

## Email Lens – CFO

### How CFOs read email

Analytically. Defensively. Filtering for **risk and justification**.

### What a CFO email should do

Help them decide:

“Is this worth financial attention?”

### Example intent patterns

#### Pattern 1 – Financial leakage

“In working with finance teams in [industry], we often see a small operational [issue] quietly create outsized cost or revenue leakage. I don’t know if that’s relevant for you, but it’s been consistent enough to raise.”

#### Pattern 2 – Decision framing

“When organisations look at [issue], they usually take one of two approaches: fast payback with minimal risk, or deeper automation with longer horizons. I’m curious how you typically assess that trade-off.”

#### Pattern 3 – Post-stall

“You may recall, we had an early discussion about [initiative] that paused before numbers were explored. I wanted to check whether that was a timing issue or a value issue.”

### What to avoid with CFOs

- early ROI claims
- precise numbers without context
- emotional language
- “investment opportunity” framing

The email should *invite analysis*, not demand agreement.