



# CFO NOW: BREAKTHROUGH SPEED FOR BREAKOUT VALUE

## VIDEO TRANSCRIPT

Introduction of the study and its findings

**Christian:** It is clear chief financial officers face a growing mix of challenges. The COVID-19 pandemic tops a long list of changes requiring CFOs to be nimbler than ever. We asked more than 1,300 CFOs and senior finance leaders about their priorities in this dynamic environment. From our research, we concluded speed makes all the difference. Effective CFOs understand the importance of acting with speed, and this can help them drive improved revenues and growth. CFOs at the top of their game have built the technology strength they need to deliver breakthrough speed.

Reinforcement & transition

**Christian :** Hence the name of our study. Breakthrough speed clearly can lead to real, concrete breakout value. Joining me is Annie Peabody, a co-author of this year's study. Annie, what did we learn on how CFOs can become "best in class?"

Three roles of the CFO

**Annie:** Our research identified three core roles CFOs should play. First, they need to sharpen their traditional role as economic guardians of the business, leading an efficient and effective Finance function that is rooted in data and predictive analytics, fueled by digital and focused on the

enterprise's ongoing financial viability. Next, they should position themselves as business value architects, focused on expanding capabilities across the C-Suite and driving collaboration for enterprise strategy and partnership. Finally, they need to become catalysts of the enterprise's digital strategy, creating value while reaching beyond the traditional finance remit into new topics such as business model evolution, data/privacy and ESG, all through the lens of how technology and data matter. Our research shows CFOs who embrace these roles drive top and bottom line benefits.

Highlight statistic

**Annie:** In fact, our modeling suggests leading CFOs can deliver real gains. By tailoring what we identified as a "best in class" approach to fit their own organizations, CFOs can almost double their compound annual growth rate over the next three years while increasing the revenue growth rate by more than 10 percent. These are meaningful top- and bottom-line benefits that deliver real impact.

Close

**Christian:** Businesses today are operating in a fast-paced, multi-dimensional environment. To thrive in this climate, CFOs need to favor action over study. In short, CFOs need to



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act—and act with speed and confidence—to drive top-line growth and bottom-line profitability for their organizations. Good luck on your journey and thank you.

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