



# CFO Counts Vistage As Valuable Asset

**R**unning one of Central Florida's fastest-growing businesses and raising two young boys doesn't leave Shannon Brouillette any extra time for things that aren't important.

"Sometimes I feel like I don't have enough time to spend a day every month at Vistage Florida, but the truth is that I don't have enough time to miss Vistage," says Brouillette, president and founder of CFO Strategic Partners in Orlando. "Vistage helps me focus on the critical issues so we can continue to grow 50 percent a year and still keep our values."

## Working Mother Magazine's "Best Small Company"

Those values include an emphasis on balance that helped CFO Strategic Partners win recognition as Working Mother magazine's "Best Small Company" earlier this year. "Some CFOs can work up to 80 hours per week, but our average person works 35 or 40," she said. "They set their own schedule so they have a life beyond their jobs but still enjoy a challenging career," she said.

Brouillette's Vistage group reinforces that balance, she adds. "We're all pushed to grow our businesses but not at the expense of what we want to accomplish as a whole person. For instance, we're accountable for personal goals like actually taking vacations and spending time alone."

## "Collective Expertise Beyond Words"

But it's the business knowledge that brings her back month after month. "When you show up at a Vistage meeting, you have this group with collective expertise beyond words working with you to eliminate risks. For instance, they pointed out some things in our client contracts that we tweaked and ended up saving hundreds of thousands of dollars over the years."

Created nine years ago, the company provides part-time CFOs to more than 400 Florida companies. "The difference between us and a CPA firm is that they audit records and do tax returns – we take a proactive approach to planning and managing our client's growth."

Consulting CFOs is a brand-new concept, she adds. "There's no industry manual because nobody's ever been there before. In the beginning, Vistage helped me learn how to market my services, today almost every client comes from referrals and Vistage keeps me focused on exceeding expectations and building my brand and reputation."

## About Vistage Florida

**Vistage (TEC Florida's new name), formed in 1957 as The Executive Committee, is an international organization dedicated to increasing the effectiveness and enhancing the lives of Chief Executives. There are more than 15,000 members internationally and 70 Vistage groups in Florida, where Chief Executives meet in groups of 12 to 17 to give and receive feedback on business challenges and opportunities, share collective intellect and experience, and hear from outside experts.**

**Research shows that companies grow 2½ times faster after their CEO joins Vistage.**

To learn more call Vistage Florida at 800-733-4832 or visit [www.vistageflorida.com](http://www.vistageflorida.com)

**“Vistage helps me focus on the critical issues that make it possible to grow 50 percent a year and still keep our values.”** Shannon Brouillette