

Finance & Accounting: The Growth Function Businesses Miss Out On

According to a recent Paro study, senior finance executives overwhelmingly agree that the **finance and accounting function is a critical business growth center**, but they aren't investing accordingly.

There is a clear gap between that awareness and the ability to harness and deploy a talent strategy that allows businesses to grow to their full potential.

OUT OF 500 FINANCE & ACCOUNTING EXECUTIVES

93%

agree that **finance & accounting is essential** for business growth

24%

say **growth is why their company invests** in finance & accounting

FUNCTIONS THAT HAVE THE GREATEST OPPORTUNITIES

52%

RESPONDED

Finance

49%

RESPONDED

Operations
(Including People Management)

46%

RESPONDED

Accounting

Key Challenges That Inhibit Business Growth

MAIN OBSTACLES TO BUSINESS GROWTH

40%

RESPONDED

Combating market changes

39%

RESPONDED

Staffing / Hiring / Retention

TOP 3 CHALLENGES EXECUTIVES FACE

38%



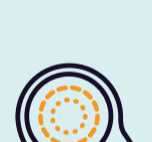
Lack of bandwidth to take on new opportunities

36%



Responding to **investor demands**

34%



Lack of strategic advisory for decision-making

Leaders Seek Flexible Models to Drive Growth & Maintain Stability



79%

are **open to increasing headcount** to take advantage of surges or expand solutions offerings



53%

consider flexible staffing/resourcing as a step to **protect against marketplace volatility**

69%

of finance & accounting teams rely on **fractional resources** in some way



36%

rely **entirely on fractional professionals**

33%

rely on a **mix full-time & fractional professionals**

Learn how Paro can help your business grow with flexible finance & accounting expertise.

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