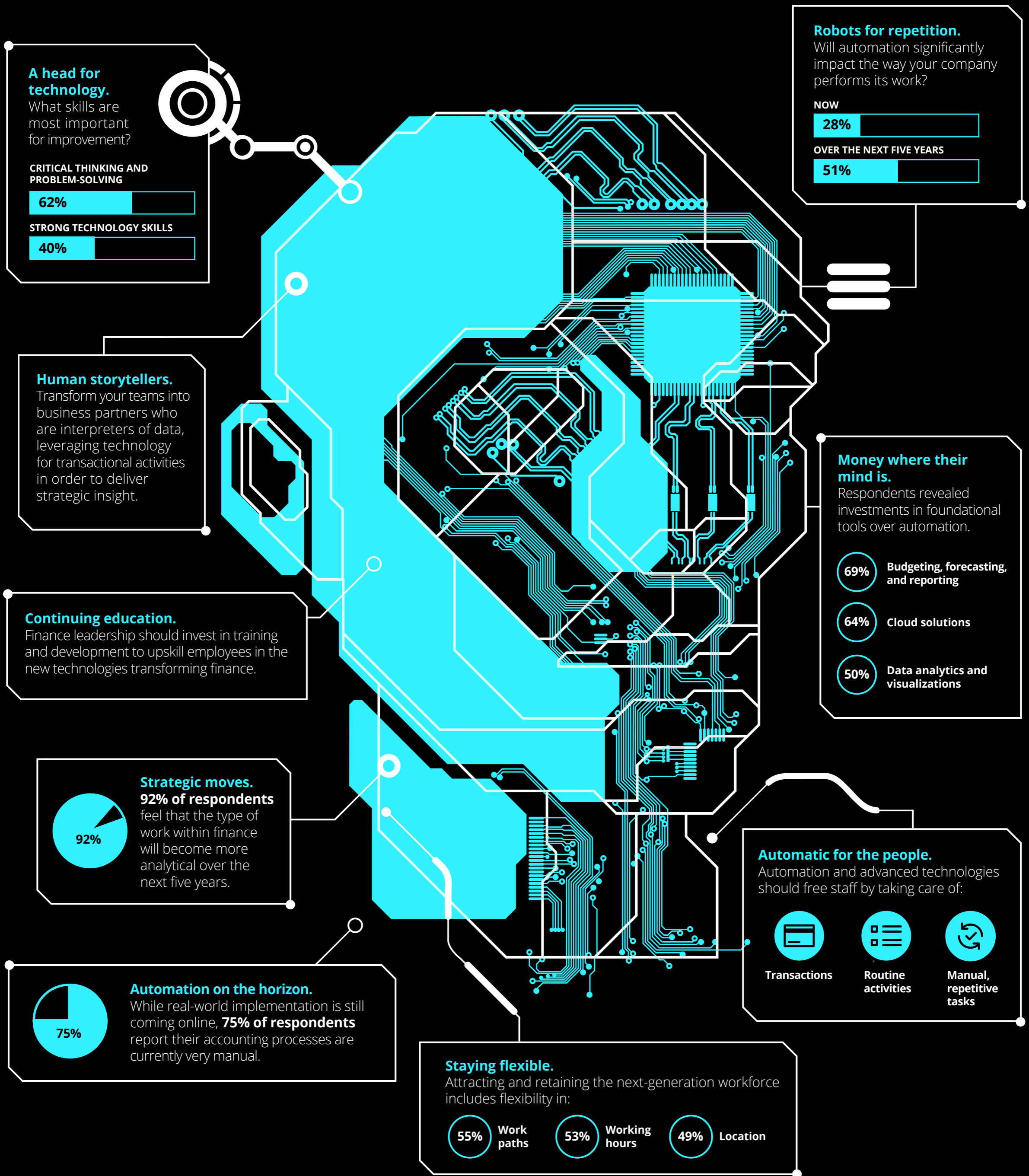


## Mind over matter

### How financial professionals can leverage advanced technologies to elevate their roles

Automation and advanced technologies continue to move finance toward a digital future, allowing professionals to focus less on transactional activities and more on analytics and insights. In collaboration with IMA® (Institute of Management Accountants), our survey<sup>1</sup> revealed that, in order to elevate its role as a more strategic business partner, finance will need to balance human and machine-based competencies while achieving relevance and resilience through the four A's of future-ready professionals: analytical, adaptive, agile, and anticipatory.



### Running the numbers and providing context

What actions can you take next?



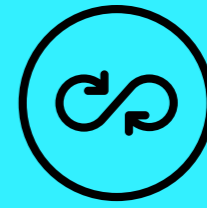
Create an end-to-end, **agile digital strategy** that can flexibly adapt with the **evolution of finance.**



**Implement technologies** that focus on routine, transactional tasks to **elevate talent** to be more strategic.



**Upskill talent** with competencies to cultivate data-driven, analytical thinking to **deliver deeper insights.**



Consider **flexible work arrangements** to successfully access, curate, engage, and develop top talent.

How can improving data infrastructure, implementing automation, and increasing technical and analytical skills create new opportunities in this ongoing partnership? To learn more about the changing role of finance, and to access resources and research that can help you build world-class controllership capabilities, visit [deloitte.com/us/controllership](https://deloitte.com/us/controllership).

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### Endnotes

1. Conducted between November 6, 2019, and January 6, 2020, by IMA® (Institute of Management Accountants) and Deloitte. IMA and Deloitte report: From mirage to reality: Bringing finance into focus in a digital world.

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