

How to Make Modern Accounting a Reality with Sustainable Change

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The Association of
Accountants and
Financial Professionals
in Business



Featured Presenters



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Agenda

- The Office of the CFO Balancing Act
- Fireside Chat: Enabling Sustainable Change
 - Building an Impactful Business Case
 - Automating Manual Processes
 - Leveraging Existing Technology
- Q&A



The oCFO Balancing Act

Why transformation hasn't delivered expected outcomes

The office of the CFO is facing many paradoxes

Fueling Growth

Delivering Insights

Retaining Talent

Stronger Partnership

Unifying Data



Managing Costs

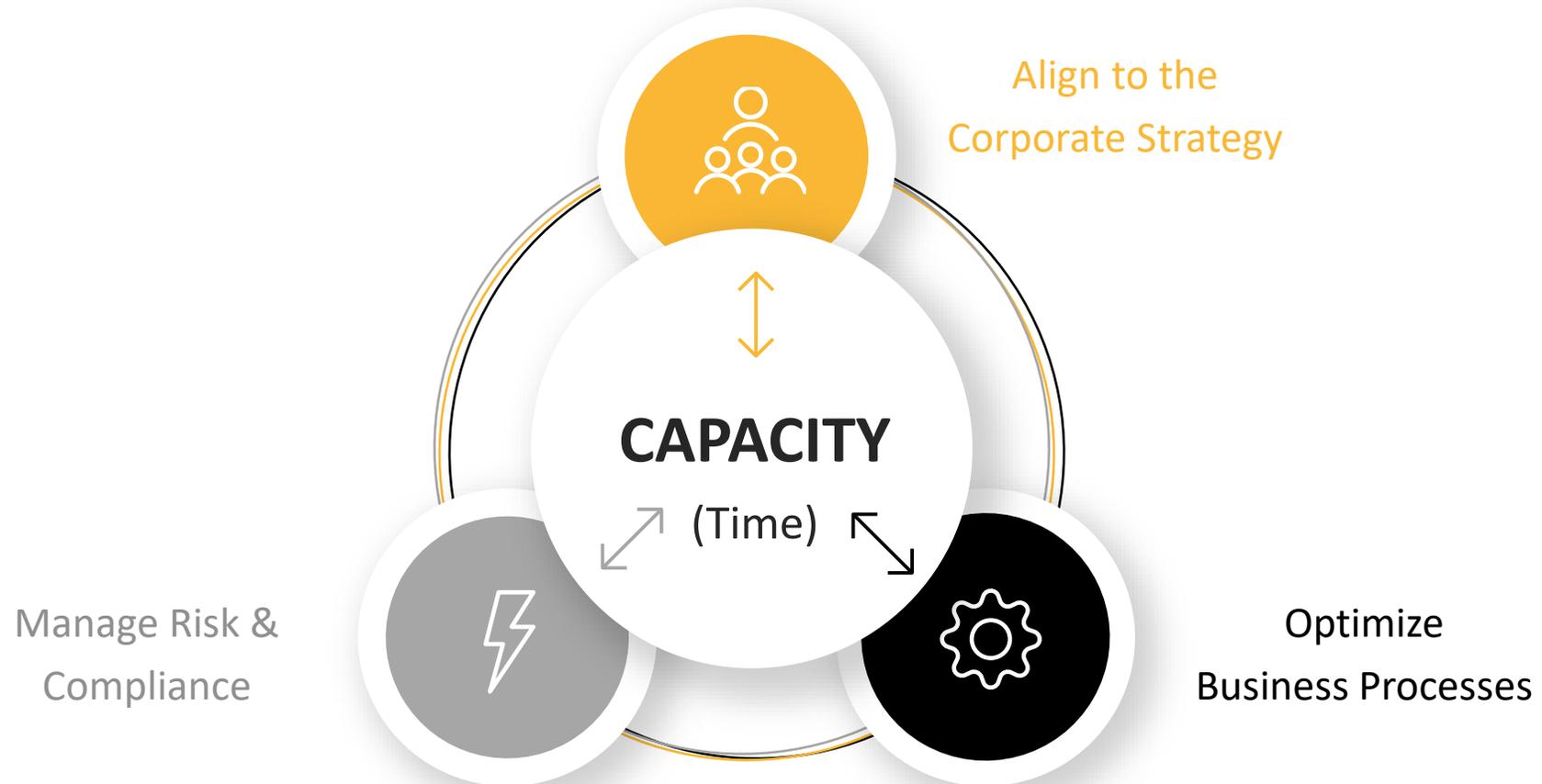
Maintaining Compliance

Doing More with Less

Increasing Demands

Growing System Complexity

F&A Leaders Must Deliver on Three Critical Areas



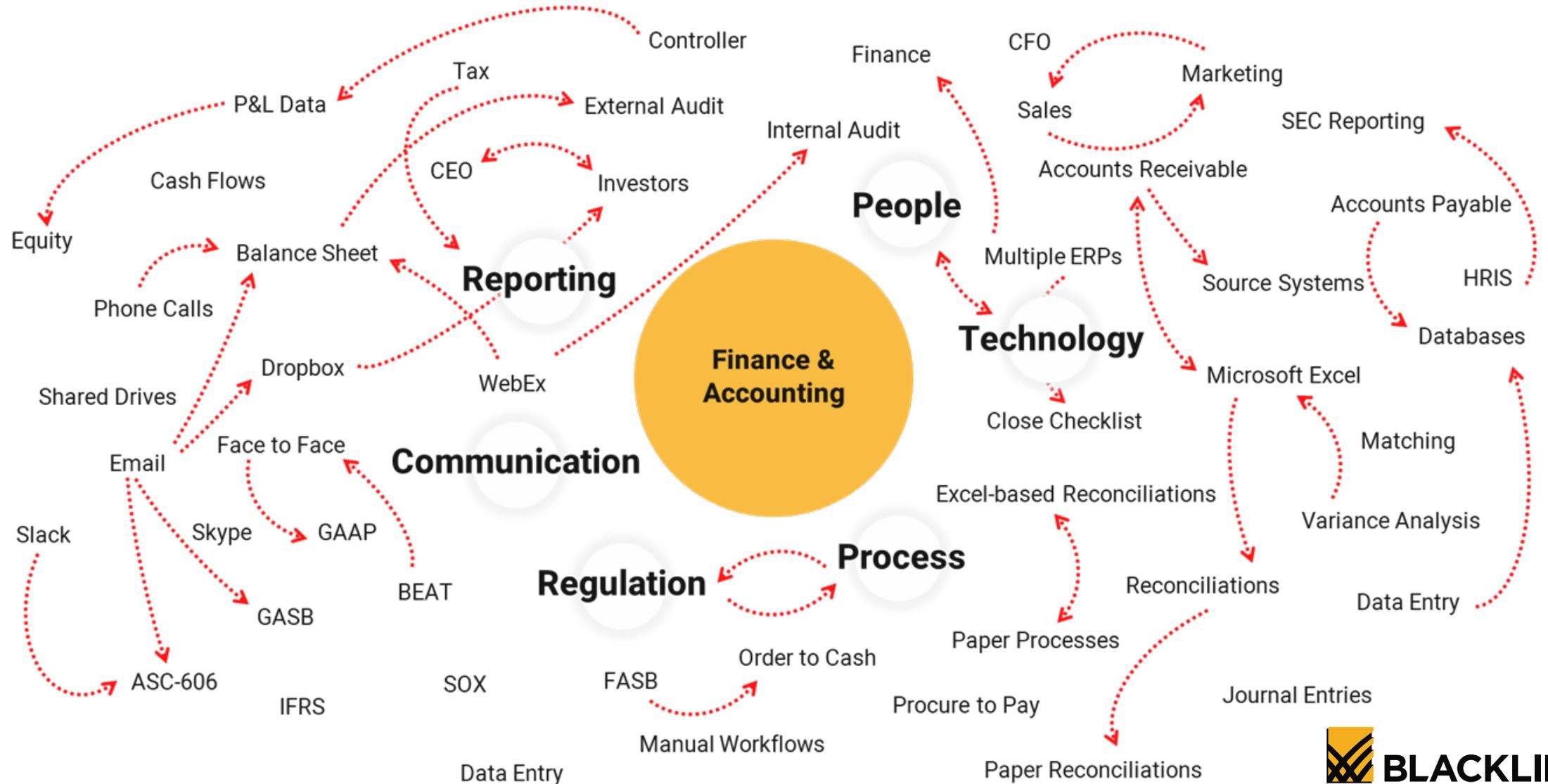
Polling Question

Question: Have the needs of your role evolved to include more responsibilities or shifting priorities?

