

Who's Your Family CFO?

by vcmorris - Thursday, June 25, 2009

<http://thethinpinkline.com/2009/06/25/whos-your-family-cfo/>

Diversity is the most compelling issue for the new century and the new economy. That's why I want to share my thoughts with you about linking diverse philosophies to your bottom line personal and professional goals.

Lots of forces have tugged especially hard at the family unit over the last few decades. Even the definition of "family" has changed, extended and become more diverse. As a result, I think the advancement of women is more regularly being seen as an expansion of humanity rather than a competition with men. That acceptance is what's leading to diversification of responsibilities in childcare, school involvement, household schedules, meals, elder care and other related family issues. These issues are no longer being seen *solely* as women's work. These "chores" or "duties" are being more frequently identified and embraced as family concerns. These concerns are becoming more deliberate, consistent and willing focal points for women and for men.

As a result of this collaboration, I believe we are seeing the evolution of a more humane and nurturing environment regarding *family diversity* that will produce more gender-free, assigned responsibility. To me - this provides the opportunity for more gender-free, assigned responsibilities regarding the management of money within families. Family money should be *managed* by the adult determined to be the most deliberate and consistent regarding meeting family money needs. While money decisions should be made in a collaborative way with (if there is) the other family adult, the responsibility for executing transparent and on-time management of family finances should rest with the family's Chief Financial Officer (CFO). When it comes to couples, the person who becomes the family CFO should be chosen in a very deliberate fashion. The decision should come after much discussion and be made after determining who best fits and most consistently executes the role. This isn't always the male. In fact, increasingly more women are being named to fill the role.

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I believe there are many assets to be gained in making such a choice - not the least of which is greater attention being given to orchestrating and respecting personal relationships and the contributions each person within a couple can make. Personal relationships suffered debilitating blows during the matching designer resume driven 80s. In this 21st century - relationships have a chance to blossom. Why? Because we all tired of the civil wars that raged back then in the homes of working women. And because after decades of feeling isolated and outside the family circle, men - who had long refused to organize and orchestrate their private lives, are understanding and declaring that the "second shift" which their working wives or partners had always handled, should *not* remain just women's work.

Family matters. And more and more men understand that they've allowed themselves to miss out on too much and too many of the assets of real family values for too long. Additionally, we women are realizing that because we always have a plan for everything - we've contributed to the "absent male" notion because we've comprehensively covered the gaps.

The asset that is now on family dinner tables is that in this century - it's not only possible but probable - with mutual conviction and on behalf of family values that the opinions and idiosyncrasies of men and women are becoming more flexible and cooperate in creating a nurturing environment - together. Now that's an asset your family can bank on *and* take to the bank.

Here's to your health and wealth!