



High performance. Delivered.

CFO reality check:

Good intentions in cost management
are not good enough

Disruption is everywhere. In fact, nearly 25% of CFOs think that their companies as they exist today will die. Yet just 6% say cost management, which has been so important for earnings growth, will be their top priority in 2016.

So why are so many CFOs...doing so little?

CFOs must act now. Strategic cost management offers a radical approach and is unique in three ways:

One, it's comprehensive and goes beyond blind cost cutting. The goal: find new areas of profitable growth in areas such as product & service innovation, and better customer experiences.

Two, it means doing more than dabbling in digital. Identifying low or no value activities and re-investing to drive growth happens faster and cheaper with digital technologies.

And three, CFOs need to get in the driver's seat to become true catalysts for strategic cost management and extend their roles as enterprise value architects.

Learn more about how CFOs can get started, including three fundamentals to help realize competitive advantage, with our full report:

[CFO reality check: Good intentions in cost management are not good enough](#)

Copyright©2016 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.