



THE CFO AGENDA

VIDEO TRANSCRIPT

How can CFOs position the finance functions to deliver more value?

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In many organizations the CFO sits at the right hand
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of the CEO and is often the heir apparent to the top seat.
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So when you look at the finance function overall what we really
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want finance professionals to do is emulate that position and to
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work with their business leaders to drive the impact through the
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finance function to the overall business outcome.
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What are the challenges CFOs face when
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embracing automation?
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Tools, technology, data, operating models – they're all
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vehicles that the CFO can use to drive towards digital and in many
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ways they are the accelerators.
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The rate-limiting factor is really the people, so focusing on the
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workforce and ensuring that they can make use of all the
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tools, technology and data effectively to drive out the

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strategy is really where the additional focus needs to be.
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How can finance executives lead the
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organization into smart digital?
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The north star for finance and executing digital transformation is
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really the economic value.
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Many of the concepts are exciting,
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many of the opportunities are real, but finance needs to
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own the lens of the economic outcome and use the value
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realization as a driver for prioritization and really to make
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sure that the investments are worth and enable the return.
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What workforce skills should be developed
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and how can CFOs drive collaboration?
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Finance is changing.
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Historically finance has been very much
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in the middle – manual reconciliation, consolidations,
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postings, report generation.
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Where finance is going is to the edges, right, the beginning,



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around planning, budgeting, forecasting.

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And at the end and during the evolution of the weeks

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and months and days to the analytics to provide insight on

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what went right and what went wrong.

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So when we think about driving finance transformation

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and embracing digital, the workforce has to be there, part

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of the program and know how to make use of the tools, data

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and be analytically relevant.

English