



Audience Intelligence Report

November 2022





The community is growing

Our super users in the last month included:



Finance Director



CFO



General Manager



CFO



Finance Transformation Specialist



CFO



Group Financial
Controller



Practice Lead - Finance



CFO



FD



Finance Director



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 last month:

Digital transformation in Accounting & Finance

“

What are the challenges that finance leaders are facing around digital transformation with regard to:

- Aligning the systems and internal processes within the business successfully.
- Ways to integrate finance teams in the transformation projects to help with change management.
- How do you upskill the wider teams to understand the system processes by making automation everyone's responsibility within the organisation.

- *Chief Financial Officer, Webbeds*

”



Leadership

“

To increase chances for survival and success in the current market the CFO needs to take the lead in turning a ship at high tide and prevent it from sinking.

The CFOs role has expanded dramatically and looking ahead of the scale and the pace of decision-making, it is one of the biggest challenges they face.

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- Group CFO, Otis

Finance functions face constant pressure to evolve in response to the ever-changing business environment. Finding people with the right skills in the finance departments is a critical challenge for CFOs.

ESG questions CFOs are asking:

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- How are companies dealing with ESG regulations and projecting themselves to investors?
- How do we increase our company's value proposition?
- What are companies doing with regard to ESG ratings?
- How to use carbon pricing to shape the supply chain?

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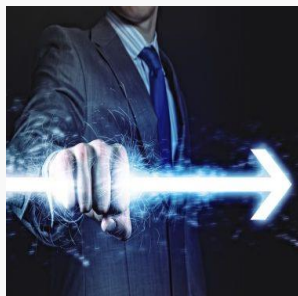
- MD, Blue Topaz

Utilising ESG reporting software and analytics to help prepare investor reporting, implement carbon reduction plans, and manage climate risks

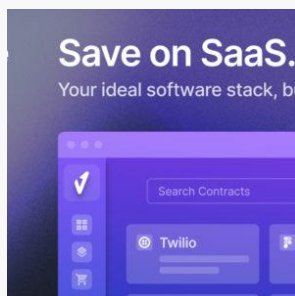


Top reads: our most read articles in the last month

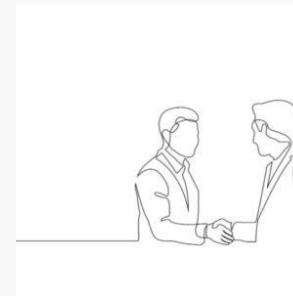
Delve deeper into the content our audience are engaging with to solve challenges across risk, economic challenges and becoming a successful CFO.



[How Finance 4.0 has changed the role of CFO](#)



[How CFOs are slashing costs by tackling runaway software sprawl](#)



[Harness four simple design principles to become an effective finance business partner](#)

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

We recently ran a roundtable on utilising global payroll analytics for decision making and mitigating business risk. This is what the audience shared...

CFOs are the custodian of a business' risk management strategy, and the ability of a finance function to make decisions quickly and effectively is the bedrock of great risk mitigation. Payroll is an integral weekly and monthly output for finance leaders, which, if lacking accuracy and promptness, can lead to huge repercussions for cash flow management.

Scenario preparation: The need for clean data

The participants agreed there were several challenges that arise with international payroll frameworks: understanding the local employment laws, keeping track of different contracts and notice period requirements, and ensuring you are abreast of local regulation and compliance. This is where scenario planning could come in useful, participants noted, and where payroll data could be used to gain visibility across regions.

How can finance use data to drive better business decisions?

Participants were invited to share examples of when a lack data had resulted in the wrong decisions being made. One finance leader noted their business had decided to close departments across different geographical regions. A lack of data meant the financial team was unable to monitor cash flow effectively, in addition to not knowing what severance packages would be needed for those employees being let go.

Why payroll analytics is now vital

One participant mentioned the payroll process and use of relevant analytics in her company were not so advanced. She noted her team was not utilising tools nor were they analysing any of the payroll information when it comes to supporting decision making. Instead, her team were combining excel spreadsheets from different departments and working with HR to get this data.

This participant noted the processes currently being used by her organisation were clunky, and that for a multi-national business, the need for consistent information formats was crucial. She noted her ambition was to streamline the data into one payroll system which would be rolled out across the entire business.

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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