
Finance Business Partnering

Untapping the value potential



Copenhagen, 2020

Why?

Business Partnering Institute was founded to “*crack the nut*” on business partnering



Anders Liu-Lindberg

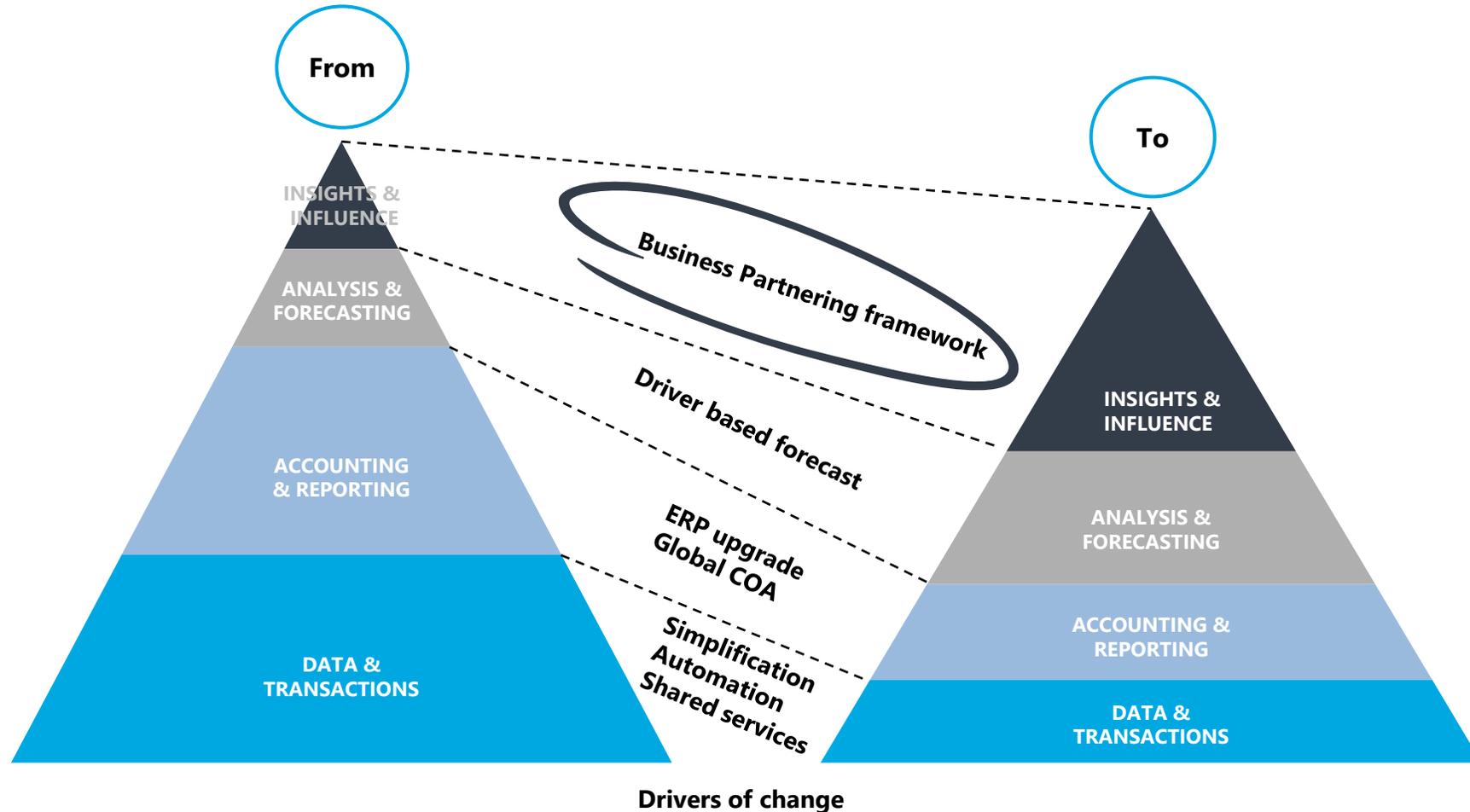
Partner, CMO & COO

BPI



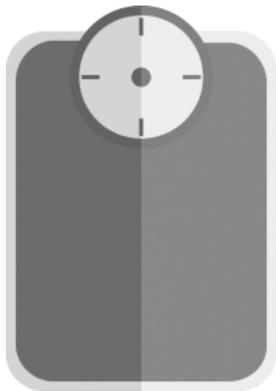
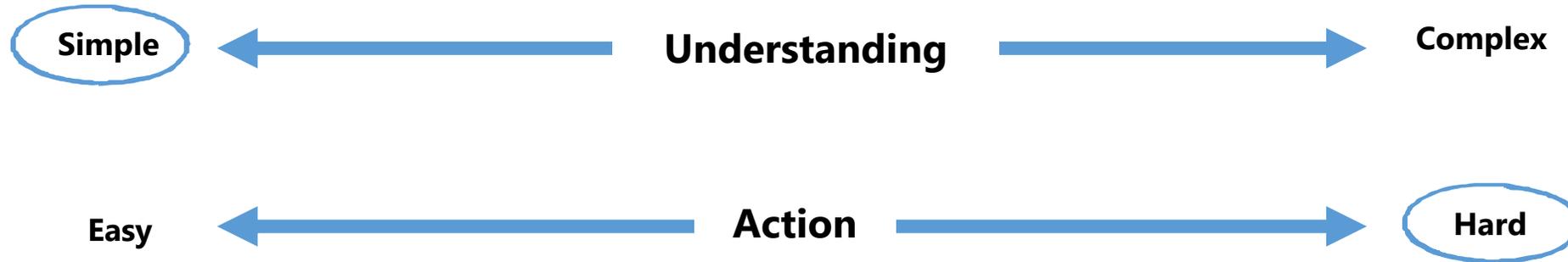
Our Finance journey

Moving from time spent on data and transactions to *insight and influence*



Business partnering is all about people...

...but *changing mindset and behaviours* is quite challenging to do in real life



Implementing business partnering is a bit like **losing weight** – simple to understand, easy to motivate, but hard to do in reality.

The key to success is building **new habits** which drive **behavioural change**.

Business partnering on a formula

The *equation to success*

Insights (What)

Challenge stakeholders with
new perspectives



Drive performance
management



Optimize
existing business



Grow tomorrow's
business

X

Influence (How)

Be customer-centric to get
buy-in and acceptance



Build trusted
relationships



Develop business
acumen



Be assertive in
communication

=

Impact (Why)

