



FINANCE AND THE RUN AND REINVENT CHALLENGE

VIDEO TRANSCRIPT

Joan Sendra:

In our perspective, CFOs need to prioritize between business as usual responsibilities and work in a transformational agenda, creating the right balance and empowering a talented team are essential. Irene, what is your perspective in the need for realigning and reskilling your team in order to succeed with this run and reinvent challenge?

Irene Boj:

Totally, this is very key. So, without a good team engaged and energized, we cannot really transform any company in the current context. So, my experience about engaging them is about sharing the context to explain the “why” for a lot of decisions. Sometimes we are running so much that we don't have time to deploy the reason why, therefore they don't understand, they cannot add value.

And the second point is sometimes to acquire talent from outside, because the speed of the change is so big that is about reskilling and engaging the talent we have, but also a good balance between new and diverse talent entering the team.