

# CFO Forum 2013

## The CFO as a business partner



Shane Mohan  
Partner, Deloitte

**Deloitte.**

Finance  
business  
partnering  
Making the  
right move



Leading business advisors

# Business partnering is a hot topic...

91%



of respondents are looking to increase the time spent on finance business partnering efforts in the next three years. Successful finance business partners are seen as leaders that can influence the decisions a business makes beyond the numbers.



# It is enabled by data and analytics...

Investment in finance systems to facilitate business partnering activity is critical for success, with

30%



of respondents identifying inadequate finance systems as the number one barrier to effective business partnering.



# And smart people...

Commercial acumen was ranked as the number one competency required by a finance business partner.



# To drive business performance and value

Better enablement of the following areas are identified as the top four benefits of business partnering:



- Key strategic initiatives;
- Better financial performance;
- Better sense of risk; and
- Ability to react to changes in the economic environment.



**Deloitte.**

The Deloitte  
CFO Survey  
The role of  
the CFO in  
challenging  
times



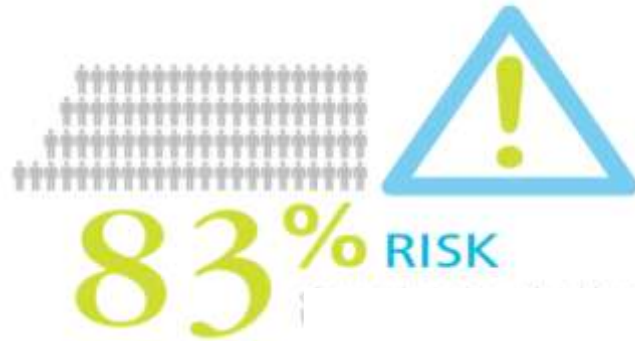
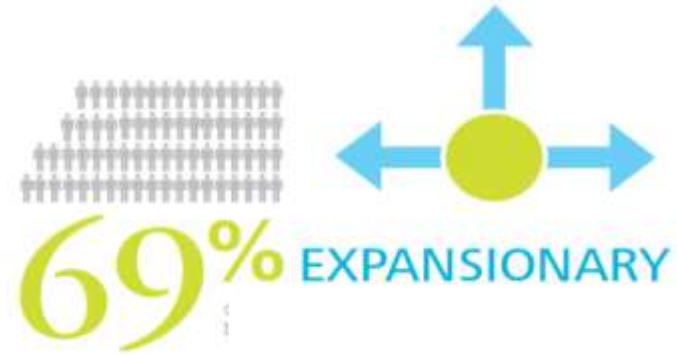
Quarter 1 2013 survey results  
Leading business advisers



Download our dedicated Deloitte CFO  
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# Overview



# Topics related to Business Partnering

**Most challenging aspects of the CFO's role?**

**Company performance**

**What element of the CFO role has evolved most in recent years?**

**CEO/CFO relationship and aligning on strategic decision making and financial objectives.**

**How is Finance time allocated?**

**Only 33% on decision support and strategy**

