

TRANSFORMING FROM ACCOUNTING
***TO FP&A BUSINESS
PARTNER***



Presented by

DR. Mohamed Elrouby

Global Finance and strategy leader
FP&A Expert

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INTRODUCTION

In an era of rapid change and technological advancement, we will explore how to transform from controlling to be a **strategic FP&A business partner**. Below are the five transformational strategies to successfully transition into **FP&A's world**



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01

BUILDING STRONG BUSINESS RELATIONSHIPS THE FIRST STEP FOR FP&A LEADERS

The foundation of effective FP&A lies in forging robust relationships. Discover how building credibility and trust with various business functions is crucial for the FP&A as a strategic business advisor





Cultivate rapport with key departments

Commercial, IT, Marketing, and more



Business language made easy

Enabling cross-team understanding



Be proactive and supportive

Every interaction matters



Show an interest

Get to know your stakeholders



Strengthen bonds beyond formal meetings

Invite people for a cup of coffee



KNOWLEDGE

IMPACT OF STRONG RELATIONSHIPS IN BUSINESS

A recent study by McKinsey revealed that companies with strong cross-departmental relationships see **%25** higher increase in annual revenue compared to their counterparts

Building strong business relationships isn't just good practice, it's profitable! When departments align, financial planning becomes more effective and drives growth

02 **UNDERSTANDING THE BUSINESS**

!BUSINESS ACUMEN IS THE CORE

A deep comprehension of your business is the cornerstone of successful FP&A. Explore how gaining an in-depth understanding of every aspect of your company powers informed decision-making and strategic guidance





Company's operations and external environment:

Draw your company's business model



Regular strategy talks with senior leaders:

Aligning your vision



Participate in cross-functional projects

Gain holistic insights



Conduct Field Visits

Get to know your customers and suppliers

**What's next? Find out how this understanding
Transforms into action! informed decision-making
and strategic guidance**



03 **HARNESSING THE POWER OF QUALITY DATA**

DATA MATTERS

Data is the lifeblood of insightful FP&A. Learn how ensuring the quality and integrity of data can significantly impact the accuracy and relevance of financial insights and forecasts





Quality data equals credible insights

Quality-in, Quality-out; Garbage In, Garbage-out.



Enhance precision

Through trend analysis and evidence-backed data



Automation and controls

The key to minimizing errors

**Prepare for the next big leap in FP&A
with our upcoming tips**



KNOWLEDGE

UNDERSTAND THE IMPACT OF LOW QUALITY DATA

Employees waste up to **%50** of their time dealing with mundane data quality tasks

Kiss metrics estimate businesses losing as much as **%20** of their revenue because of poor data quality

04 **DELIVERING BUSINESS INSIGHTS** BEYOND JUST DATA

Transforming data into actionable insights is an art and a science. Uncover the strategies or providing forward-looking, predictive analyses that can shape the future of your





Transform data into foresight

What's next for the business?



Cultivate a data-driven decision-making culture

It'll pay out the right way



Leverage AI and predictive analytics

For real-time insights



Asking the right questions

Leverage your business acumen

Stay tuned: The final key strategy is just a slide away



KNOWLEDGE

THE POWER OF ANALYTICS

Did you know that companies using analytics are twice as Likely to identify performance gaps and opportunities as those who don't

Analytics isn't just about forecasting; it's a tool for uncovering hidden opportunities and preparing for future challenges

05 **TELLING AN INSPIRING BUSINESS STORY**

THE ART OF STORYTELLING

Beyond numbers and charts lies the power of story-telling. Learn how FP&A professionals can craft compelling narratives from financial data to inspire and drive strategic business actions





Turn numbers into narratives that drive action



**Turn Speak the language of decision-makers,
not just technical jargon**



Use simple visuals to make a powerful impact

Understanding this will not only create sense of trust to your audience, but also makes you more credible when presenting important data.



KNOWLEDGE

STORYTELLING IN FINANCIAL DATA

Did you know that financial presentations with storytelling are **%22** more effective in conveying complex information than those with just data and charts

Storytelling in finance is more than a trend – it's a powerful way to communicate complex data in a relatable and memorable manner, leading to better decision-making