



# Job Security for CFOs

By Jerry L. Mills

*It's getting rough out in the job market for W-2 CFOs, especially for those that are approaching middle age. There is a high turnover rate and long periods between jobs. CFO.com has reported, "Various surveys estimate the average tenure of a CFO at anywhere from four and a half years to 17 months."*

## PERMANENT VACATION?

Fortune Magazine has written extensively on the subject of W-2 jobs of middle-aged professionals.

Age discrimination is part of the problem. Some employers assume people north of 50 are marking time, or lacking energy and up-to-date skills.

*You've got hundreds of thousands of obsolete professionals who can't find employment in positions where they've been successful. These are people living off retirement savings 15 years before they were supposed to retire. They don't know what they're going to do.*

*Peter Capelli, a professor at the Wharton School, says the executive recruiters he talks to don't want older people who have tenured compensation – not when they can hire younger, cheaper people. "It makes economic sense," he says "It's just hard on employees. They were hugely valuable yesterday, because they performed valuable skills. And now they're tossed on the general labor market where they're suddenly not worth much."*

*"My heart really goes out to the 55-year-olds who can't come to terms with what's happened to them," says Lynn Guillory. "They are still looking for the old implied employment agreement: The company would take care of you; all you had to do was work*

*hard." Forget the paycheck, he tells them. Your W-2 days are over. It's a 1099 world now.*<sup>2</sup>

The above would be discouraging and hopeless if there wasn't a better alternative to this topic.

At B2B CFO<sup>®</sup>, we not only have the hope, but we have the skills to teach middle-aged professionals how to earn money – a lot of money.

## THE BEGINNING OF JOB SECURITY

Someone recently asked me if I was prescient when I started this firm in 1987. I was a little confused about the question and asked for some clarification. The curious executive asked me if I saw something two decades ago that made me feel a part-time CFO firm would be successful. I then understood the question and chuckled a bit. I had to admit that I was not clairvoyant or talented enough to have figured that out. Instead, my creation of our job security methodology came from a more basic need – survival.

The seed of this company was created when I was a manager at a Big-8 CPA firm. I saw some partners in their mid 50s that were asked to "retire." It was obvious that they did not want to leave the firm. I also noticed my clients lay off middle-aged people.

I had a long discussion with my wife about this subject and told

her that we had a problem. The problem was that I had chosen an occupation that might result in serious unemployment when I hit my 50s. I calculated that we could lose millions of dollars during my peak years unless we did something to change the tide. Hence, a plan was created to develop a company that would ensure my job security while others in my profession were being laid off from their W-2 jobs. Let me explain how it works.

## A FUNDAMENTAL ECONOMIC PRINCIPLE

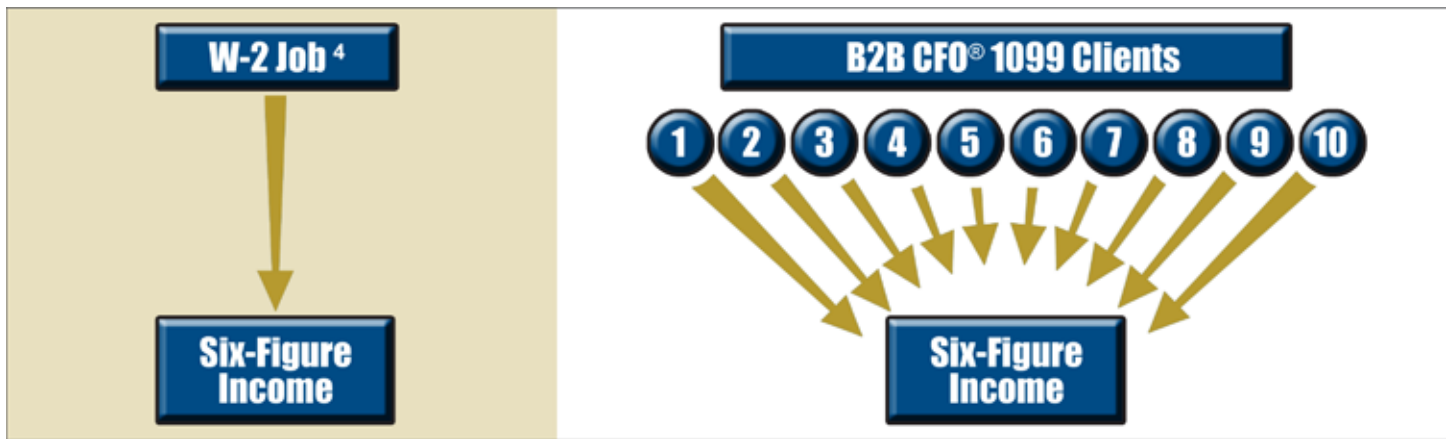
One of my break-through moments in developing a plan for job security was taught to me by Zig Ziglar. He wrote,

