CFO.UNIVERSITY COACHING PROGRAM

## Key Details

These details are correct as at November 2023

# CFO.UNIVERSITY COACHING PROGRAM

## Introduction

The **CFO.University Coaching Program** is presented by **Andy Burrows** of **Supercharged Finance**.

**Andy Burrows** is a chartered accountant in England, and a former Finance Director, with more than 25 years of experience in senior roles in the Finance function in a variety of businesses and sectors.

He's an experienced leader with a coaching style.

Recently, he's become well-known for insightful articles and webinars, and founded **Supercharged Finance** to provide online training and coaching to help Finance professionals get more intentional about adding value to the businesses they work for.

**CFO.University** is an online education organisation, dedicated to providing the tools, skills training and coaching that CFOs need to develop, grow and excel in this important business leadership role.

**Supercharged Finance** and **CFO.University** have collaborated in a number of areas to date. In particular, **Andy** has provided thought leadership articles for the **CFO.University** community and has spoken at the **Finance Innovation and Excellence Virtual Summit**. Andy also now provides one-to-one coaching services through the **CFO.University Coaching Program**.

# Is CFO Coaching For You?

**When you get to senior management and executive level, coaching can be very effective for sustaining your growth and development, alongside other forms of learning.**

You're a great fit for our coaching if:

- You're a **newly appointed CFO/FD** who feels nervous about the step up you've just made. You want to get confident quickly.
- You're a **CFO/FD and you know you have some areas for development.** You want to find out how to fix them quickly.
- You're a **CFO/FD who doesn't want to stagnate.** You want to be always "sharpening the saw" and staying fresh and on top of your game.
- **OR you're a senior Finance leader who feels almost ready for a CFO role,** but not quite.

# Why is Coaching What You Need?

## Let's Boil It Down...

It's about taking the **quicker, more direct route** to:

... **being calm and confident**, "owning" your senior role;

... **saying 'goodbye' to imposter syndrome**, instead believing in yourself as a business leader;

... **regaining your balance**, reconnecting with your family, because you don't have to work long hours to prove yourself any more;

... **avoiding burnout** and stress;

... meeting all the varied challenges of the CFO role with relish rather than terror!

With **the CFO.University Coaching Program** you can achieve all that, because:

- It's a development program that is **tailored to your exact needs right now**, NOT a bunch of courses with some useful bits for you to learn from
- It's a program with **flexible length and timing** to suit your schedule and development needs, which means you never have to worry about learning opportunities passing you by
- It's a program that **focuses on your identified development areas**, so that you can grow more quickly and gain confidence
- It's with **a coach who knows Finance, and knows leadership**, who is probably already familiar with the challenges you face
- It's a **confidential supportive relationship**, so that **you don't have to do this alone**

# Specifics

## You get:

- A specified number (**1, 3 or 6**) **1-hour+ online** (Zoom) **coaching sessions** with Andy Burrows
- Access to Andy in between sessions, via **email, phone and WhatsApp**
- Access to a private **coaching portal on the Supercharged Finance website**, which will serve as a hub for scheduling sessions, storing coaching call recordings, keeping notes and sharing resources

## For an investment of:

	Pay in full up front	Pay monthly
1 single session	\$1,000 / £850	n/a
3 session package	\$2,500 / £2,125	3 monthly instalments of \$1,000 / £850
6 session package	\$5,000 / £4,250	6 monthly instalments of \$1,000 / £850

**A discount of \$250 / £200 will be applied to the first payment for new clients.**

Amounts quoted are excluding VAT\* or other applicable sales taxes.

\* Supercharged Finance is a trading name of Charis Business Consulting Limited, a UK company, which is not VAT registered as at November 2023

# How to Get Onto The Program

Places in the coaching program are limited, due to capacity constraints.

During any periods where we are unable to take on new coaching clients, you will be given the opportunity to join a waiting list. Then we'll be able to contact you when spaces become available. And if CFO.University has an alternative coach available we'll let you know.

**In the first instance it's best to contact Andy via email to confirm availability - [andy.burrows@superchargedfinance.com](mailto:andy.burrows@superchargedfinance.com).**

**After we've confirmed availability, we should get together on a Discovery Call.** The Discovery Call is firstly our chance to get to know each other, and to decide together whether the coaching program is the right fit for you.

You can schedule that call by using our booking page at:

**<https://www.superchargedfinance.com/cfo-university-coaching-application>**

If we decide together that it's the right thing for you, and you want to come on board the program, we then discuss the package and payment options.

Your place in the coaching program is not secured until payment has been made.

# Payments

The online checkout page will be shared on our Discovery Call if you decide to go ahead.

Payments are accepted on all major debit and credit cards.

It is fairly common for employers to fund coaching for their senior executives. If this is the case for you, please mention it during the Discovery Call. It would be useful if you obtained approval before the call, as well as finding out any purchasing rules you must adhere to (e.g. payment method).

# Frequently Asked Questions

## **What geographical limitations do you have?**

We can take applications from practically anywhere in the world, as all coaching sessions are conducted via video conference. The most likely challenge will be time zones. Andy is based in the UK. We can discuss in our Discovery Call whether time zone differences may make it difficult to find mutually convenient times for coaching sessions. It's all part of deciding whether we're a good fit for your coaching needs.

## **How frequent are the sessions?**

The default expectation is to have one session per month. However, the program is flexible, and can be more or less frequent, depending on your needs.

## **Are coaching sessions recorded?**

Yes, they are recorded, unless you request otherwise, and they'll be uploaded to the coaching portal. No part of the recordings will be used for anything else. The recordings are purely for your use.

## **How long are the sessions?**

We aim for the sessions to be an hour, but there is no clock-watching. It doesn't matter to us if sessions overrun. The most important thing is that you are getting valuable help through these sessions.



# Frequently Asked Questions

## (cont.)

### **Will you report back to my employer?**

No. Absolutely not – unless you specifically request us to send them feedback. Our coaching is completely confidential. You need to be able to say anything in our sessions, without fear of anything leaking to anyone else.

### **How many sessions will I need?**

That's up to you. It depends on what we need to work on. To give flexibility there are options to buy one session at a time, or to buy packages of three or six.

### **What currency do you charge in?**

We can charge in USD or GBP.

### **Do you only accept card payment?**

Card payment is the easiest method of payment to use (for us), because it's an integrated part of the transaction and account provisioning processes. However, please tell us if your employer would like to make a bank transfer based on an invoice. There will be a \$50 admin fee for this, to reflect the additional manual work involved.

### **How can I contact you with questions?**

You can contact Andy by email at [andy.burrows@superchargedfinance.com](mailto:andy.burrows@superchargedfinance.com). Or contact Steve Rosvold, CEO of CFO.University at [steve.rosvold@cfo.university](mailto:steve.rosvold@cfo.university).