

C-Suite Support

Your First 90 Days

A clear plan for turning financial fog into financial clarity

Built on the Clarity Code: Discover, Diagnose, Deploy, Drive

Your engagement at a glance

Client: [Client Name]

Your Senior CFO: [Name] Your CFO / Controller bench: [Names]

Engagement start: [Start Date] First 90-day review: [Date]

Welcome. The fact that you are reading this means you have decided to stop guessing about your numbers. That decision is the hard part, and you have already made it.

What follows is what the next ninety days look like. Not a vague promise to 'add value,' but a stage-by-stage plan with a clear outcome at each mark. We do not start with a dashboard. We start with the truth about where you actually stand, and we build from there. By day ninety, the fog has lifted and you are operating with a windshield instead of a rearview mirror.

Four promises we make from day one

- **Responsiveness.** We respond within one business day. Always. No exceptions.
- **We listen first.** The first conversation is not a pitch. You talk, we listen, we ask sharp questions.
- **The truth.** If something is broken, we tell you plainly, and we tell you what it will take to fix it.
- **We stay.** We are not consultants passing through. We are financial leadership that stays.

The 90-day arc at a glance

The Clarity Code has four stages. The first three happen inside your first ninety days. The fourth, Drive, is the ongoing partnership that begins once the foundation is solid.

	Days 1 to 30	Days 31 to 60	Days 61 to 90
Clarity Code stage	Discover (and begin Diagnose)	Diagnose into Deploy	Deploy into Drive
The theme	Tell the truth about where you stand	Find the real causes, stabilize the cash	Build the systems, hand you the controls
What you have by the end	An honest picture and a Foundation First assessment	Root-cause findings and a 13-week cash flow forecast	Live dashboards, a reporting rhythm, and a forecast you trust

Stages overlap on purpose. We begin diagnosing while we are still discovering, and we begin deploying fixes before the full diagnosis is finished, because some problems should not wait.

Days 1 to 30: Discover

“Before we can turn on the lights, we need to understand what is in the room.”

Most financial work starts in the wrong place: a report, a dashboard, a clean set of books. We start at the foundation, with an honest diagnostic. No assumptions. No shortcuts.

What we do

- A complete financial data audit: chart of accounts, reconciliations, and how accurately revenue is recognized.
- Cash flow mapping: where money comes from, where it goes, and where timing gaps create pressure.
- A systems assessment: what technology you have, what you actually use, and what is being ignored.
- Conversations with you and your team to understand the decisions being made from today's numbers.
- Risk identification: tax exposure, compliance gaps, customer concentration, contractual obligations.

What we will need from you

- Access to your accounting system, bank and statement data, and key reports. We make this easy and secure.
- A few honest conversations. Ninety minutes of your time across the first few weeks, not ninety hours.
- One point of contact on your side so nothing falls through the cracks.

By day 30 you have: An honest, clear picture of where you actually stand, your Foundation First assessment. For many owners this is the first time the numbers have ever been laid out plainly. No spin. Just truth, and a shared starting line.

Days 31 to 60: Diagnose into Deploy

“The symptoms are obvious. The causes almost never are.”

A cash flow problem is a symptom. The cause might be pricing that has not kept pace, collections that are broken, overhead that crept up unchecked, or debt terms that drain cash before it reaches operations. We diagnose causes, not symptoms, and we start fixing the urgent things right away.

What we diagnose

- Revenue quality: is your growth profitable, or are you scaling unprofitable work?
- Cost structure: which costs are fixed, which are variable, and which are simply misclassified?
- Cash conversion cycle: how many days from work performed to cash in the bank?

- Capital structure: is your debt serving the business or consuming it?
- Operational efficiency: where is the business leaking time, money, or capacity?

What we deploy first

- Immediate stabilization. If cash is in crisis, we triage before anything else.
- A 13-week cash flow forecast: the financial windshield every owner needs and few have.
- The first real dashboards, built on data we have verified, not vanity metrics.

By day 60 you have: A plain-language explanation of what is actually driving your results, a 13-week cash flow forecast you can run decisions against, and, if cash was tight, a stabilization plan already in motion. This is usually where the fog starts to lift.

Days 61 to 90: Deploy into Drive

“Fix what is broken first. Then build what is needed.”

Now short-term fixes become lasting infrastructure. This is hands-on building, not a report that sits on a shelf. By the end of it, you are not dependent on us to know how your business is doing. You can see it for yourself, any day of the week.

What we build

- Dashboards that tell the truth: the numbers that actually drive your decisions, updated in real time.
- A reporting cadence: weekly cash, monthly financials, quarterly strategic reviews.
- Process redesign: accounts receivable, payment terms, and expense management, tightened.
- A forward forecast you trust, and the start of annual and long-range planning.
- Alignment with your internal team so the new systems are supported, not resented.

By day 90 you have: Financial clarity you can trust, a reporting rhythm that runs without drama, and a forecast that lets you make big decisions with confidence instead of dread. The transformation CEOs describe is not just better numbers. It is peace of mind.

How we work together

Your team, not a freelancer

You are not matched with a single contractor. You get a team: a Senior CFO who leads the relationship and strategy, supported by a dedicated CFO, controller, and accounting bench who do the work. The team model means continuity, depth, and the pattern recognition that comes from serving a real base of companies like yours.

The communication rhythm

Rhythm	What happens
Weekly	A read on cash and the 13-week forecast, so there are never surprises
Monthly	Financials that arrive on time and a briefing on what they mean
Quarterly	A strategic review: where you are headed and what the numbers say about getting there
Anytime	A question gets a real response within one business day

What we ask of you

Clarity is a partnership. We will need timely access to data, a standing point of contact, and your willingness to make a few changes to how financial decisions get made. In return, you get senior financial leadership at a fraction of the cost of a full-time hire, and a team that treats your business as something entrusted to us.

After day 90: Drive

“Clarity is not a one-time event. It is a way of operating.”

The first ninety days build the foundation. What comes next is the partnership that compounds on it: annual budgeting and long-range models, capital strategy when it is time to raise or borrow, and exit preparation if and when that day comes. The longer we work together, the more the clarity pays off.

- Annual budgeting and strategic financial planning.
- Long-range forecasting: twelve-month, three-year, and five-year models.
- Capital strategy: when to raise, how much, from whom, and on what terms.
- Exit preparation: investor-grade financials, valuation, and due diligence readiness.
- An ongoing CFO partnership invested in the outcome, not passing through.

“We help our clients by walking into the fog with them. We start where they actually are. We clean the foundation before we build. And we stay, not as consultants passing through, but as financial leadership partners invested in the outcome.”

Paul Whitley, Founder and CEO, C-Suite Support

Welcome to the first ninety days. Let us turn on the lights.

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