



Get Up, Stand Up

Make your voice heard in CFO decision-making



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A few questions for the class:

Where does travel report?

How involved is your CFO?

How involved would you like the CFO to be?

How much financial influence do you have?

CFO: friend or foe?





Selling to the CFO

Scenario #1

New travel management solution

Scenario #2

Plan to reduce travel costs without cutting travel

Scenario #3

Communicating current culture

Other considerations

- Benefits and costs
- Bleisure travel





Questions?

THANK YOU

