

FORESEE

How CFOs are navigating change with technology and foresight

Ongoing economic uncertainty and the ramifications of a volatile geopolitical landscape have put a spotlight on CFOs and finance teams — challenging them to anticipate key developments and position their organizations to respond with agility and resilience. Our latest Global Finance Trends Survey highlights the top priorities shaping CFO agendas.

Top overall finance priorities

- 1

Security and privacy of data
- 2

Strategic planning
- 3

Financial planning and profitability analysis and reporting
- 4

Process improvement
- 5

Leadership (within your organization)
- 6

Routine reporting and closing activities
- 7

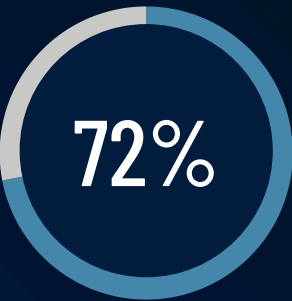
Enhanced data analytics
- 8

ESG metrics and measurement
- 9

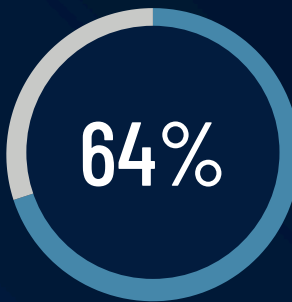
Mobile finance applications
- 10

Changing demands and expectations of internal customers

How finance organizations are being impacted and responding to today’s landscape



Currently, 72% of finance organizations are employing AI, including generative and agentic AI - up from 34% last year



New and evolving tariffs are affecting financial forecasting, with 64% of organizations reporting at least a moderate impact

AI Adoption: Private vs. Public Organizations

Employing AI for process automation		Employing AI pursuant to a defined strategy	
 Privately held	58%	 Privately held	8%
 Publicly held	70%	 Publicly held	41%