



Caron Bradshaw, CEO of CFG

Building a charity sector fit for the
future.





Before we start





- A bit about where we are now politically & financially and how we got here
- A bit about where charity finance professionals are now and how we got here!
- Why I think you are essential to building a charity sector that is fit for the future (plus some areas to watch out for)
- What I think you can potentially do to get there!



How we got to here





**Current
approach/
opinion?**





Who are the key players?





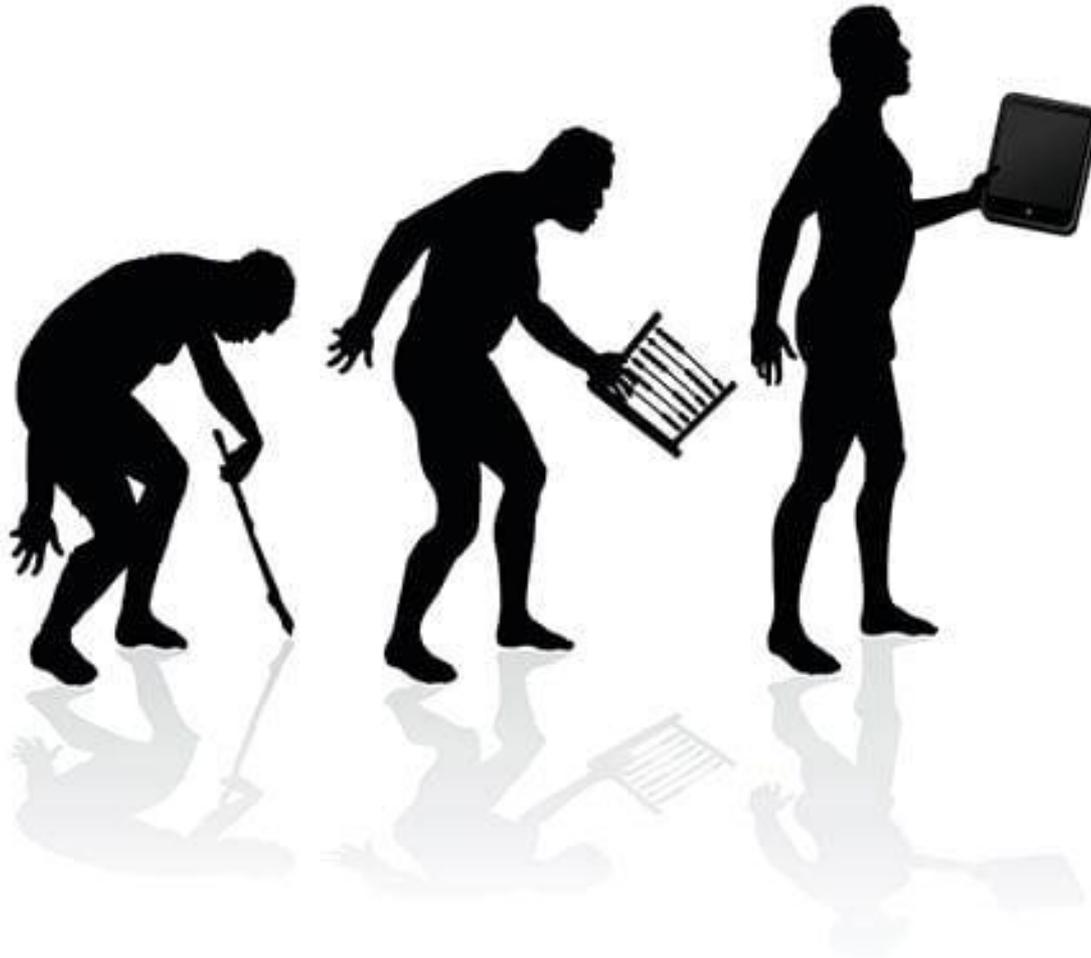


We're all in the same boat?





Where you are and how you got here







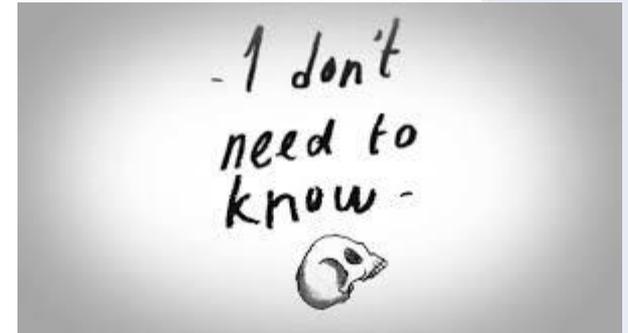


The problem



- *“Financial management is just for the finance and senior management team”*

- *“We have a [qualified] treasurer; we’re ok” or “Our Finance Committee takes care of the numbers so the full Board doesn’t need to”*

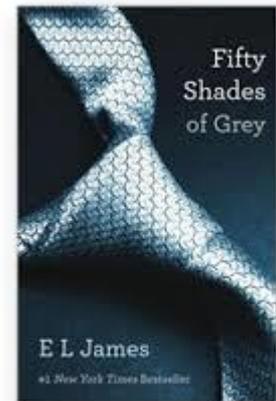


- *“Spending money on the back office is frowned upon and we should maximise the money we spend on ‘charitable activities.’”*



INSPIRING
FINANCIAL
LEADERSHIP

Is this your narrative?





