

Strategies to Navigate the Talent Shortage: 5 Secrets for Ultra-Efficient CFOs

Tom Kelly

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The Association of
Accountants and
Financial Professionals
in Business

ORACLE
NetSuite

Featured Presenter

Tom Kelly, CPA
Senior Director, Product Marketing
Oracle NetSuite



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Improve Communication Skills





Perhaps the **greatest developmental need** I see in CFOs and those aspiring to be CFOs is in **communication, specifically understanding how to win the hearts and minds of others, both internally and externally**. Sometimes we see candidates who are otherwise highly qualified, but who lack the ability to articulate their vision and be passionate about where the company is going.

The Communicator

Transparency to Share More Concrete Initiatives and Objectives than CFO Speak and Consistency to Retain and Engage Employees and Weave Financial Performance and Operations Together



Polling Question #1

Do you actively work on your communication skills?

A: No

B: Sometimes

C: Frequently

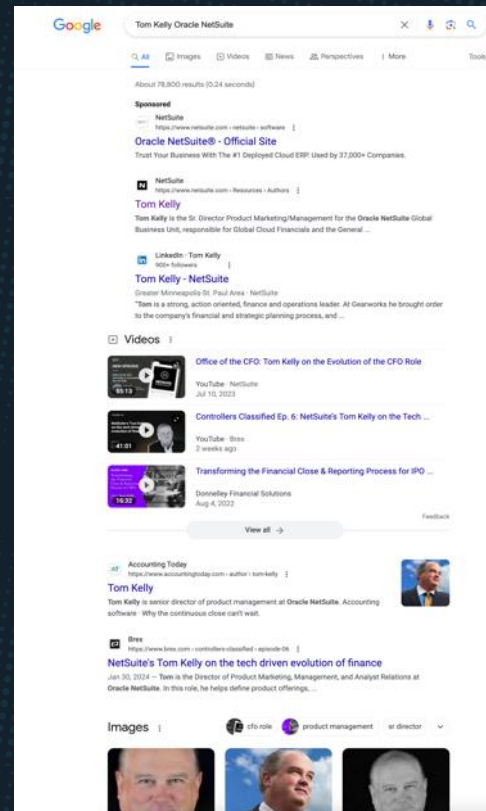
D: What are communication skills?

You Are Who Google Says You Are...



