

Key Findings Top 3 Focus Areas

1 Emerging technologies & related new business models

2 Cultural shift & organizational skills best practices

3 New skills to drive change & swift transition

The second in a series of 3 infographics

We Asked More Than 500 CFOs

Which Areas Will CFOs Play a Critical Role in Five Years?

Technology-enabled business model evolution



44%

Capital allocation for digital transformation initiatives



40%

New product and service development



37%

Embedding new cultures and ways of working



33%

Enterprise-wide analytics governance



33%

Enterprise-wide data governance



31%

Blockchain evaluation and adoption



29%

Enterprise-wide talent management



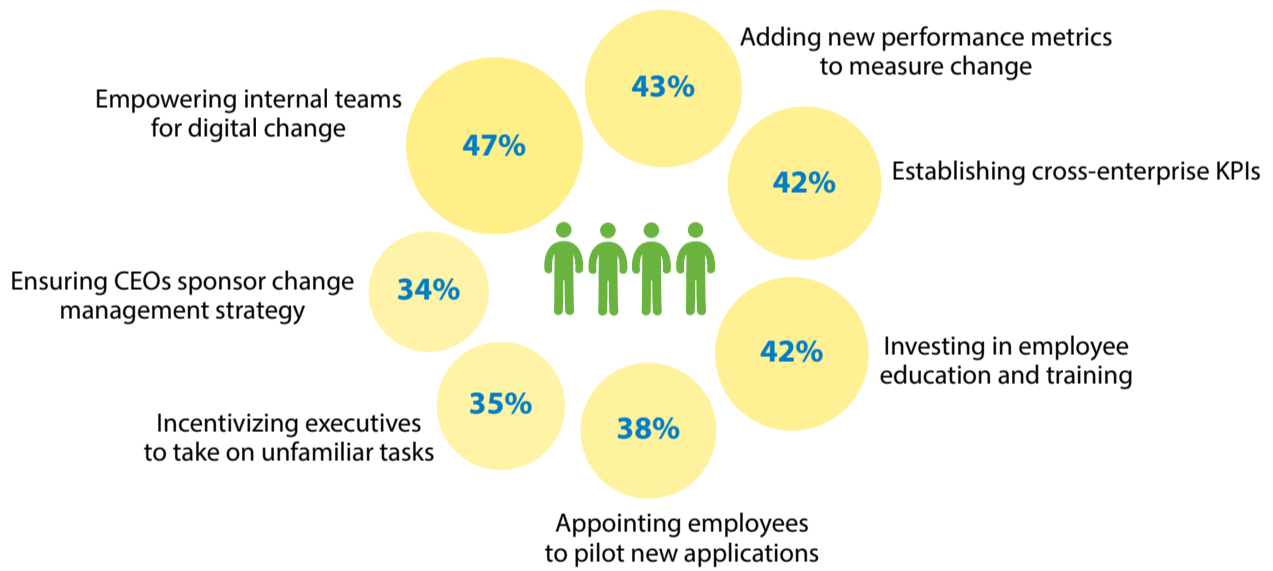
28%

Non-traditional risk management



26%

How Do Futurist CFOs Help Change Employee Behavior?



The Future Focused CFOs Get These Basics Right:

Long-term strategic planning



45% vs 35%

Understanding of advanced technologies



37% vs 30%

Core financial capabilities



36% vs 29%

Enterprise-wide data analytics



35% vs 31%

Data modeling and simulation



31% vs 36%

Data governance



28% vs 32%

Lateral and innovative thinking



28% vs 24%

Process optimization



28% vs 32%

Change management delivery strategies



21% vs 25%

Soft skills



13% vs 26%

How We Conducted the Survey:



500+ CFOs



60% North America
40% Europe



13 Sectors



\$1bn Revenues

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