





CONNECTING FINANCE TO CUSTOMERS

TRADITIONAL VS. CUSTOMER-DRIVEN FINANCE TEAMS

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Finance teams have a massive opportunity to improve their internal customer focus. Often, finance teams default to a crisis mode to miss out on truly connecting with their customers and delivering on long-term value.

Below are some key traits that separate traditional finance teams from customer-driven finance teams:

	 Traditional Finance Teams	 Customer-Driven Finance Teams
Measures of finance team performance	<ul style="list-style-type: none">• Least errors in reporting• “Just get it done” internal attitude	<ul style="list-style-type: none">• Customers felt heard, production lines with requirements• Needs are anticipated
Attitudes of finance team towards (internal) customers	<ul style="list-style-type: none">• The business doesn’t understand our team!• They keep asking for more and more!	<ul style="list-style-type: none">• The voice of the customer is important• Having empathy and a respectful attitude
Financial product and service planning	<ul style="list-style-type: none">• Reactionary, immediate, short-term focus• Little to no connection of work and org strategy	<ul style="list-style-type: none">• Customer-driven and strategic planning of products• Long-term focus
Finance process management and improvement approach	<ul style="list-style-type: none">• Mainly focusing on error detection• Daily crisis management	<ul style="list-style-type: none">• Focusing on error prevention• Striving for continuous improvement of the total process
Day-to-day finance operations	<ul style="list-style-type: none">• Independent work• Career-driven focus• Little in common between customers and process	<ul style="list-style-type: none">• Leadership-supported total improvement• Connections up and down entire information flow

If you need your finance team to be more customer-driven, I’m here to help.



References: “Implementing Six Sigma” 3rd edition; “Six Sigma Handbook”, 4th edition

Ready for improved finance?



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