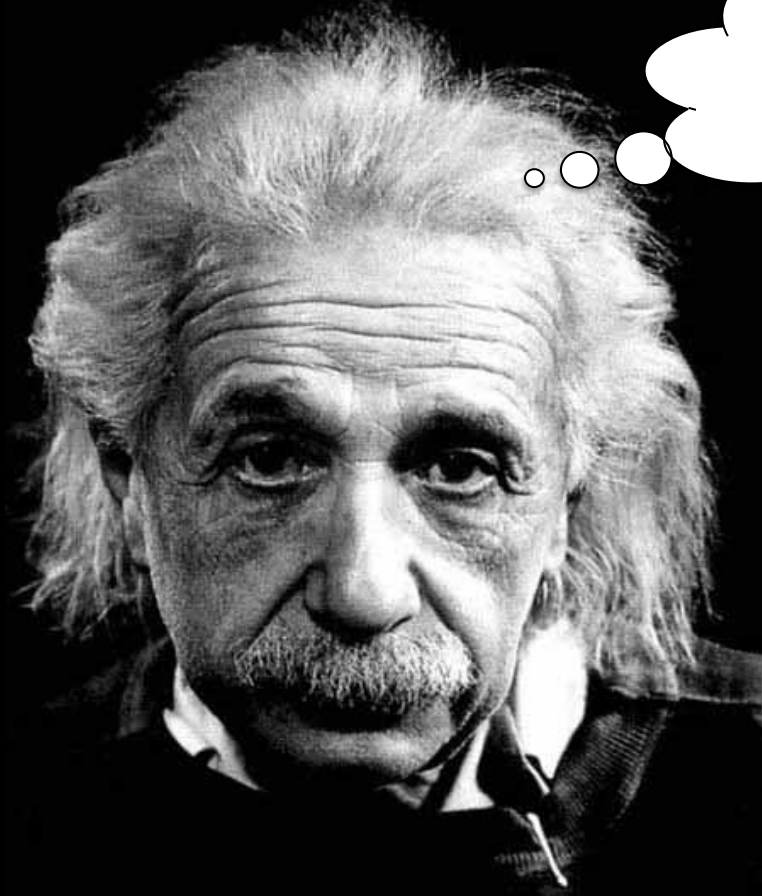
You Should Engage with Social Media

- Engage with Peers
- Tap Into Content
- Get a Hands on Perspective
- Recruitment
- Understand Customers
- Be Human





+4 BILLION



**Does anyone
know the definition
of insanity?**





Counting and Growing the Beans

The Vitruvian CFO



THE CONTINUOUS ACCOUNTING ZONE

Polling Question #2

How long does it take you to close the books?

A: 1-3 Days

B: 4-6 Days

C: 7-10 Days

D: > 10 Days

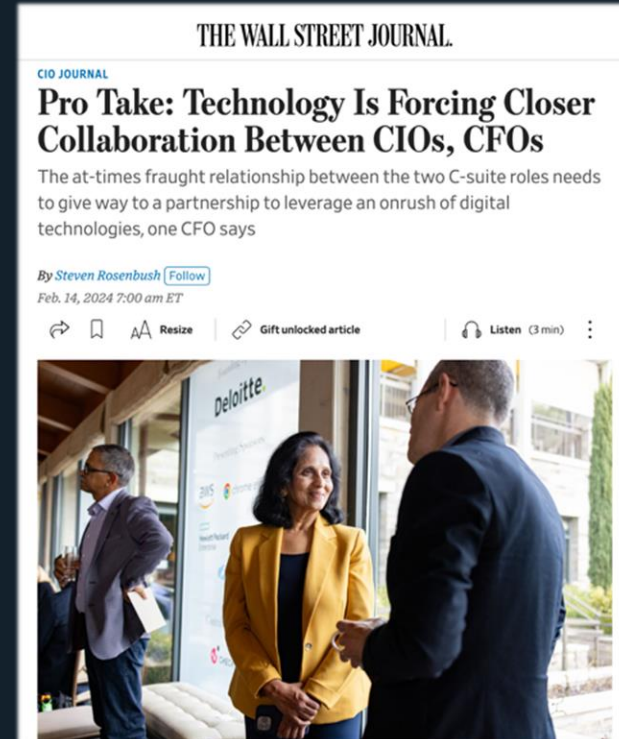
Don't Fear Technology...



Technology Is Forcing Closer Collaboration Between CIOs, CFOs



Technology has become too important to be the sole responsibility of a single leader. But...





AI, automation and technology will not replace accountants. Accountants trained in leveraging AI, automation and technology will replace accountants.



.....

Someone, at Oracle NetSuite

Open Your Eyes

Adapt/Adopt

The Only Thing to Fear

Polling Question #3

Where do you fall on the technology competence scale?

A: I Fear Technology

B: Novice

C: Intermediate

D: Better Than Larry Ellison

Offer (Require) Your Analytical Abilities to the Company



Accounting
is the language of business.



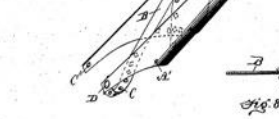
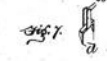
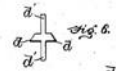
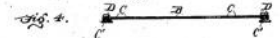
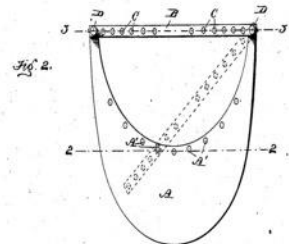
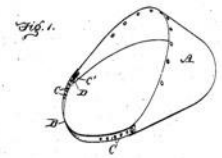
No. 729,500.

