



Strategic steps. Lasting growth.

Services Guide

www.GuidingStepsPartners.Com

September 2025

[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 startups ready to elevate their financial operations and bridge the gap between tactical finance and strategic growth. This service is available for 12 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.

Business Consulting

Turning Complexity into Clarity

GSP offers targeted consulting projects that help startups and growth-stage companies build smarter, more resilient operations. Our sweet spot? Finance, GTM Finance, and Revenue Operations. Whether you're navigating margin pressure, forecasting gaps, or scaling challenges, we deliver sharp insights and practical strategies that drive clarity, alignment, and growth.

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

Revenue Operations Services Include:

- Pipeline Management & Funnel Reporting
- KPI Dashboards & Cross-Functional Metrics
- Quota Setting & Sales Compensation Design
- GTM Strategy, Customer Segmentation, and Journey Mapping
- CRM Optimization, SaaS Metrics, and RevOps Team Scaling

We collaborate with leadership teams to align finance and go-to-market execution—driving performance, clarity, and growth.



From brand to boardroom, we connect strategy to execution

Interim Finance Executive Support

Leadership When You Need It Most

Need strategic finance leadership during a transition? Guiding Steps Partners provides interim CFO and finance executive support to stabilize operations, inform decision-making, and maintain momentum. This service is available from 12 to 26 week, pending availability.

Candice Hall embeds quickly, aligns with your team, and delivers clarity across:

- Cash flow and forecasting
- Investor communications and board reporting
- Team leadership and performance management
- Financial controls and operational discipline

With 20+ years of experience—including turning around division profitability in under six months and leading finance at SpotOn, Stanley Black & Decker, and General Mills—Candice brings the rigor, adaptability, and strategic insight needed to lead through change.

Whether you're navigating a leadership gap, preparing for a transaction, or scaling rapidly, GSP offers trusted, high-impact support—without the long-term commitment.



We step in, stabilize, and set the stage for what's next.

Meet Candice Hall, GSP Founder

Fixer. Strategist. Partner in Growth.

Candice Hall is a Fractional CFO and strategic consultant who helps growth-minded businesses 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, financial rigor, and commercial strategy.



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.