



2018

CFO SENTIMENT STUDY

The Collective Mind of the Modern CFO

The 8th Annual CFO Alliance Sentiment Study surveyed more than 500 senior financial executives from public and private organizations across industries nationwide on anticipated challenges, focuses, and evolving landscapes of the c-suite and broader organizational hierarchy in the middle market.

The CFO Alliance mission can be summed up in one phrase, “We make connections that count.” We provide finance executives with a safe environment where they can debate, discuss, and dissect the top issues and opportunities keeping them up at night while building meaningful

relationships with peers and industry experts. Our members will attest that the opportunities and framework we continually provide them in learning, networking, collaboration, and customized connections increase confidence in their decision making and maximize their effectiveness as leaders, all while contributing to their short and long term success.

EXECUTIVE SUMMARY

Our results heavily indicate that the international and domestic economies are expected to remain strong. The positive outlook is further extended to 2018 earnings and 2018 revenues. As a result, the growing economy makes winning the war for talent and focusing efforts on strategic marketing even more critical.

Other key themes and predictions that are discussed in the 2018 Sentiment Study are summarized below:

- The role of the CFO is expected to expand in 2018. The decisions made by CFOs won't be bound to the finances of an organization, but will grow to include human resources and talent acquisition, IT, legal, risk management, and business operations.
- The anticipated expansion of the financial executive's role in 2018 will impact organizations from the top down. Employees will be encouraged and expected to step out of their comfort zones into different roles that will come to be an integral part of their job function and necessary competency in the future. CFOs will be also be investing in and developing training to increase the analytical mindset of employees across the organization.
- Technological advancements and financial automation will continue to improve work processes and create efficiencies for the CFO in 2018. Acquisition strategies are expected to be dictated by the accompanying technological benefits of acquisitions.
- Enterprises will continue to look enterprise-wide and at external support services for enterprise risk management and cyber security – both of which are included as areas which senior financial executives feel their company is underprepared.

For more information and a copy of the full report visit www.thecfoalliance.org/reports or contact us info@thecfoalliance.com.

