

Market value creation Efficient and effective use of Finance resources

Organizations face opportunities that demand fresh thinking and new insights. At these critical moments, Finance can and should lead the way. Deloitte's¹ Market Value Creation Solution Set gives CFOs a practical framework to help drive value throughout the business.

What Finance capabilities does this solution set help to enhance?

Core capabilities	
Business partnering	Design and implement strategies to help Finance support market-value decision-making by business managers.
Valuation and financial modeling	Improve financial modeling, financial analysis, and other valuation services to support business plan development, strategic investment decisions, and investor communications.
Strategic planning framework	Leverage planning and performance-management cycles to address multiple aspects of strategic risk and improve Finance capabilities related to direction-setting and decision-making.
Predictive project analytics	Use predictive modeling to project future performance and targeted results rates.
Information strategy	Develop and implement the overall data strategy to improve decision-making capabilities.
Investor relations strategy	Create plans to communicate decisions, performance, and strategy to the investor/analyst stakeholder community.
Value-added capabilities	
CFO Transition Lab	Assist new CFOs in making effective and efficient transitions into their new roles. Develop a 180-day action plan focused on top priorities.
Sustainability review	Integrate sustainability initiatives and reporting frameworks with stakeholder strategy. Respond effectively to sustainability-related shareholder resolutions. Capitalize on federal tax credits and incentives tied to sustainability initiatives.
Leadership and stakeholder alignment	Establish alignment among the organization's leaders to gain buy-in and effectively execute change management initiatives.

¹ As used in this document, "Deloitte" means Deloitte & Touche LLP, which provides audit and enterprise risk services; Deloitte Consulting LLP, which provides strategy, operations, technology, systems, outsourcing and human capital consulting services; Deloitte Tax LLP, which provides tax services; and Deloitte Financial Advisory Services LLP, which provides financial advisory services. These entities are separate subsidiaries of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Bottom-line benefits

- Make Finance a more effective bridge from the business to investors
- Build consensus around a strategic Finance plan that leverages targeted/specific business stakeholder perspectives
- Achieve alignment on value measurement
- Improve strategic communication to shareholders
- Incorporate value drivers into KPIs, dashboards, and analytics to drive behavior change
- Improve information management across market value creation continuum
- Enhance communication effectiveness with Wall Street analysts and other stakeholders

Case study

A global financial services corporation with locations in 140 countries wanted to evaluate its external communications with the marketplace. The company asked Deloitte to assess the format and contents of its current quarterly financial package and to consider

potential amendments based on outcomes of this analysis. The result of this approach spanned multiple disclosure issues—and some were implemented in less than three months.

Indicators that action may be needed

- Finance lacks forecasting and planning capabilities needed to make effective decisions
- Finance and Business have trouble reaching agreement on market-oriented decisions
- Finance has trouble measuring and communicating strategy
- Data governance and quality are inadequate to make effective decisions
- Leadership changes, significant transactions, or other events create a need for effective stakeholder communications

Find out more

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About Deloitte's Finance Transformation practice

Deloitte's market-leading Finance Transformation (FT) practice helps CFOs and other finance executives drive business performance and shareholder value while improving operational effectiveness and efficiency within the Finance organization. Our cross-functional, integrated FT Solution Sets help address the most critical finance issues facing our clients, including finance vision and strategy, organization and talent, business processes, and technology. Each FT Solution Set is composed of select cross-functional FT offerings configured to provide more value—faster—for the clients we serve.

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