

A stylized white figure is running upwards along a large, light gray zigzag arrow that points towards the top right. The figure is positioned in the upper half of the image, and the arrow starts from the bottom left and extends towards the bottom right.

# Branding the CFO



The word "Brookfield" in a large, bold, blue sans-serif font, positioned over a background image of a modern building's interior with a complex, curved glass and metal structure.

# Brookfield

**Brian Lawson**  
**CFO**

**Brookfield Asset Management**

**CFO of the Year for 2013**





**Important to Brand the CFO**



# 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





shikatani **Lacroix** 

**JP Lacroix**  
**President**  
Shikatani Lacroix

**Branding the CFO Sponsor**



A black and white portrait of Albert Einstein, showing his face and hands. He has a mustache and is looking slightly to the right. His hands are clasped together in front of him.

**What is his brand?**



A black and white close-up portrait of Mother Teresa, wearing her characteristic white headscarf with dark stripes and a dark garment with a cross. Her face is wrinkled, and she has a serene expression.

What is her brand?



A close-up photograph of a man with short, dark hair, wearing a dark suit, white shirt, and patterned tie. He is looking slightly to his left and speaking into a microphone. The background is a blurred blue.

**What is his brand?**





Their perception is your reality



Pick where you want to play



A high-angle photograph of a businessman in a dark suit and black shoes standing on a dark chalkboard. He is using a piece of white chalk to draw a large square on the board. The scene is dimly lit, with the chalkboard surface showing some texture and previous markings.

# Identify your key imperatives



A close-up photograph of a person's hands. The left hand holds a black pen with gold accents, pointing it at a line graph on a document. The right hand is clenched into a fist, resting on the document. The document contains several charts, including a line graph with multiple colored lines (blue, red, green) and a bar chart with stacked bars in blue, red, and green. The background is slightly blurred, showing a dark surface with some small, light-colored squares.

**From little to big wins**



A stylized white figure is depicted running upwards along a large, light gray zigzag arrow that points towards the top right. The figure is positioned in the upper half of the image, with its legs and arms in motion. The arrow starts from the bottom left and extends towards the top right, with a horizontal bar crossing it in the middle.

# Questions?