Creating value in a digital age
Insights from the 2016 CFO of the Future Summit at Harvard
Dr. Antonio M. Oftelie, Executive Director, Leadership for a Networked World, Technology and Entrepreneurship Center at Harvard:

The imperative now is that CFOs must continually adapt their organizations to a new value proposition and methods of producing that value. As our market environment changes, our evaluation changes, the value proposition within that environment changes. So, we as CFOs have to change as well.

Thinking like a value creator

Donald Allan Jr., SVP and Chief Financial Officer, Stanley Black & Decker:

Have the mentality of thinking like an activist. So, if you think about your company today, or just your business, whatever your role is in your specific company ... if an activist was thinking about your situation, where would they see your weaknesses? Or see the strengths that you could maximize or leverage and make them even stronger than they are today. Because that's the way they think.

It's not a bad way to think. No matter how you drive more value. I'm thinking more, "Well what value can you create along that thought process that's going to have a longer term impact to your company?"

Measuring benefits of digital investments

Dr. Christian Campagna, Senior Managing Director – Accenture Strategy, CFO & Enterprise Value:

There needs to be a way of, you know, measuring the benefits of digital investment even if they are new, you know. But there are ways, and my idea is creating some kind of formula that would help everyone with whatever digital value added formula where companies can, you know, make decisions and tracking on the different digital investments.
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