

6 NEW RULES

WINNING FINANCE TALENT IN THE DIGITAL AGE

The data deluge is changing how finance departments analyze and utilize the massive amounts of information they collect. For businesses to be competitive in the 21st century, they must fill their finance departments with people who have more than an accounting background. And companies must treat data differently.

RULE 1



Recruit—and pay for—talent armed with a greater variety of skills.

RULE 2



Fill talent gaps by grooming from within.

RULE 3




Ask the right questions when analyzing data—you want answers that propel your business.

RULE 4



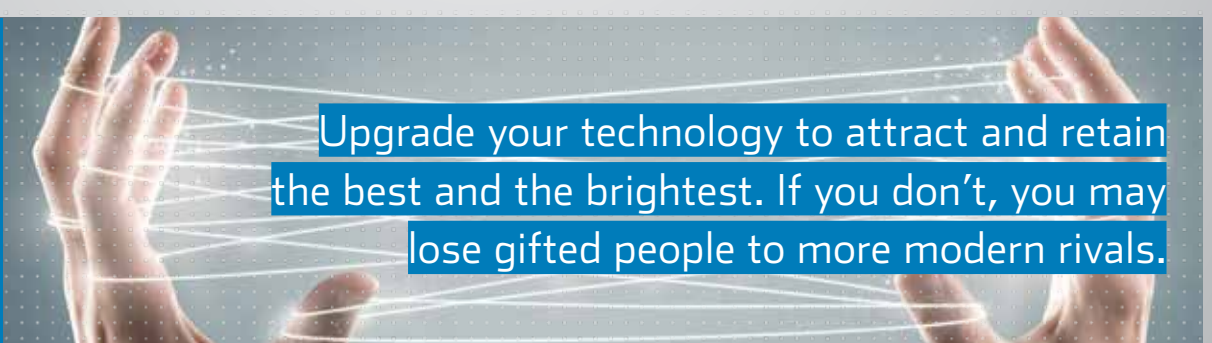
Share data with your team or it has no value.

RULE 5



Use technology and data insights to read your customers' needs more accurately—making you a better business partner.

RULE 6



Upgrade your technology to attract and retain the best and the brightest. If you don't, you may lose gifted people to more modern rivals.