Seizing the opportunity – finance functions after the pandemic

Like many corporate functions finance teams have been tested by the pandemic. Are there lessons that can be learned from this and how can finance teams translate these into opportunities that they can realise? Learning the right lessons could be crucial to the survival of the finance function.

The changing role of finance
Finance functions continue to shift towards an increased emphasis on business partnering.

Issues facing the finance function
A number of issues are facing the finance function. Paramount for many is the wellbeing of employees.

Advancing technology
The pandemic has changed the focus of our technology landscape.

Changing the forecasting horizons
Scenario modelling has for many finance functions, become the watchword of the pandemic. What has happened so far?

Post-pandemic action plan for finance
Six key actions for the post-pandemic finance function to consider:
1. Redefine the focus of finance to include broader performance metrics for natural and human capital.
2. Invest in technologies that can be used to create and support an enterprise-wide data model.
3. Use predictive analytics based upon this model to drive more holistic business decision making.
4. Enhance business partnering and analytical skills to ensure that finance can fulfil this new role across the organisation and continue to improve collaboration both across it and with external parties.
5. Drive for greater efficiency, productivity and standardisation across processes and common platforms.
6. Through these actions, establish finance as the central point within the organisation for achieving sustainable and responsible growth and enhancing the reputation of the organisation.

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