

# 4 Big Bets CHROs Should Make In 2017



Almost one month into the New Year, now is a good time for every chief human resource officer and his/her team to take stock of the big bets they should be making in 2017. These four rise to the top:

**1** Get clear on organizational purpose and brand promise, to keep building trust.



**2** Continuously improve the "digital relationship" with your talent.



**3** Do important things faster, and put data and technology to work on the rest.



**4** Unplug conventional learning and development.



## TAKEAWAY



The modern CHRO who's able to achieve these strategic objectives for the company and its employees will be well positioned to attract top talent, as well as groom and retain the best people from within.

# The Top 5 Strategic CFO Priorities For 2017



Have the strategies that have served your finance organization and company become an anchor weight? Or are you confident that your business has the right financial people, processes, organizational structure, and technologies to compete into the future? Oracle content strategist Margaret Harrist lays out the challenges and opportunities for every CFO in 2017.

## PREPARE FOR NEW ACCOUNTING STANDARDS

**1** First, the tactical: CFOs must take the time to understand the new FASB and IASB revenue recognition guidance on the ASC 606 protocol.



## AVOID 'MIND TRAPS'

**2** At each stage of a business's growth, CFOs must resist falling victim to set ways of thinking.



## RETHINK FINANCE ROLES AND SKILL SETS

**3** Finance departments need people, all the way up to the CFO, with advanced analytical and communications skills, people who can help other departments use data to make sound strategic decisions.



## GET SERIOUS ABOUT COLLABORATION

**4** It's ever-more critical for financial leaders to collaborate with colleagues in other departments, especially around operational imperatives.



## AUTOMATE THE LOW-LEVEL STUFF

**5** Embrace software tools that help your people monitor things like risk and regulatory compliance, freeing them to do higher-level analytical, business development, and other work.



## TAKEAWAY



The modern CFO, as a driver and executor of global strategy, must constantly re-evaluate the business—its strategic direction, the competitive landscape, potential new business models, and how operational structures, processes, and approaches need to change to support all of the above.

# Top 4 CMO Priorities For 2017



With their roles expanding, and with ever-more customer data and technology tools at their disposal, CMOs are now in a position to drive more-profound changes across their companies. Here are their biggest priorities and challenges for 2017.

**1.** Think like a denizen of the C-suite.



**2.** Pick a scalable marketing platform.



**3.** Infuse your organization with new kinds of talent.



**4.** Become the proactive guardian of customer data.



## TAKEAWAY



Prioritizing these four elements—organizational awareness, platform scalability and extensibility, talent, and privacy—will put the modern CMO on a path to success.