



HOW CFOs CAN AVOID DECISION-MAKING PARALYSIS

VIDEO TRANSCRIPT

Joan Sendra:

In our research we found that modern CFOs are frequently at the intersection of a growing number of decisions that have a significant impact in the organization. And this often hinders more than helps and slows down decision instead of accelerate. Indeed, more than 70% of respondents feel paralyzed at times by the number of decisions to make? What is your reaction to this? Have you experienced this yourself?

Irene Boj:

That's a very good question. I always tend to say that it's better any decision than no decision. So for me, the more difficult point is about the present and the future, because a lot of decisions that are good for the present are not good for the future and the opposite. So from my experience, the key topic is to have an aligned strategy at the management team, to be clear, to be for the short and long term... And if this is good, then normally the decision-making process, despite we are indeed in the middle as CFOs, is much easier.