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What if...?





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you
make a
A DIFFERENCE
~





START

WITH WHY

Simon Sinek

www.startwithwhy.com

TED TALK

People don't buy WHAT you do, they buy WHY you do it.

All the great leaders and organisations communicate the same way...

It's the WORLD'S simplest idea

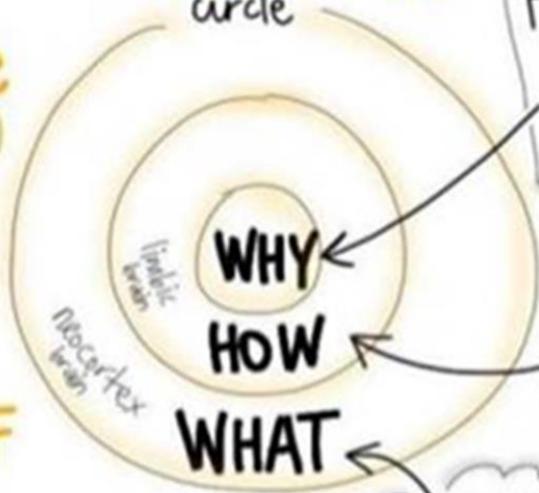
YOUR PURPOSE (not PROFIT)

YOUR CAUSE

YOUR BELIEF

Why should anyone CARE?

The GOLDEN circle



Few PEOPLE or ORGANISATIONS KNOW WHY they do what they do.

INSPIRED leaders and organisations communicate from the INSIDE OUT

We KNOW HOW we do it

We KNOW WHAT we do...

MARTIN LUTHER KING

DO BUSINESS with people who believe what you believe

IT LINKS DIRECTLY to how our BRAIN works

LAW of DIFFUSION of INNOVATION





INSPIRING
FINANCIAL
LEADERSHIP

Simon says....

- You have to know **why** you do what you do
- You have to have the discipline of **how** – holding your people to account on your values and principles
- You have to have consistency of **what** – you must prove what you believe (authenticity)



What is inspiring financial leadership?





A new way of thinking?

- Budgets and strategies are not road maps
- The future is not predictable and certain; our best guess is only ever a guess

“if you do not change direction you may end up where you are heading” Lao Tzu



Static route or sat nav?

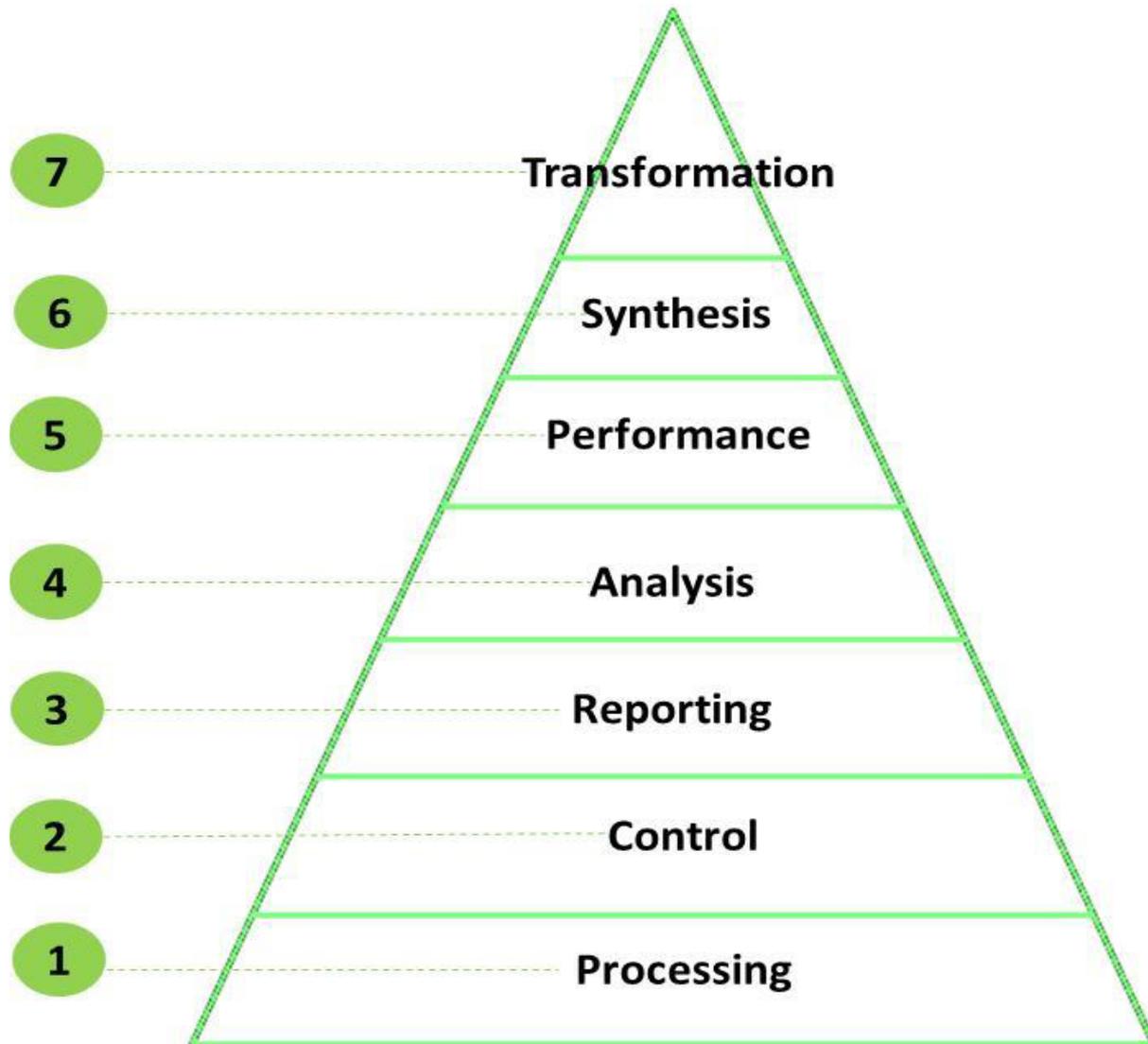
3. Identify what the biggest step is that you could take, right now, towards this future each year for the next three years?