PATENTED MAY 26, 1903.

W. F. MAHONY.
EYE SHADE.

APPLICATION FILED NOV. 21, 1900.

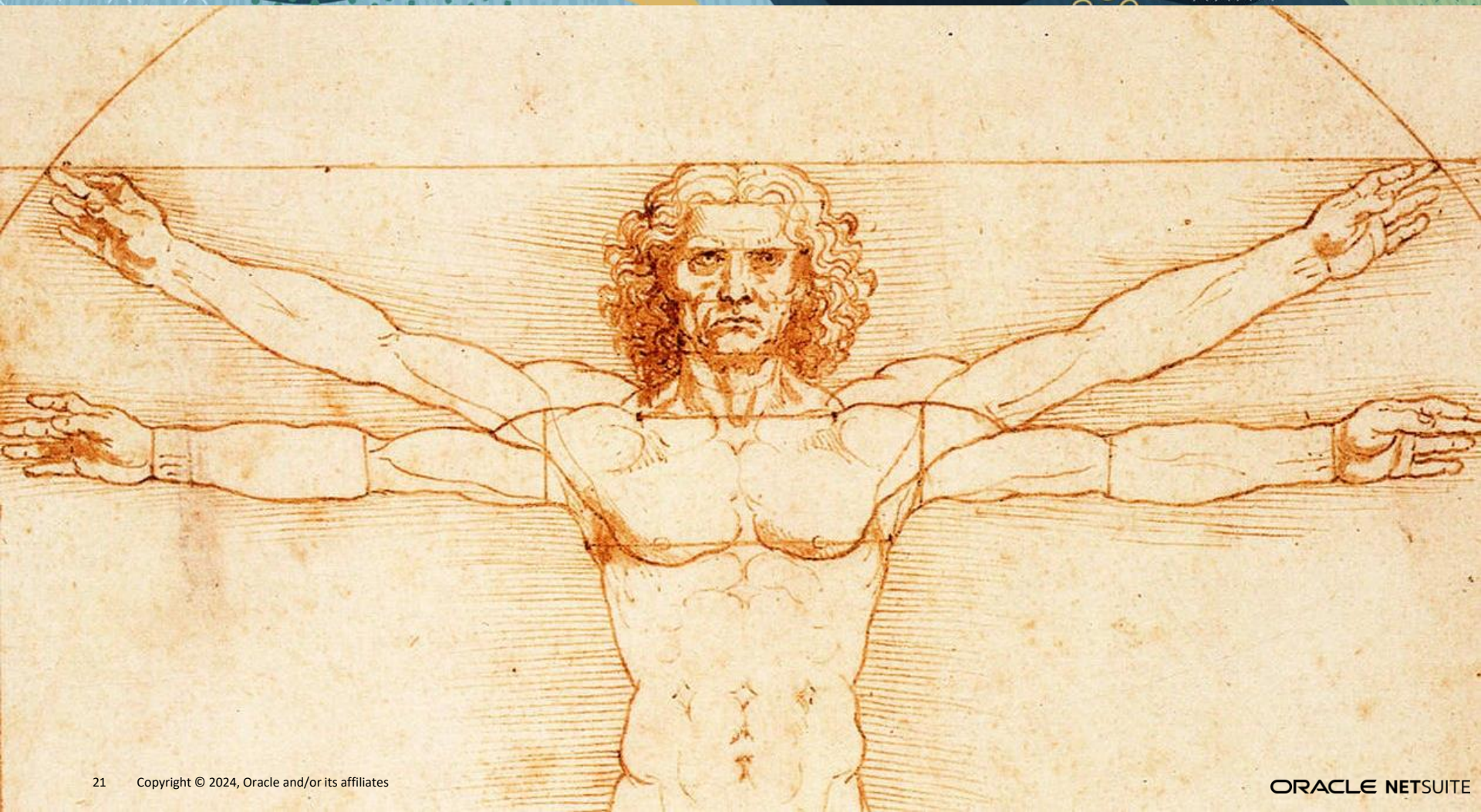
NO MODEL.



