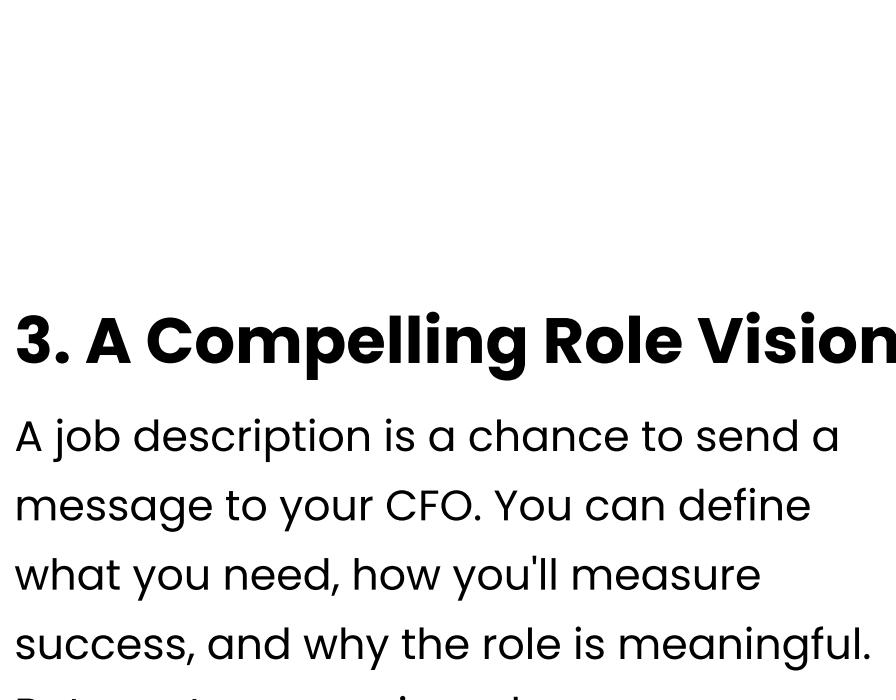
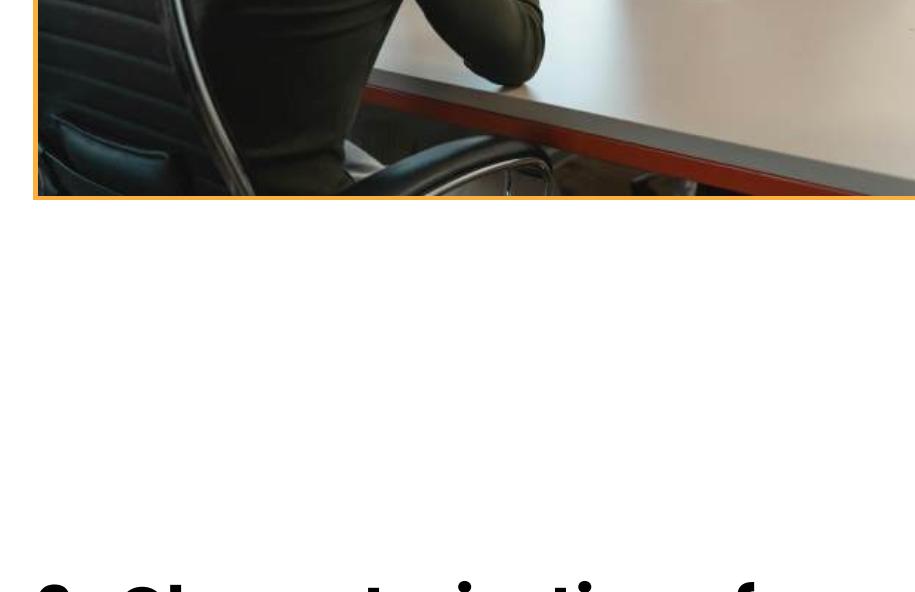


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# Ways to Hire Top CFOs Who Aren't Looking

## 1. Trust-Building Conversations

High-impact financial leaders are cautious by nature. So they're not responding to cold outreach from unknown recruiters or unfamiliar companies. But retained executive search firms for CFOs build their success on trust. They activate long-standing relationships to connect with top candidates instead of sending 100 messages to strangers with full inboxes.

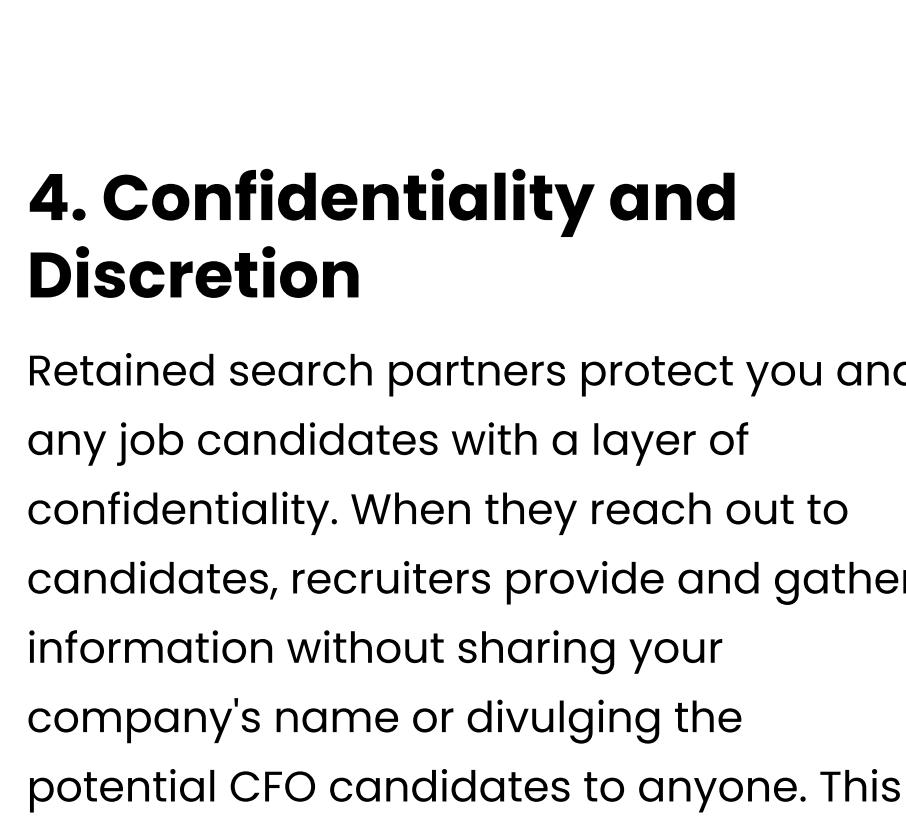


## 2. Characterization of Your Company

The story of your company can attract passive CFOs when it resonates with their motivations and goals. They get a gut feeling saying, "This would be a great fit for me. I want to work here." That story has to be real and explain how the right leader can shape the business's future. Your search partner works with you to tailor your story to appeal to top CFOs.

## 3. A Compelling Role Vision

A job description is a chance to send a message to your CFO. You can define what you need, how you'll measure success, and why the role is meaningful. But most companies rely on vague statements that don't provide any clarity for candidates. Best-in-class search firms use tools like Role Visioning and Success Outcome Design to clarify expectations for the CFO with key stakeholders across your company.



## 4. Confidentiality and Discretion

Retained search partners protect you and any job candidates with a layer of confidentiality. When they reach out to candidates, recruiters provide and gather information without sharing your company's name or divulging the potential CFO candidates to anyone. This level of professionalism makes passive candidates feel safe entering the conversation in the first place.

