**Describe your plan B career goals, telling us your plan b sector, role and function; and your motivation for this goal.**

**The word limit is 300 words, please help shorten this essay.**

Another way for me to reach my long-term goal in becoming a CFO will be to continue working in a consulting firm within the financial management sector. As a financial consultant, I will be able to work with corporate clients of various financial cases and different corporate goals and backgrounds. This will allow me to observe, analyze, and help businesses solve their financial issues. Getting exposure to a wide variety of industries will not only be exciting, but also an opportunity for me to apply my experiences in work and my strong financial background with new challenges. I would use my previous execution of projects to look at cases from both a management perspective and a financial one by looking through an organization’s income and cash flow statements. Understanding the clients’ finances will assist the team in understanding the situation from a multiple views and come up with an appropriate solution. Although working in a consulting firm often includes various externalities such as difficult client behaviors and other business aspects that will be completely new to me, such as transaction diligence and valuation modeling, it will only continue to motivate me to challenge myself. It would drive me to keep on learning the different business areas and find possibilities that allow any correlation of the areas. Moreover, the pressure from raising competition and complexity of the project will push consultants to give their utmost efficiency in time management and deepen their analytical skills in understanding the context of the project. Thus, these challenging tasks will keep me motivated in testing myself to deliver the best outcome, and also act as a stepping-stone equipping me with abundant experiences in the corporate finance world to becoming a CFO.

Hi Ian!

It’s great that you’ve thought of another way to achieve your goal in becoming a CFO, and I can see how passionate you are!

Another perspective to look at this question might be to describe your plan B if you could not actually become a CFO. For example, your plan A is to be a CFO in the e-commerce sector. If things does not work out, what other career options would you have? Is there another sector, role and function that you could opt to?,Could your plan B be a Financial Planning Analyst or a banker, for example?

All the best! ☺