

Strategic Activities

Strategic Activities

Leading Within and Beyond Finance

Tactical Activities

Other

Attending Meetings

Reading and Responding to E-mails

In which ONE Area
do you HOPE
to spend more
time in 2016?



Additional \$1 Million Budget:

How would you Allocate the Spend Across departments?













allocated to the Finance Department

Spend the Money?

Heavy allocation to recruiting and retaining top talent the rest across technology and process improvements

All to Improving Technology

Launch a comprehensive Finance
Transformation Project

All to Training and Professional Development

Heavy allocation to salaries and bonuses for Finance Staff

If I had to Allocate to Our **Marketing Department** and they **HAD to Spend it Per My Direction**, (1) Would Direct Them to Focus the Spend in:

42%
Market Research

19%
Upgrading Talent

18% Social Media Initiatives 16%
Upgrading
Systems

Business and Finance Training

30%
Developing In-House Training Programs

25%
Training Focused on How to Acquire the Right Talent

© † HR

Upgrading Systems

25% Upgrading HR Staff Talent

25%Business and Finance Training

Sales

32% Upgrading Talent

Training Focused on Better

Understanding our Addressable Markets

Training focused on how to leverage our Customer Relationship Management System (CRM)

8%Upgrading Systems

Business and Finance Training

To access this report and other reports visit: thecfoalliance.org/reports