



# Brian Lawson CFO

**Brookfield Asset Management** 

CFO of the Year for 2013



## The Understanding Level



Reliability of Financial Reporting

Unquestioned soundness of the numbers

Knowledge of the Business

Listening and knowing the business and market

Strong Finance Capabilities

Building and leveraging a strong finance team

### The Facilitation Level



Add Value to the Organization Coaching the business units to help them win

Offer Solutions to the Business

Assisting in deal structuring, business cases, project financing...

Promote Ethical Business Practices

The conscience of the organization

Reliability of Financial Reporting

Unquestioned soundness of the numbers

Knowledge of the Business

Listening and knowing the business and market

Strong Finance Capabilities

Building and leveraging a strong finance team

## The Leadership Level



#### Strategic Advisor

Trusted partner with CEO & Board

#### Communicate Strategic Direction

Align with organizational vision

#### Drive Future Business Performance

Building business plan 2-3 years out

#### Add Value to the Organization

Coaching the business units to help them win

#### Offer Solutions to the Business

Assisting in deal structuring, business cases, project financing...

#### Promote Ethical Business Practices

The conscience of the organization

#### Reliability of Financial Reporting

Unquestioned soundness of the numbers

#### Knowledge of the Business

Listening and knowing the business and market

#### Strong Finance Capabilities

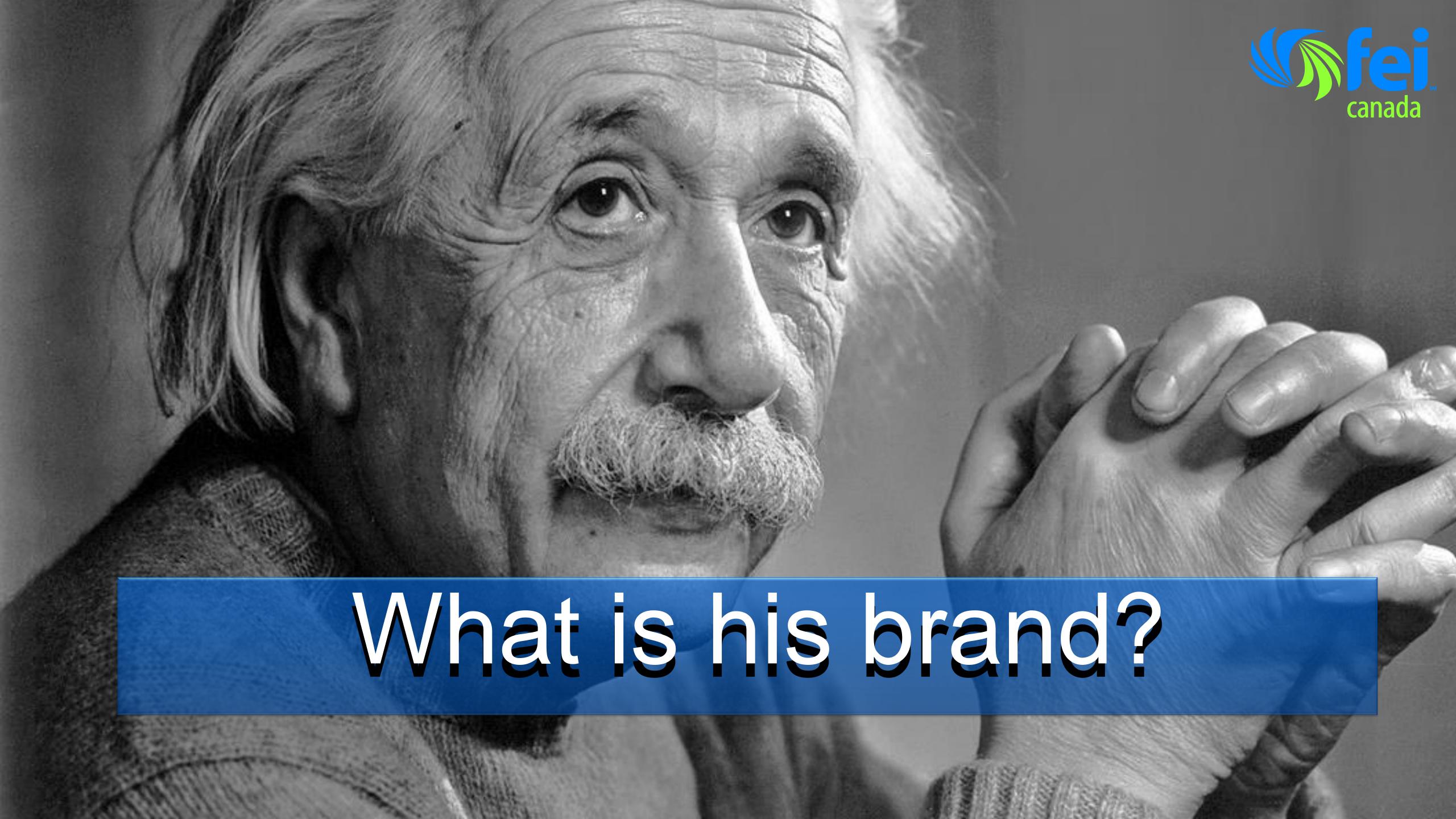
Building and leveraging a strong finance team

