

## 5 TIPS FOR 2025

# How to Make a Bigger Impact as a Finance Leader

Did you know 79% of finance leaders say they play a multifaceted role—keeping the business financially stable, managing risk, and driving transformation? It’s no small task!

2025 is your time to make a bigger impact! Here are **five tips** to help you lead boldly and redefine the role of finance in your organization.



## 1 Find your approach to finance leadership

We surveyed 751 global finance leaders and found that the most successful adapt their leadership approach to meet changing business needs, embrace strategic opportunities, and lead with confidence.



Which best describes your approach this year?



**The Expander (31%):** Seeks growth by investing in big opportunities and crafting an optimistic narrative for investors.



**The Catalyst (35%):** Prioritizes efficiency, scalability, and resilience to quickly adapt to opportunities and threats.




**The Protector (32%):** Focuses on managing risk, preserving assets, and maintaining stability during disruption.

 **Ask yourself: what kind of finance leader does your business need in 2025?**

## 2 Lead with innovation to tackle your finance challenges

No matter your leadership approach, all finance leaders face similar hurdles:

- Data reliability, timeliness, and accuracy (32%)
- Scaling processes to match business growth (30%)
- Strategic planning that drives performance (29%)
- Navigating market uncertainty with agility (29%)

 **Start exploring finance technology that streamlines repetitive tasks, enhances reporting, and gives you the data you need to make smarter decisions, faster.**

## 3 Develop short-term strategies to drive growth

Nearly half (48%) of finance leaders are “very optimistic” about their business’s financial prospects in 2025. While traditional goals like revenue growth (28%) and operational efficiency (23%) remain priorities, many are pursuing more ambitious short-term strategies in the next 6-18 months:



15%

**Aggressive growth and expansion**

14%

**Cost control and eliminating inefficiencies**

12%

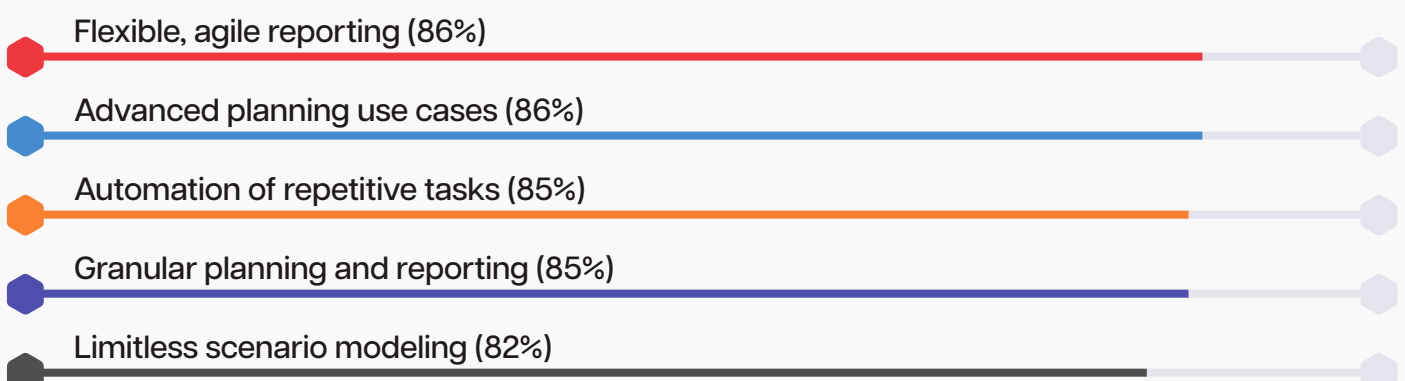
**Asset preservation and liquidity**


 **By focusing your short-term strategy on one key metric—like cash flow, margin improvement, or cost optimization—you can confidently navigate today’s challenges while driving business growth.**

## 4 Drive digital transformation with finance technology

Digital transformation is underway for 75% of finance leaders.

To deliver value, and automate increasingly complex processes, finance leaders are looking for tools that offer:



 **Leverage finance technology that will help you tackle your biggest challenges while creating value, like scenario modeling to improve adaptability and advanced planning to enhance decision-making.**

## 5 Futureproof your business with finance technology

87% of finance leaders are interested in futureproofing their business by adopting the latest technologies, such as those that offer advanced planning, automation, and reporting. Here’s why it’s a winning strategy:

- Strengthens data reliability, reducing errors and enhancing accuracy across systems.
- Enables real-time responses to market changes.
- Minimizes errors and delays, ensuring strategic planning remains precise and effective.
- Accelerates scaling processes by freeing up teams to focus on growth initiatives.



 **Take a proactive approach to futureproofing—invest in technologies that strengthen your team’s capabilities while preparing your business for long-term success.**

### Think even bigger about your role

Whether your focus is on driving growth, enhancing efficiency, or safeguarding stability, you can turn your challenges into opportunities with finance technology.

But your impact doesn’t have to stop there. With a bold approach to finance leadership, you can lead with confidence, challenge the status quo, and think big about what’s possible for your business.



## Ready to make a bigger impact as a finance leader in 2025?

[Get more insights from our 2025 Global Finance Leaders Survey.](#)