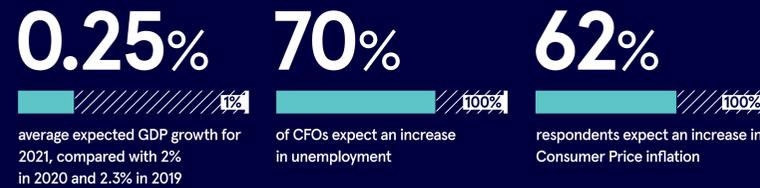


WHAT'S KEEPING THE CFO UP AT NIGHT?

The role of the CFO is ever-changing. Beyond a number-cruncher, they are called to be strategists, involved with shaping the future of their businesses. But with greater involvement comes more responsibilities, and more challenges. So what is the modern CFO prioritising, how are they shifting their approach, and what are the new burdens resting on their shoulders?

WHAT CFOs ARE FACING IN 2021

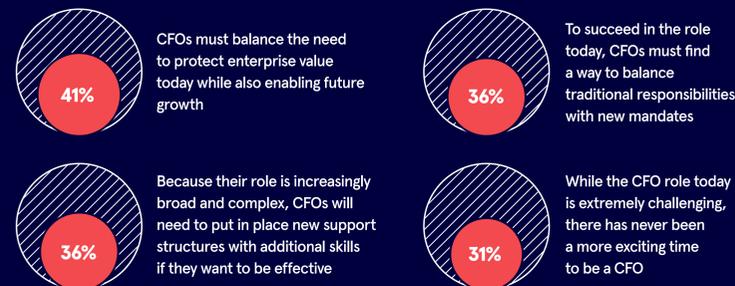
Deloitte 2021



CFOs MUST BALANCE COMPETING DEMANDS

EY 2020

Percentage of global CFOs and senior finance executives who strongly agree with the following statements



NEW CHALLENGES REQUIRE GREATER CFO INVOLVEMENT

The Everest Group and WNS 2020

Percentage of global CFOs who mention providing significant support in the following areas