Maximize shareholder
value creation



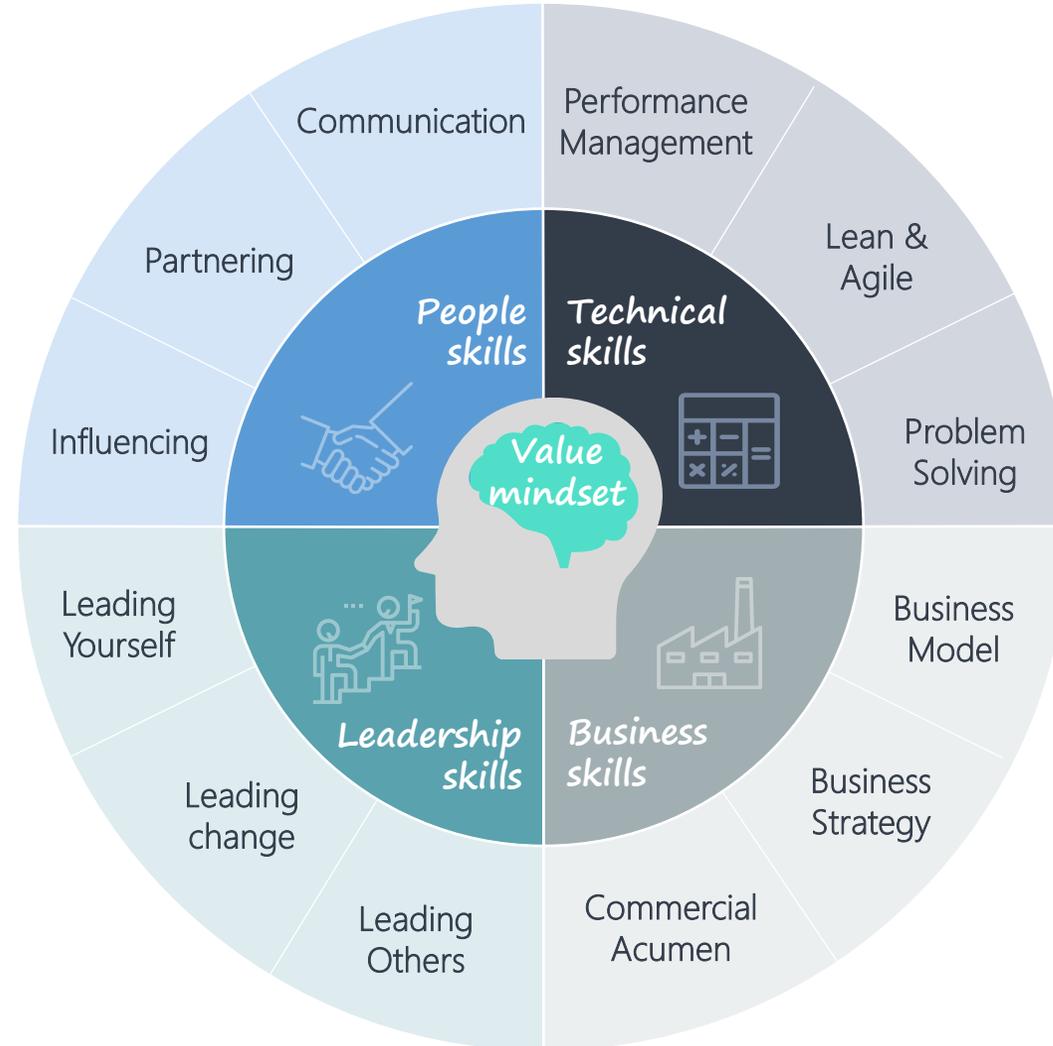
Better decision-
making



Stronger execution

Business partnering capabilities

Having *the right capabilities* are essential succeed with business partnering.

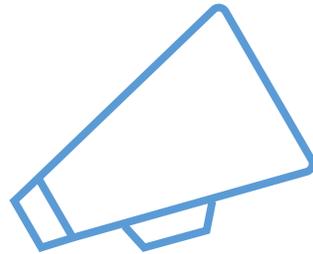


How do we measure success as business partners?

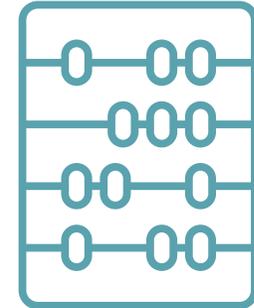
It is all about *value creation and customer satisfaction*



