

# 3 Ways Future-Focused Finance Leaders Can Drive Performance

In times of constant and ever-accelerating change, companies struggle to transform strategy into execution efficiently and effectively. You need to synchronize strategy and operations and gain a complete view of performance across the entire business.

## Challenges



## GOAL



## How To Meet These Challenges

- High-level vision without clear objectives tied to current business situation.
- Lead measures that don't take account of lag measures.
- Initiatives to meet objectives are not clearly defined.
- Difficulties in engaging key stakeholders for reporting, access

### 01



#### Define company strategy & objectives

Synchronize strategy and operations and gain a complete view of performance across the entire business.

- Driver-based planning that syncs with your key business drivers and success criteria.
- “Predictive” (forecasts) instead of “retrospective” (reporting) approach.
- Simple mechanisms to comment on reports and analysis.
- Comprehensive user profiles for a high level of security.

- Distractions of everyday operations take priority over strategic operations.
- Lack of rollout plan with defined, specific and measurable initiatives.
- Missing data points, changing business landscape, changing requirements.

### 02



#### Define measurable strategic and operational KPIs

Improve visibility and focus, adjust strategies and processes to bridge gaps and respond to changing market conditions.

- Role-specific functions such as changing and creating reports, integrating data and adapting data models.
- Access to different data sources independent from the IT department.
- Option of monitoring reports and report contents according to usage and frequency of use.

- Huge amounts of data with no ability to identify what it is telling you.
- Slow adaptation to changes, lack of perspectives.
- No impact analysis.
- Inability to recognize and deal with outliers.

### 03



#### Monitor, analyze, predict & act

Analyze data. Present actionable information. Make better, faster business decisions.

- Visual analysis of mass data; trend analysis.
- Actual/plan, time series, top/flop, top value, break even and deviation analysis.
- ABC analysis and ad-hoc evaluations.
- What-if scenarios and multi-dimensional modelling to assess the impact of potential events at every level.
- Selection options for data visualization.