Inventor:
William F. Mahony.

Witnesses:
Edmund D. Wimer, Jr.
Robert W. Kase.

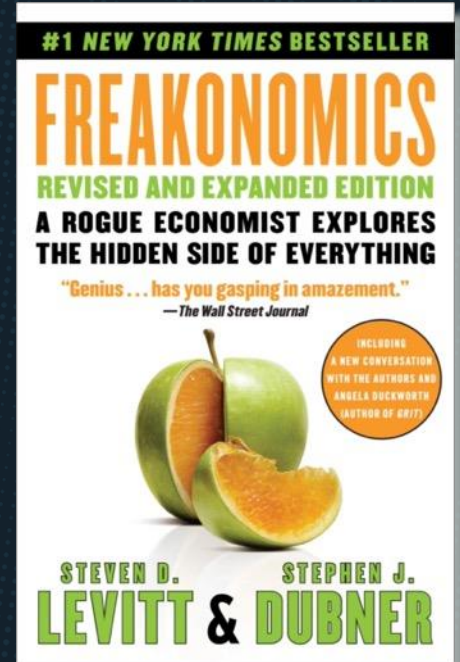
by Edmund D. Wimer, Jr.
ORACLE NETSUITE



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Think Outside The Box on Measurements

Get Your Freak On!



KPIs That Were Well Intended, But...





Polling Question #4

How often does the accounting and finance team partner with departments across the company?

A: Never

B: At Budgeting Time

C: Once a Month

D: It's Part of Normal Operating Procedure

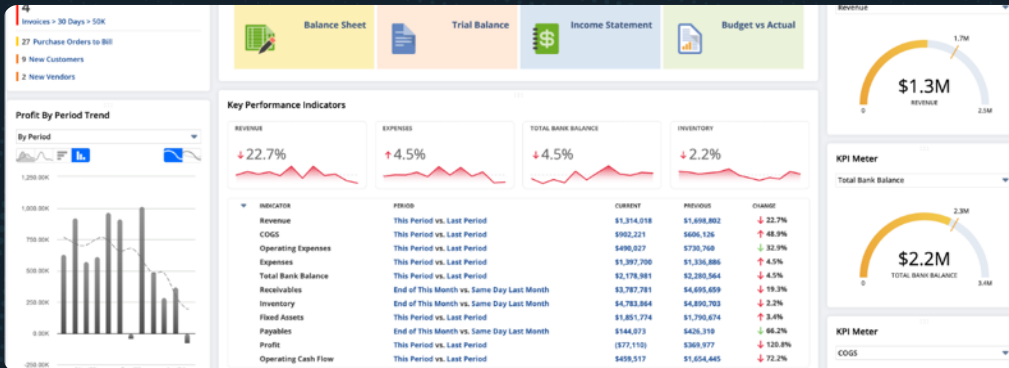
Keeping the Board Engaged...



BOARD OF DIRECTORS



- Build a Board of Directors Dashboard.
- Get all the Board's questions answered even before the meeting starts!
- Spend the meeting being proactive do not re-live the past.
- Some Board members may even provide insights and suggestions each month!





Attracting and Keeping Accounting/Financial Talent

EXIT



Job Security Isn't Enough to Keep Many Accountants From Quitting
Auditors and tax accountants are moving on—or considering quitting the profession—citing other available options at a time of an already widening shortage



AI

Humans should do what humans do best, and AI should do the rest.

Automate tedious and repetitive chores and give users the information and insight they need to navigate complex workflows and priorities so they can do the right work at the right time, with quality and efficiency.



**Machine
Learning**



**Natural Language
Processing**



**Computer
Vision**



**Deep
Learning**

What Is Your CFO Marketing Budget?



Questions and Answers

Tom Kelly, CPA
Senior Director, Product Marketing
Oracle NetSuite



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