*"You can get everything in life you want, if you help enough other people get what they want."*<sup>3</sup>

This is one of the most brilliant economic principles I have ever learned. After some study and reflection, the foundation of the principle of B2B CFO<sup>®</sup> job security was launched and then realized. Let me give you an illustration on the basic concept.

## JOB SECURITY THE B2B CFO<sup>®</sup> WAY

The following graphs on the second page are a comparison of a W-2 job vs. a B2B CFO<sup>®</sup> 1099 job.



The above is an illustration of Ziglar's basic theory of economics, that you can get anything in life you want (job security) if you help ENOUGH other people get what they want (CFO services). We develop more job security having ten or more clients than one W-2 employer. The economic risks between the above examples are profound.

Our goal for our partners is to have ten or more clients so they do not run the risk of being unemployed. A loss of 10% of our income is significantly less than losing 100% of a W-2 job.

### AGE DISCRIMINATION REVERSAL

One of the benefits of the B2B CFO® model is that age becomes an asset instead of a liability. Business owners are grateful to pay \$20,000 to \$50,000 a year for seasoned professionals with experience and wisdom. This is a win-win situation. We help turn gray hairs into green dollars.

### THE FUNDAMENTALS

Vince Lombardi, the legendary NFL football coach, is credited for saying, "Excellence is achieved by the mastery of fundamentals."

Most CFOs do not know the fundamentals of finding and retaining clients. That is why our new partners are provided the following services:

- One-day training by the founder & CEO
- Eight-week training by Integrity Selling
- Monthly discussions and written reports with a senior partner mentor
- A public relations firm to help promote each partner through press releases in local markets
- Search engine optimization (organic and ppc) with search engines, which pushes clients to our partners via our website.<sup>5</sup>
- Forums communications with all of partners on important topics

B2B CFO® excels in the fundamentals of training experienced CFOs how to find and retain clients. We have no peer in this area of training. We teach our partners the fundamentals and coach them how to execute our principles with the goal of attaining job security.

### INFORMATION PACKAGE

We enjoy sending our information package to qualified CFO candidates. Please send your resume, along with a mailing address to me at [jmills@b2bcfo.com](mailto:jmills@b2bcfo.com). Your resume will be held in confidence.

You can contact any of our partners by clicking on the Partner page of [www.b2bcfo.com](http://www.b2bcfo.com).

<sup>1</sup>CFO Magazine *The Three year Itch?* April Issue 2007.

<sup>2</sup>Fortune Magazine, *Permanent Vacation? 50 and Fired*, May 2, 2005.

<sup>3</sup>See *You At The Top*, page 52.

<sup>4</sup>This includes Tatum and other W-2 companies.

<sup>5</sup>In May 2007 our partners reported that 23.5% of their clients were a result of direct contacts from [www.b2bcfo.com](http://www.b2bcfo.com). We can't guarantee clients from our website, however, historical data proves success in this area.