



Driving Business Growth In a Post-Covid World

Building an Agile Company for Uncertain Times

Whether your organisation missed, met or exceeded financial targets in the previous financial year, you need to rethink your approach to finance in these turbulent times. Building an agile organisation is imperative for businesses looking to course-correct quickly and remain relevant in a post-Covid world.

International lockdowns, waning consumer demand, and with investors still expecting strong top line performance, business leaders and executive management must focus on navigating current and future challenges to spur business growth. Unfortunately, the global pandemic has rendered most business plans useless.

While we've been on the cusp of a recession for some time, nothing could have prepared us for the situation we're currently faced with.

In order to respond to these unprecedented challenges, companies need to switch gears quickly and adapt to the new economic realities as financial strategy is compressed into a smaller window of time.

Our ebook provides hands-on strategies, frameworks, tools, templates, and guidance on how to measure objectives, assess capabilities, allocate resources, measure progress and execute an agile finance strategy.



How to Win in a Depressed Market

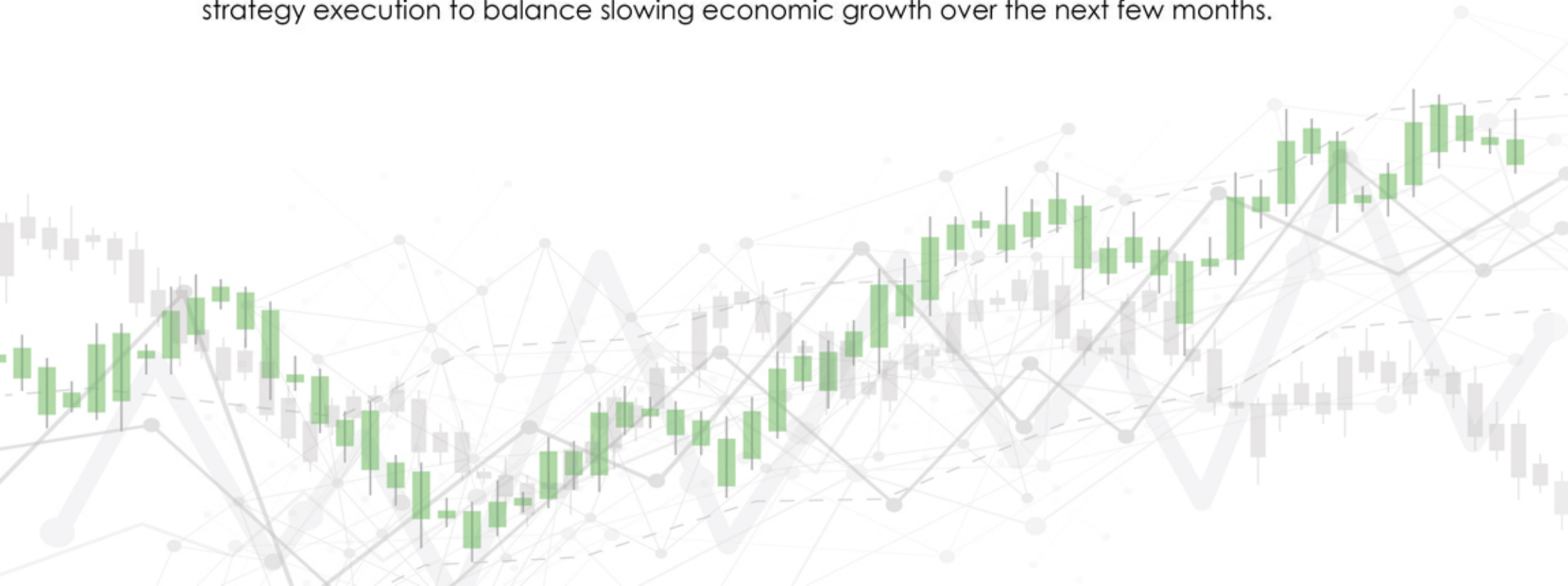
As business growth slows across the board, leaders are challenged to reset priorities, manage trade-offs and minimise the costs of change in a way that effectively prioritises the successful execution of critical initiatives.

To win, leaders need a strategic mindset for long-term growth instead of short-term tactics and align with business goals for growth, despite changing and unpredictable business conditions.



In 2020, uncertainty and volatility are everywhere:

- Significant execution risk is being created as businesses face an unprecedented situation and struggle to meet the demands of digitalisation.
- Pressure to maintain and improve competitiveness is now more than ever as markets and purchase patterns transform amid the pandemic.
- Macroeconomic uncertainty constrains resources and presents obstacles to future planning. The possibility of a recession is now more apparent than ever before. CFOs need to fast-track strategy execution to balance slowing economic growth over the next few months.



Business leaders need to respond to these evolving conditions, identify and commit to critical new growth initiatives – and unlock the capacity (time, budget, talent and technology) needed to fuel them.

Business plans must be able to respond to change. And disciplined execution of the plan is critical during these rapidly changing conditions, so, it's... important to have built-in early warning systems to be able to identify events that require an adjustment vs those that threaten to derail the plan entirely.

Finance leaders must also focus on developing processes that help the business reprioritise initiatives to keep them aligned for long-term strategic goals.

Business planning and execution are always challenging, but most companies are now pursuing strategies that have a greater risk of failure, and often involve business model change that creates a complex set of coordinated changes across the business. Success requires business and functional leaders to be laser-focus on actions that will enable the organisation to drive innovation and growth.



Rekindling Demand and Connecting with Consumers

The first weekend of August in India, seems to mark a turning point in the COVID 19 crisis. As the month of holidays and festivities began, many regions in India started to reopen. Despite ongoing public-health concerns, the desire to shop and spend is palpable. Consumers are less anxious and depressed about health concerns. Business leaders are a bit more optimistic this month than last. Surveys in Asia and Europe suggest that customer confidence is holding firm.

That said, the picture these intent signals paint is complex. In a sense, the world is turning from “preservation mode” to “growth mode”. To get back to business, many leaders are running spreadsheets to see how many people they can hire, planning virtual sales and marketing interventions, and figuring out adaptations to operational processes. All of these are critical tasks, but they are not enough. What's needed is a “turnaround architect”: an enterprise-wide initiative to build business resilience and incorporate lessons into the operating model quickly.

One of the skills that will help with that urgent need is surely analytics and reporting which will help businesses speed up problem solving and navigating the COVID crisis. Our finance toolkit for high-performance business leaders has been designed to help tackle numerous urgent tasks facing businesses today: forecasting demand, identifying supply chain disruptions, and creating effective crisis-intervention strategies.



SRF's Financial Services

We work with businesses to improve value outcomes across the spectrum ranging from companies seeking to turnaround short-term underperformance to those in deep financial distress requiring crisis management.

We are actively helping businesses in India and abroad to turnaround, transform, and grow their businesses to overcome the financial disruption brought around by COVID 19.

Speak to us to know more.

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