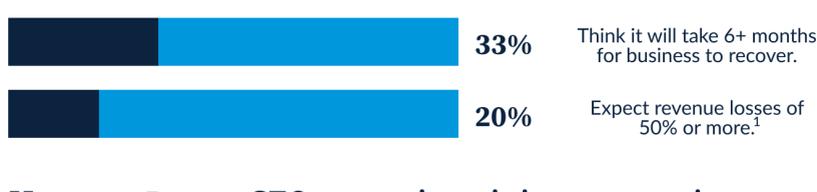


# The 5 Keys to Modern CFO Success

These trends are driving a paradigm shift in CFO priorities.



Here are 5 ways CFOs are reimagining success in a digital-first, remote-work era:

## 1 Become digital stewards of success

Technology has become a high-priority investment that helps businesses enhance collaboration, improve operational efficiencies and increase their bottom line.

Better digital solutions and technologies can help CFOs:

- Gain an unprecedented, 360-degree view of spend
- Access real-time audits, reports and insights
- Streamline time-consuming manual workflows
- Improve compliance and policy enforcement



TRENDS FACT #1

72% of CFOs interviewed now have the final say on technology investments and direction.<sup>2</sup>

## 2 Strategize, Collaborate, and Facilitate

Modern CFOs increase company performance with:



Teams in the top 20% in terms of engagement show:



## 3 Help rebuild company culture from the ground up

A survey of executives and employees showed that a high percentage believe that healthy workplace culture is vital to company success.



Healthy company cultures where employees feel valued and respected tend to be more profitable.



TRENDS FACT #2

Fortune 100 companies ranked the best places to work had an above average annual return (up to 495%).<sup>4</sup>

## 4 Value Diversity, Equity and Inclusion (DEI)



- 68% of leaders feel their companies focus on DEI initiatives
- 55% of surveyed employees felt their leaders attempted to maintain inclusive cultures.
- Only 36% of employees feel their companies focus on DEI initiatives
- 2.8%: The percentage of C-Suite executives at Fortune 500 companies who are women.<sup>5</sup>

## 5 Rethink Budgeting Strategies

Position your company for exponential growth.



TRENDS FACT #3

Forward-thinking financial leaders will be on the front lines of growth and must embrace their roles as innovators to forge the best path forward.



TRENDS FACT #4

Many forward-thinking companies have made the switch from cost budgeting to more modular variable-cost budgeting. The modular strategy, completed in multiple phases, allows for more flexibility and faster modeling.<sup>7</sup>

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