

Create the conditions for efficient growth

The CFO's No. 1 mandate is to drive **efficient growth** despite economic and business hurdles.

Efficient growth defined:

Sustained, long-term revenue growth with simultaneous margin improvements

Only 60 companies in the Fortune 1000 and S&P Euro 350 have managed to grow faster and more consistently than their peers over the past 20 years, resulting in 7% higher returns for their shareholders.

The secret to their success is:



standing up growth ladders ...

Programs to provoke more growth and innovation from the business

Examples:

Growth investment committees; dedicated innovation funds



... and removing growth anchors.

Unintended effects of finance processes or policies that draw resources and attention away from growth projects

Examples:

Variance-based operating reviews; stiff hurdle rate requirements



Companies that are held back from driving efficient growth due to growth anchors

We help CFOs drive efficient growth by showing them how to:



Place bigger, riskier bets



Select winning M&A targets



Drive innovation



Communicate to investors



Grow and not sacrifice margins

Learn more at gartner.com/en/insights/efficient-growth