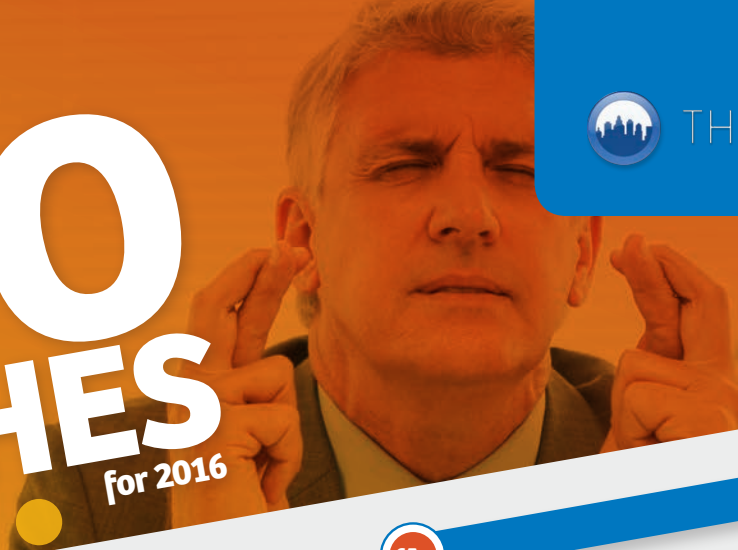




CFO WISHES

for 2016



In which **ONE Area** do you **HOPE** to **spend more time** in 2016?

IF YOU HAD AN **Additional \$1 Million Budget:**



to Improve the Talent at your company
How would you Allocate the Spend Across departments?



allocated to the Finance Department

How would you Spend the Money?



If I had **\$500K** to Allocate to Our **Marketing Department** and they **HAD to Spend it Per My Direction**, I Would Direct Them to Focus the Spend in:

42%
Market Research

19%
Upgrading Talent

18%
Social Media Initiatives

16%
Upgrading Systems

4%
Business and Finance Training

30%

Developing In-House Training Programs

33%

Training Focused on Better Understanding our Addressable Markets

25%

Training Focused on How to Acquire the Right Talent



HR



Sales

32%

Upgrading Talent

25%

Upgrading Systems

20%

Training focused on how to leverage our Customer Relationship Management System (CRM)

25%

Upgrading HR Staff Talent

8%

Upgrading Systems

25%

Business and Finance Training

7%

Business and Finance Training



THE CFO ALLIANCE

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