

Focusing on Culture from the Office of the CFO

Erik Nakamura, CFO, Orange Comet





What to get out of this session?

The Great Resignation and tight labor markets make employee retention crucial for every company. But for CFOs, attracting and retaining the best finance and accounting people requires extra effort. CFOs can play as their team's cultural leader and implement key elements every organization needs to create a robust culture.

Meet your speaker

Erik Nakamura, CFO, Orange Comet

Experienced C-Level Senior Executive that is a dynamic and inspiring leader known for a coaching and mentoring approach to building successful, cohesive teams with superior operational excellence. Expertise in growing Finance, HR, Legal, IT and Facilities teams from the ground up for public and private companies. Deep experience in equity and debt capital raising, securities offerings, FP&A, operational/technical accounting, treasury, internal controls and processes implemented. Finance and Operations leader with over 21 years of broad and deep Financial, HR, Legal, IT and Facilities experience in NFT, Blockchain, eCommerce, marketplaces, fin tech, prop tech, real estate, SaaS, medical device and manufacturing.



Contents

- Culture/Company DNA
- Pillars:
 - Great People
 - Business Potential and Execution
 - ESG Impact/DEI Initiatives

Culture



1. What does Culture mean to you?
2. What do you look for in a company?

Pillars

Work with great people

- o Trust
- o Like
- o Respect

Business Potential and Execution

- o TAM
- o Problem being solved
- o Value Prop
- o Pathway to execution
- o Barriers to entry

ESG Impact/DEI Initiatives

- o Environmental
- o Social/Diversity/Inclusion
- o Governance

Culture Quotes

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."

–Albert Schweitzer

"We work to live, we don't live to work."

–Erik Nakamura

"Good Leadership requires you to surround yourself with people of diverse perspectives who can disagree with you without fear of retaliation."

–Doris Kearns Goodwin

CFO's People Economics

Talent Acquisition

- What are you/candidates looking for?

Retention

- Stickiness
- What are you/employees looking for?
- ESG/DEI

DNA

- Building the right team/culture
- Cost of not building it right:
 - \$\$\$
 - Time/Opportunity Cost
 - Morale



Replacing an employee can cost between 50%-60% of that employee's salary, with overall costs ranging from anywhere to 90%-200%

Source: SHRM

2000–2020 Corp Culture

- Career growth/path
- Compensation
- Great office
- Free food
- Unlimited PTO
- Benefits, etc.



2020+ Corp Culture

- All of the above
- Altruistic stickiness
- Donating to ESG/DEI
- Mental health
- Environment
- Social



Great Recession Effect

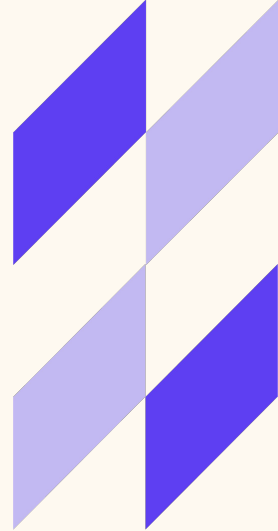
We must have all culture aspects and even more specifically
now ESG/DEI as part of the company DNA!

Know your Pillars!

What are you pillars?

Employees and Employers, know what you are looking for and don't compromise!

CONTINUE THE CONVERSATION!





Questions?

Thank You!