



Strategic steps. Lasting growth.

Services Guide

www.GuidingStepsPartners.Com

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[Schedule](#) a 30-minute call to kick off scope and pricing discussions tailored to your needs

Fractional CFO Services

Strategic Finance Leadership For Scalable Growth

Guiding Steps Partners offers Fractional CFO services for small to medium businesses and non-profits ready to elevate their financial operations and bridge the gap between tactical finance and strategic growth. This service is available for 10 to 20 hours per week.

We partner with executive teams to:

- Optimize margins and expand profitability
- Sharpen forecasting, improve cash flow, and monitor burn rate
- Build dynamic financial models and run scenario planning
- Align pricing strategies and design quota/incentive plans
- Create KPI dashboards that turn data into decisions
- Support investor prep, valuation modeling, and due diligence
- Implement finance systems and build high-performing teams
- Optimize finance operations

At GSP, we embed financial thinking across the organization and act as a strategic thought partner to the CEO. The result: confident decisions, scalable growth, and a finance function built to lead.



We don't just manage the numbers—we help you lead with them.

Strategic Partnership Engagements

Turning Complexity into Clarity

Do you need deep financial expertise for a specific, high-stakes challenge? Our Strategic Advisory Engagements provide immediate, focused impact without the commitment of a Fractional CFO retainer.

These closed-scope projects deliver clarity and confidence when you need it most. We specialize in areas like Margin Optimization & Pricing Strategy, building a scalable FP&A function, creating robust Long-Range Financial Plans, and designing effective Sales Compensation.

Whether your focus is Forecasting (Revenue/Cash Flow), Risk Management, or Finance Team Scaling, we step in, execute the project, and transition the results back to your team. We ensure your critical financial initiatives are executed quickly and strategically, maximizing your commercial outcomes.

Finance Services Include:

- Forecasting (Revenue, Profit, Cash Flow)
- Margin Optimization & Pricing Strategy
- FP&A, Budgeting, and Long-Range Planning
- ROI Analysis, Cost Control, and Investment Planning
- Risk Management, Compliance, and Accounting Oversight
- Finance Team Scaling
- Finance Operations Process Optimization
- KPI Dashboards & Cross-Functional Metrics
- Quota Setting & Sales Compensation Design

We collaborate with leadership teams to align finance and strategy execution; driving performance, clarity, and growth.



From brand to boardroom, we connect strategy to execution

Transformational Finance Coaching

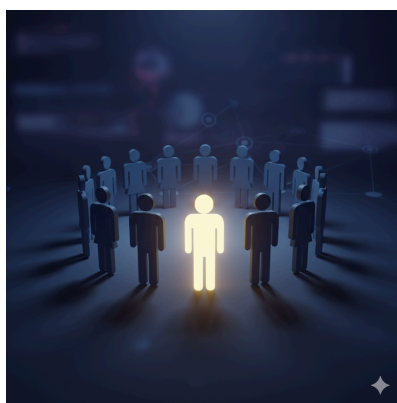
Transforming Finance Professionals into Strategic Business Partners

The ultimate power to unlock your financial potential lies in your people. We transform your finance staff, moving them beyond traditional reporting to actively shape business strategy. This focus on personal development not only accelerates individual career growth but also unlocks untapped potential across your entire organization. We focus on the human element of finance, a critical foundation for any organization poised for exponential growth, by offering targeted development through the following options:

Individual Coaching & Mentorship: These engagements, whether an hour-long session or regular touchpoints, are designed to help finance professionals curate their brand as a strategic business partner. We provide frameworks for creating data-anchored strategies rooted in the efficiency and goals of other organizational functions, helping individuals step into their strategic potential.

Team Transformation Engagements: Is your finance function seen as just "number crunchers"? We step in to assess your team's current strengths and connect with internal business partners to understand their needs. We then bridge that gap by providing recommendations and implementing tools that enable your finance team to partner better, foster a financial mindset across all departments, and unlock exponential growth through cross-functional collaboration.

Strategic Speaking & Workshops: We offer high-impact speaking engagements, including keynotes, panels, or intense workshops, focused on maximizing your finance team's potential. We play up your team's strengths and provide a clear framework on how finance professionals can immediately transform into strategic business partners, ensuring finance is viewed as a critical part of all executive decisions.



The Human Element: Mastering Finance Beyond the Balance Sheet

Meet Candice Hall, GSP Founder

Fixer. Strategist. Partner in Growth.

Candice Hall is a Fractional CFO and strategic consultant who helps growth-minded businesses and non-profits, turn complexity into clarity and momentum. With an MBA from the University of Chicago Booth School of Business and leadership roles at General Mills, Stanley Black & Decker, SpotOn, and Securitas Technology, she brings a rare blend of operational insight and financial rigor. Beyond the balance sheet, she is dedicated to developing finance talent, helping organizations transform their finance teams into strategic business partners who actively shape company strategy and drive sustainable value.



Candice specializes in:

- FP&A and forecasting
- Revenue operations alignment
- Pricing and compensation strategy
- Scalable infrastructure and team mentorship

Clients trust her to deliver board-ready insights, build high-performing teams, and drive sustainable market leadership.

Why Consulting?

Candice built her career as a fixer—brought in when things are broken, messy, or unclear. She doesn't just solve problems; she builds foundations for long-term success. Consulting allows her to choose engagements where she can make meaningful impact, align teams, and help businesses move with clarity and confidence.

She's not chasing titles—she's focused on the journey: building strong relationships, solving meaningful problems, and helping businesses grow in ways that last.

Professional Accomplishments

P&L Ownership & Commercial Finance	→	Drove margin turnaround from -2% to 4% in 4 months for Products unit acquired from Stanley through pricing, cost controls, and team accountability. At SpotOn, enabled \$140M in booked business through financial planning, segmentation analysis, and GTM alignment.
Operational Finance & GTM Alignment	→	Launched first Sales Operations function within Stanley Security, aligning compensation, forecasting, and analytics with business performance. Increased SaaS margin and sales consultants' performance by linking financial models to GTM strategy.
Cost Strategy, Forecasting, & Risk Management	→	Built dynamic pricing and cost control strategies that preserved 95% of Securitas' financial targets during inflation spikes. At General Mills, supported investment planning, risk mitigation, and FP&A across global business units, including M&A and treasury functions.