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From Numbers to Insight
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Can we stay competitive?





People

Machines

How does Finance stay relevant?

Creating value, going from activity to impact and use our seat at the table



**Creating
Clarity**



**Be a
Challenger**



**Driving
Accountability**

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Creating Clarity

Own the structure

- Accounting is cool!
- Be bold
- Be agile
- One source of the truth

Know your business

- Be relevant
- It's fun
- Things change
- Be curious

Less is more

- You are now a sales guy
- Focus the discussion
- Be prepared to change your mindset

Communication is #1



Make it look great

A picture says more than a thousand words



Use the technology

Visualization tools, latest Office, Cloud, cloud services



Self service

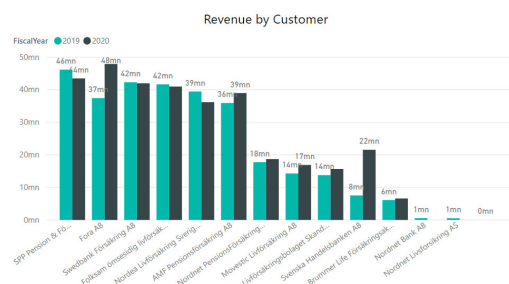
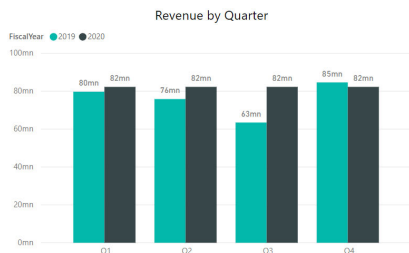
No more concierge service, we got stuff to do

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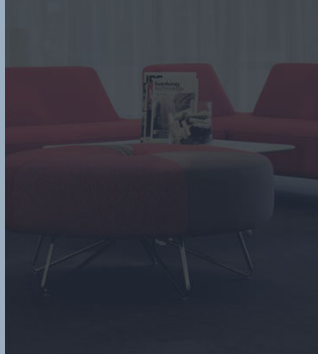
12 x 4 x 4 = 192 slides in one! (and they update automatically...)

Beskrivning	2019	2020
Produktavgifter	130,323,685	141,390,700
Kundbeställ utveckling	47,675,211	43,980,008
Konsulttjänster	102,504,783	106,088,020
Fasta tjänster	23,118,146	37,600,000
Totalt	303,621,825	329,058,728




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		 <p>People Yeah, that little detail...</p>	
<p>Get the leaders CxO, informal leaders, team leaders. Find the fans.</p>	<p>Help them Training, helping, using. Repeat.</p>		<p>Listen to them Neither VHS nor iPhone had the technique, but they had the content.</p>


Finance will stay relevant!
Don't fight the Machine, use it



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Thanks!

