



The Strategy of Influence for Finance Professionals: Techniques and Tools to Craft Messages that Deliver Results

Price: \$10 General Admission, \$5 Students | Date: Thursday June 1, 2023 | 2 Verifiable CPD Hours

As public sector financial professionals we work with a variety of different stakeholders all with competing priorities. We need solutions that serve our diverse stakeholder groups. We all have our preferred ways of communicating, and finance professionals can often lead with the numbers, but how often do we think about the receiver of our messages and their needs? Strong communication can increase adoption of an idea, create clarity, and deliver results faster and more effectively. Influence is a skill that can be developed and a fundamental aptitude in the workplace.

This session will discuss the strategy and techniques behind influence. You will learn how to assess your audience so that you can tailor your presentations, emails and reports. Also discussed will be the changing role of finance, how communication happens, techniques for crafting messages that resonate with your audience and common pitfalls of communication.

Joe Boughner is a communications expert with over 15 years of experience in communication and professional development roles. He currently serves as Director of Professional Development for ACFO-ACAF, the union representing accountants, auditors and financial professionals in the federal public service. Previously he served as the Director of Communications and oversaw the planning and execution of a communications and engagement strategy targeted at 4,500 public servants as well as the broader stakeholder community. His previous roles have included working with organizations like Rogers Communications, Suncor Energy and the Rotman School of Management. He has taught at Carleton University School of Journalism and Communication and Algonquin College.



Opening Remarks: Indira Ramdhan

Manager, Financial Management Resource Development, Treasury Board Secretariat, and President FMI Ontario Chapter



Closing Remarks: Gary Wuschnakowski

Director, Financial Capacity, Control & Assurance, Treasury Board Secretariat, and Vice President FMI National Board

Webinar Schedule and Topics

8:30 - 9:00 am	Teams Live Event Room Opens for Registrants
9:00 - 9:15 am	Opening Remarks Indira Ramdhan, Manager, Financial Management Resource Development Unit, Treasury Board Secretariat, and President FMI-Ontario Chapter
9:15 - 10:45 am	The Strategy of Influence for Finance Professionals: Techniques and Tools to Craft Messages that Deliver Results Joe Boughner Director of Professional Development for ACFO-ACAF
10:45 - 11:00 am	Closing Remarks Gary Wuschnakowski, Director, Financial Capacity, Control & Assurance, Treasury Board Secretariat, and Vice President FMI National Board
11:00 - 11:10 am	Break
11:10 - 11:30 am	FMI - ON Chapter Annual General Meeting



The Comptroller General Academy in partnership with the Finance Business and Management Council (FBMC) and Financial Management Institute (FMI) Ontario Chapter are delighted to bring you this event.

FMI - Ontario Chapter is the leading source in our province for professional development in new and emerging trends, best practices, and other issues related to public sector financial management. To keep informed of upcoming sessions, please visit the [FMI - Ontario Chapter upcoming events webpage](#). Our mission is to educate, inspire and empower.