



Audience Intelligence Report

January 2023





The community is growing

Our super users last month included:



CFO



CFO

TOYOTA

TOYOTA MOTOR EUROPE

General Manager



Director of Finance



FD - UK



CFO



MUSASHI

CFO Asia & China



Finance Director

HUGO BOSS

Head of Finance



Finance Director



CFO



CFO

What we're hearing from the audience

Our content teams spend over 1,000 hours each year conducting primary research across our communities, this is what they heard across January:

Creating Supply Chain Value

Companies have shared that they are addressing supply chain issues and constraints by rewiring their value chain through trends such as developing multi-local value chains, digital thinking, sustainability, circular economy, and data analytics

CFOs are focusing on how they can create value by providing analytics interpretation, supporting decision-making, and having a global view of the company. Key priorities need to include digitalisation and sustainability, with a focus on reducing raw material consumption and developing sustainable products.



Bridging the Gap Between Business & Finance

Finance leaders are focusing heavily on simplifying their communication of finance, and financial policies, to colleagues by automating internal processes and policies with technology and implementing financial education initiatives. By doing so, they aim to bridge the gap between finance and the rest of the business, avoiding potential conflicts, and encouraging compliance from employees. Challenges such as understanding credit terms and invoicing filings are being addressed through these strategies to increase efficiency and promote a better understanding of finance within the organisation.



Top reads: our most read articles in January

Delve deeper into the content our audience are engaging with to solve challenges across talent retention, economic challenges and stepping up during a downturn.



PEOPLE PRACTICE

Higher salaries no longer enough to retain top financial staff



RISK AND ECONOMY

CFOs should be alert to employees seeking second incomes



RISK AND ECONOMY

How CFOs can step up during an economic downturn

What the audience are sharing with each other and our other partners

We recently led a roundtable on getting cost control measures to stick, exploring how CFOs can set their businesses up for a profitable future, here's what the audience shared...

With 2023 underway, and a forecasted recession looming, CFOs must move from having control over their costs to establishing absolute cost control by actioning any measures necessary. The stakes have never felt higher, and for many finance leaders, this is the first time they've been tasked with leading through economic conditions that could threaten both business profitability and survival.

Communicating With Colleagues Outside of Finance

One roundtable participant, who works for a large US multinational, emphasised the importance of communication in bridging the gap between finance and non-finance professionals when getting cost control measures to stick. The participant noted that concepts like revenue recognition can be complex, especially given the differences in GAAP and accounting principles across countries. As a result, the participant stressed that finance professionals need to communicate financial concepts with their business counterparts. This participant shared the example that if a senior colleague is working on a big commercial deal, finance should support them in structuring the deal, to ensure the business benefits, risk is reduced, and to balance cost control with sustainable growth.

Factors Influencing Cost Management

In managing costs within organisations, the group discussed influencing factors such as the increased significance of ESG, along with the importance of transparency, communication, and discipline in stakeholder management. One participant noted that mapping the supply chain to understand your ESG score is crucial, as is supplier resilience, given the number of companies that are going bankrupt. Lack of ethical behaviour in payment practices, such as when a customer states that they're going to pay you late because someone else is paying them late, was shared as another issue that affects cost management, and finding a solution to this problem the group agreed was an ongoing challenge.

Hope you find the insights in this report beneficial.

If you'd like more information and insights on the CFO audience and how you can reach them, please contact:

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