**Better business
results**



**Higher customer
satisfaction**



Value log

Making Finance Business Partnering practical

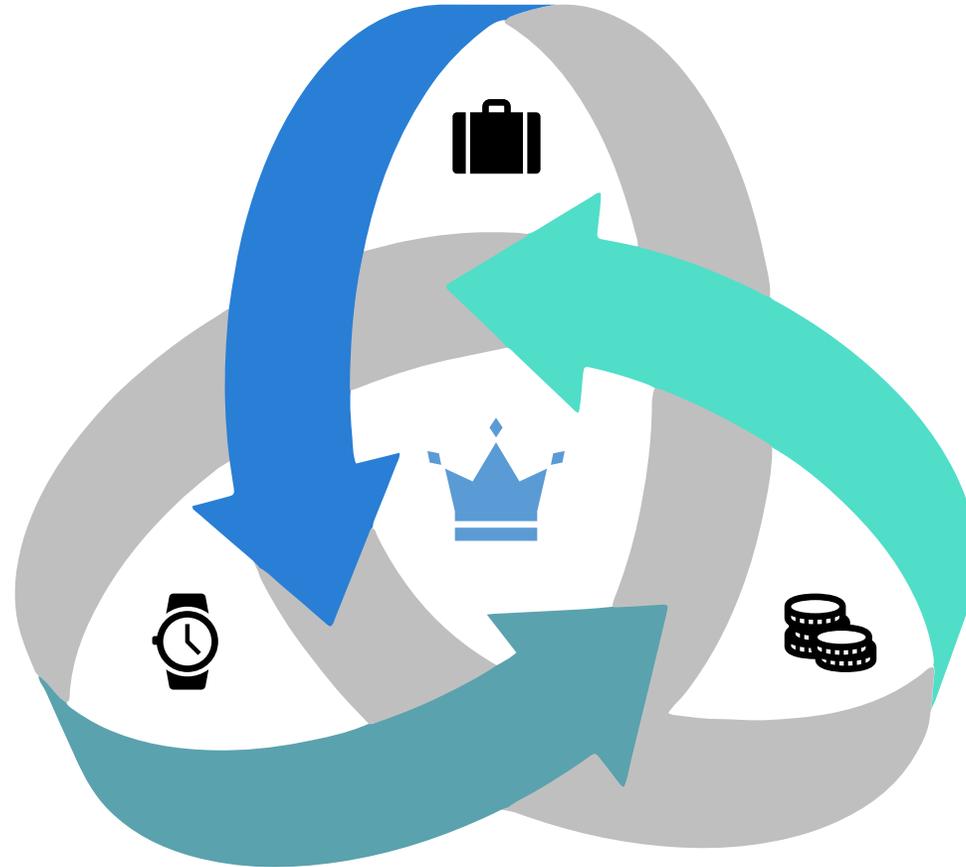
Follow these *four steps* to make an impact!

Your Business

Tell me about you and your business?

Feedback

Here's how the initiatives we started turned out.



The numbers

What do your numbers tell me?
Do you agree?

Actions

Here are some actions we can take to improve? What do you think?

Real life examples of business partnering impact

The *potential is massive* and can boost your company's bottom-line

The start-up budget



Due to bad financial performance we needed to save 10% of our budget



We had no ideas and the deadline to act was fast approaching



Plan and run a workshop to brainstorm for ideas and get mandate to execute



We saved the 10% with an impact of USDm 4

The joint cost plan



Every year our vendors increase prices to adjust for inflation and other elements



If we don't lower our unit cost, we become uncompetitive



Initiate a joint cost plan between Operations and Procurement



We saved USDm 38 or roughly 4%

The competitor attack



One of our competitors increases their capacity with 15% amidst over-supply



We cannot remove our own capacity or just dump prices



Continue with same capacity but better service and be a price-follower



Mitigated a potential USDm 250-500 loss to a mere USDm 70

Use SCR to structure effective communication

This is the simplest and most effective way to *document your impact*



Situation

Establish the common background

Start by telling your audience something they already know. It should be an unbiased view of current situation. This helps create report and establish the relevant for the problem. The audience will ask "Why are you telling me this?"

You now have the hooked and have an opening for communication..

Our financial close lasted from day 0 to day 10 and involved more than 200 people in Finance.



Complication

Describe the challenge?

The when happened? Describe the complication, which is creating tension to your story. Flesh out the difficulties in making the situation better.

This was 2 days higher than benchmark of comparable companies.



Resolution

How did you solve the problem?

Describe your proposed or actual solution.
How did you solve the problem – what was your specific contribution.

Through process optimisation, we have reduced the close process by 2 full working days.



Impact

What was the (financial) effect

Make the impact tangible and concrete to the audience. Was it small or large.
Monetize if you can.

This enables earlier reporting to management and saves around 30.000 hours a year (~ USD 1,2m a year)

BPI at a glance

How BPI can assist on your journey

Why

Our passion and purpose



To unlock the *value potential* for individuals, organizations and the finance community *through business partnering.*

How

What makes us different?



People

We understand Finance
We understand People.
Our sweet spot is the intersection between the two!



Simple & practical

We make business partnering simple, hands-on, and easy to apply.
Because this is what works!



Impact with you

We work from the inside!
Impact is sustainable when we elevate your organization

What

Our value proposition

1

Research & Networks



Thought leadership, publications and conferences.



Connecting people via BPRT and FBP Forum

2

Learning & Development



Business partnering development programs



Leadership Development

3

Consulting



Interim Business Partnering



Projects & Advisory