2021

2. Ask what worked to get you here today - rather than focussing on the problems

1. Be sure of where you're heading - Our vision and purpose remain our continued ultimate goal

A financially confident, dynamic and trustworthy sector

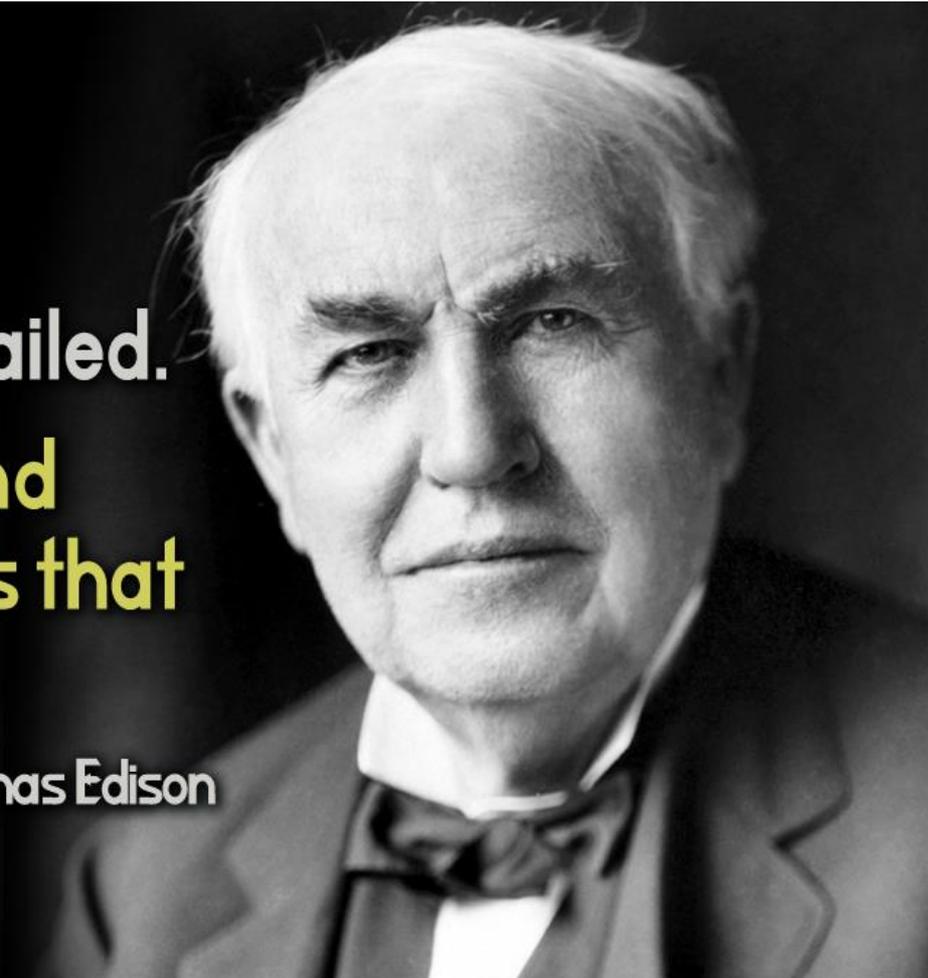




Fail often, fast and small

“I have not failed.
I've just found
**10,000 ways that
won't work.**”

~ Thomas Edison





Final messages

- Get finance out of the back office - it's not all about compliance
- Join financial and non-financial elements together
- Know your business model and know the sensitivities in the outside operating environment
- Continuously question 'why' before you move on to 'what' and 'how'



But above all, remember...



You want to change the world – you just happen to be an accountant