

Speaker 1 : 0:01

Speaker This audio is used for the transcribers test at Transcript.

Speaker 2: 0:07

In my experience, I've literally found that you have these two camps. You have CFO, because it's kind of that tactical, then they're thinking, that Penny pinchers.

Speaker1:

And actually they tend to be older, if I'm honest, you know, all the CFO expected that just kind of think digital is social media know that we've seen we've literally

Speaker2:

literally think about when when the team has gotten, you know, we want to kick start some digital transformation program and everything else gone. Yes, but we've already got website we've got Facebook accounts and things literally, we've seen that level. So from a CFO perspective, that does need to be a level of education,

speaker1:

it's very important early on to understand what type of CFO you're actually dealing with because if you're if you're dealing with a CFO that excellent absolutely get the relevance of the importance of you know, very, very overused.

Speaker2:

digital differentiation, just transformation. Being a digital business, being able to operate at speed, being able to move into new markets at speed, because that's fundamentally what digital allows you to do allows you to become a flexible agile organization. And if you do it right, you can spot a new market opportunity. And you can move into it within four months. Within four months, you can create a service in create a new digital service, move into that new market, try and conquer it or the other digital digital organization, you can identify a new market opportunity, but traditionally it might take you 18 months to get into it. And by that time it's gone. So digital by becoming invisible organization as much about providing an organization basically the competitive edge as it is helping them become a sort of more streamlined, flexible, you know, cost efficient operation. Yeah,

speaker1:

you couldn't you couldn't start using artificial intelligence. For example, if you want a digital organized like, you know, or digitized organization that list. So there's lots of benefits. So understand that it's not the CFO that you're dealing with if the CFO but it kind of doesn't get it, then we've actually found really worthy of works really well for some of the tactical CFO, it we've actually taken on tools to go and see

companies digitized. So I think it's advice that you transform and what we found is if we when we've had when we've encountered.

speaker2:

CFO don't get digital

and the very tactically messaging and just think it's a fad For example, when we take them to when we've taken them to see companies that have undergone successful digital transformation programmes whether it's an insurance or wherever it happens to be, they come out like gone I absolutely get it now.

Speaker1:

Okay. Right. So you know, to what we now need to do I've seen the benefits I've seen the promised and what we need to do so.

Speaker2:

so as I said, with practical

CFO, you've got to bring them with you, they've got to be on board, but some of them actually need you need educating. The best way to educate them is to expose them to the benefits of digital, you know, even within their own organizations. Facebook, you know, if you wanted to do if you wanted to move into a new market today, Mr. CFO, it will take you 18 bucks and here's the evidence for that. But if you spot a new opportunity anywhere in this organization, you can move in, you could move into that new market very, very quickly.