- Yes
- No
- Not Sure

It's becoming an unmanageable balancing act

Disconnected accounting processes and systems cannot support increasing responsibility



70%

of finance executives have made significant business decisions based on **inaccurate financial data.**

Source: Censuswide Research



85%

of F&A professionals who plan to invest in automation say they are doing so to **increase efficiency or productivity of employees.**

Source: RSM

70%

of transformation efforts **fail**.

Source: [McKinsey](#)

Question

What's your view on Finance and Accounting challenges related to:

- Talent Shortages
- Increasing Priorities
- Doing More with Less

Question

How should teams approach evolving demands, including:

- Sustainability Reporting
- Growing Regulatory Compliance
- Digital Transformation

Question

How can teams transition in an era of rapid technology advancement, including:

- General Artificial Intelligence
- Machine Learning

Polling Question

Question: What is the largest challenge you face in your role?

- Disruptive technologies (e.g., new systems, generative AI)
- Expanded roles (e.g., added responsibility)
- Increasing regulatory requirements (e.g., ASC 842, 606, etc.)
- Business uncertainty challenges (i.e. inflation, supply chain)



Enabling Sustainable Change

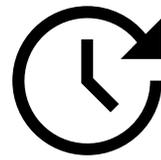
It's time to change the way you think about change

The Importance of Building a Business Case

Building a strong business case is critical for securing support and resources for transformation



**Evaluate current business processes
and challenges to create clear
objectives**



**Design the future-state operating
model and corresponding
requirements**



**Create an implementation
roadmap and metrics for success**

Making the case for change

Framework that Asks Three Questions

1. Why do we need to change?
2. Are you confident you can change?
3. Why a particular solution?

Polling Question

Question: Where are you in your transformation journey?

- Learning for now
- Getting started
- Optimized and satisfied
- Expanding and craving more

A Model for Sustainable Transformation

Strategic approaches for navigating evolving digital innovation

Enhance

Leverage emerging technologies to enhance existing systems and processes.

Adopt

Proactively integrate cutting-edge technologies to stay ahead of industry trends.

Improve

Refine processes and systems for heightened efficiency and effectiveness.

Govern

Establish robust frameworks to align technological evolution with organizational goals.

Core Tenets of Sustainable Change

Successfully implementing improvement is more than addressing immediate challenges



High Aspirations

Set fact-based, high aspirations

“What are the achievable and stretch targets?”



Fulfilling Purpose

Attach the compelling ‘why’ reason

“Why should we do things differently?”



Effective Execution

Make prompt and actionable decisions

“How can we ensure decisions are made promptly?”



Long-Term Incentives

Foster long-term discipline and sustainability

“How do we make improvement part of the culture?”

Polling Question

Question: What do you consider the most important tenet of sustainable transformation?

- High Aspirations
- Fulfilling Purpose
- Effective Execution
- Long-term Incentives



Wrap Up

The Platform for Modern Finance & Accounting

Inspiring, powering, and guiding impactful change.

BlackLine Accounting Studio

Invoice-to-Cash

Financial Close

Intercompany

Consolidation &
Financial Analytics

Record-to-Report

Data | Automation | Workflow | Reporting | User Experience

Visit blackline.com for more information



Key Takeaways

1

It's time to think differently about change to create sustainable process improvement

2

Develop a sustainable model for long lasting change

Build a Business Case | Automate Manual Processes | Leverage Technology

3

BlackLine is the only unified platform that enables end-to-end change across your financial close

Questions and Answers



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Thank you!

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