



# Financial Excellence



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



**Financial Excellence with Game Changers, presented by SAP**  
**Tuesday at 7 AM Pacific /10 AM Eastern**  
**May 7th 2013: How to Hit a Home Run: Strategic Game Plan**

Today's buzz: Strategic planning. Truth time: Is your company doing the right stuff or the dumb stuff when it comes to annual budgeting, planning and control? For example, do you measure activity or outcomes? What about a clear vision of what 'success' looks like, so you can gauge performance? Are stale finance practices a roadblock to your becoming a lean, agile, adaptive organization? So much to consider. Take a break and hear what the experts say. Colin Cooper, ISSEL: "What is the point of knowing how well you are performing if you don't do anything about it? Creating reports doesn't i

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### Featured Guests



#### Colin Cooper

Colin Cooper is Commercial Director of ISSEL, a specialist SAP Partner focusing on SAP Strategy Management. His involvement with the product goes back over 10 years and in that time he has been involved in strategy designs, proofs of concept and implementations in the public and private sectors ranging from small not-for-profits to multinational organisations in different parts of the world. Colin sees performance management from both sides of the coin. Prior to getting mixed up in the software world, he spent 18 years on the other side of the fence as the one devising and executing strategies in the consumer durables manufacturing and consumer services businesses. As a result, he has a cle

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#### Steve Player

Steve Player serves as the North America Program Director for the Beyond Budgeting Round Table (BBRT) and works with BBRT member companies to implement continuous planning processes. He has over 30 years of experience with improving performance management and implementing strategic planning processes. He is also the Managing Director of Beyond EPS Advisors, a Business consulting firm, and founder of ABM SMART. He is the co-author of Future Ready: How to Master Business Forecasting and Beyond Performance Management as well as five other books. He writes the "Finance Transformation" column for Business Finance Magazine featuring CFO interviews from leading organizations on innovative financ

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#### Tim Teinzer

Tim Teinzer is a Business Support Principal in SAP's Business Transformation Services organization, with more than ten years of SAP experience. Since 2011, he has helped to shape the SAP Value Partnership Service as a long-term strategic partnership model for SAP customers. Before that, Tim was a consultant and delivered successful customer projects in Europe, Asia, and the United States in the areas of customer relationship management (CRM), business intelligence (BI) and IT Strategy. He is an author of articles and speaker at conferences. Leveraging his academic background at the intersection of business and IT, Tim is also a lecturer at a German state university.

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