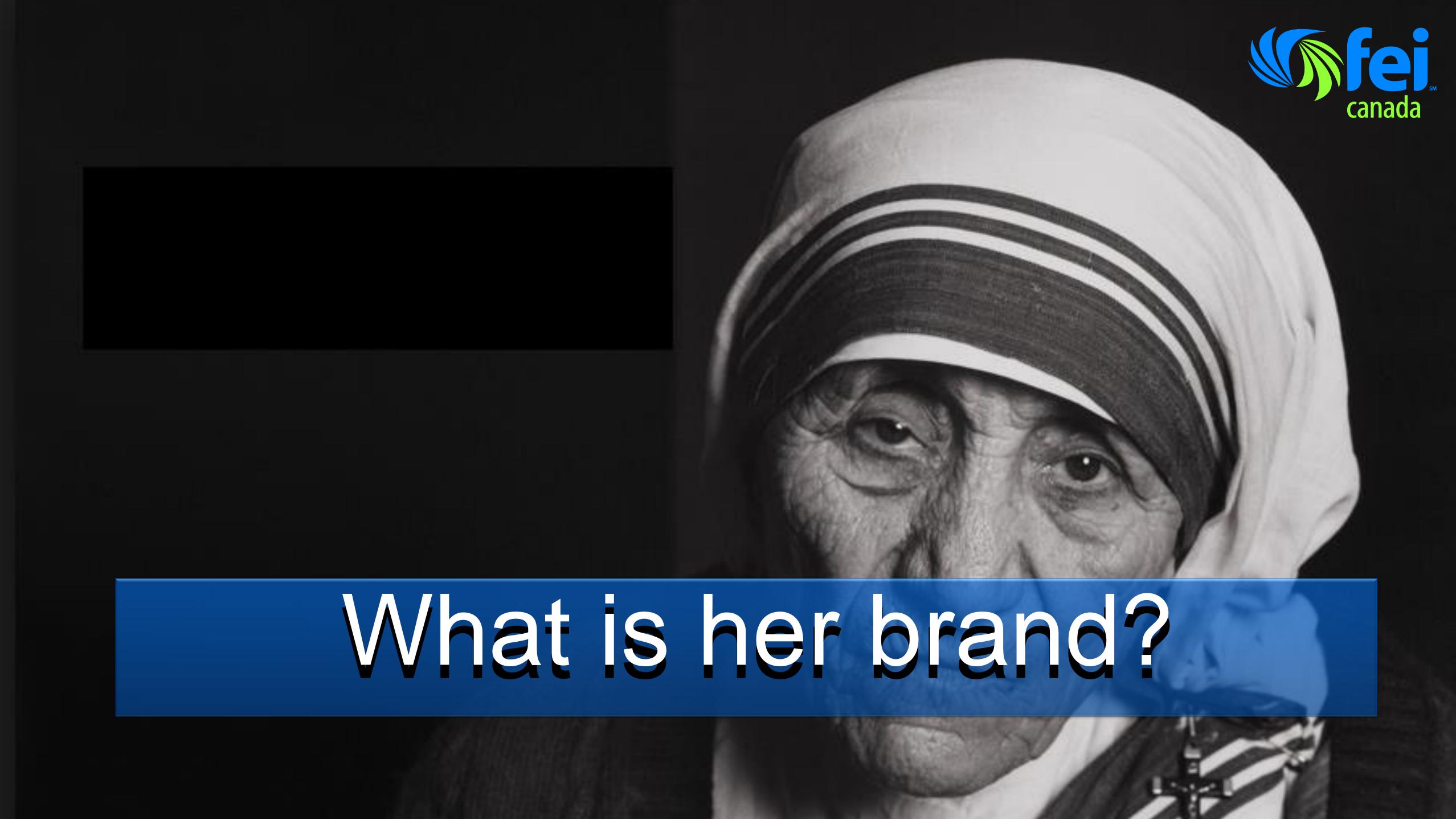




# JP Lacroix President Shikatani Lacroix

**Branding the CFO Sponsor** 

















## Questions?