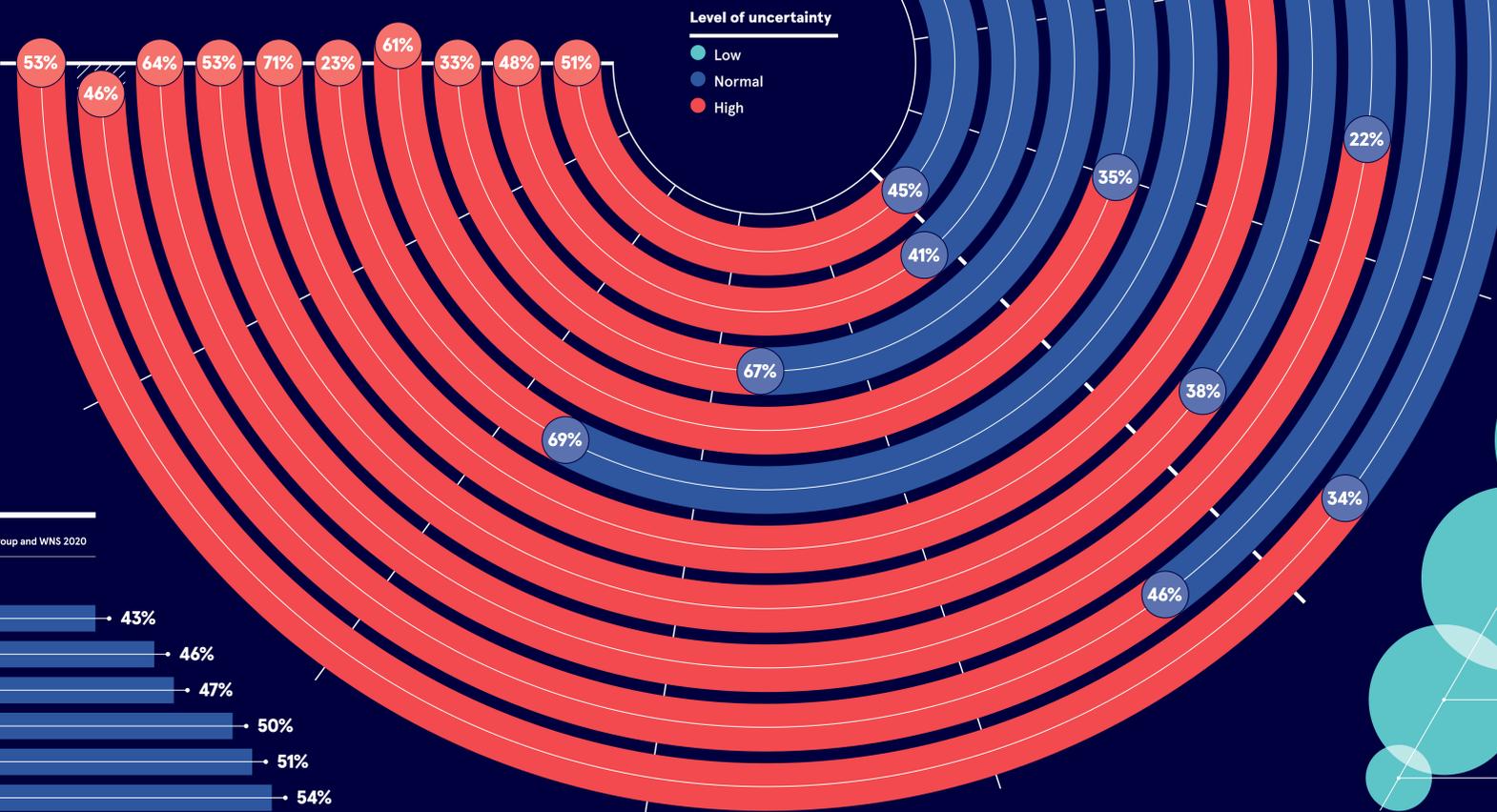
CFOs CERTAIN OF UNCERTAINTY

Deloitte 2021

European finance leaders from a range of sectors rate the overall level of external financial and economic uncertainty facing their businesses



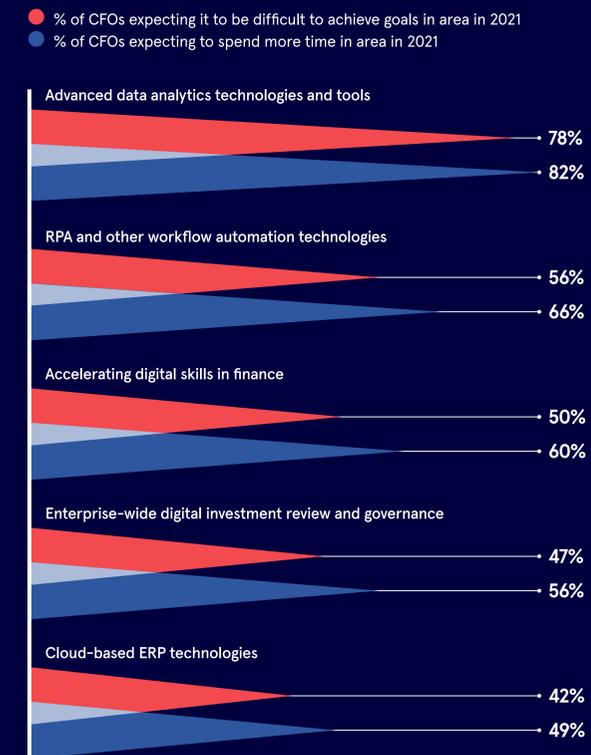
79%
UK finance leaders have a "positive" or "extremely positive" outlook on the next 12 months, in spite of the uncertainty
Proxima 2021



CFOs SETTING GRAND DIGITAL GOALS

Gartner 2020

The time and difficulty expectations of global CFOs' leading digital priorities



CFOs HONING THEIR SOFT SKILLS

EY 2021

Global CFOs from private companies were asked which two of the following personal and leadership qualities were most important for a CFO to succeed in the future

