

# Do You Know Your CFO?



**No, not the guy or gal down the hall in accounting.  
CFO is your Cash Flow Output.**

**“My CFO? What does that mean?”**

**CFO means the following:**

**C**ash ..... Sometimes you find it hard to pin down, but you know it when you see it.

**F**low ..... Is the rate of movement.

**O**utput ..... Is the amount produced in a given time period.

It has been said that cash is the lifeblood of business. And like the blood in your veins, a business organization can bleed cash. Stop the bleeding and you can save a business. Reverse the flow from negative to positive and grow the business. But often times otherwise healthy business organizations have a shortage of cash brought on by the growing pains of expansion and regeneration. More often than not we read about businesses that have failed despite having plenty of customers. That is where YesCFO can help.

**We can help you in several ways:**

Our YesCFO interim and fractional CFO solutions can solve full-time problems on a part-time budget. Top Talent On Demand!

Our CPAForensics professionals are available to assist you to help identify where your cash and other assets are disappearing. They can also design and implement proper controls and measures to prevent a recurrence.

To discuss your unique situation with a YesCFO team member, contact us now at:

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