ALIGN & THRIVE
CREATING A NEW NORMAL FOR ACCOUNTING & OPERATIONS
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AGENDA

- What we’ve learned
- What alignment impacts & how to maximize positive impact
- Platforms for change
WHAT WE HEAR

and what we want to hear.
Sometimes I feel like an accountant who happens to build buildings.

We don’t know who to go to for what, so we end up just doing it ourselves.

PMs find work-arounds, then we don’t know which end is up.

If PMs included us in more decisions, we could provide more help and value.

We need good decision makers at all levels of the company.
I'm a PM with a team of people helping me make sure the work gets done and our subs get paid.

As a PA, I can see when my support has made an impact on the success of a project.

We work with PMs to make sure our needs and their needs line up. Then we're all on the same page.

Our PAs help me keep my projects on track financially. They're a key part of the project team.

Good data lets us have good decision makers at all levels of the company.
WHAT IT IMPACTS
and how to maximize positive impact.
1. REPUTATION
ALIGN AROUND STRATEGY.

Sloan Management Review, Feb. 2018
https://sloanreview.mit.edu/article/no-one-knows-your-strategy-not-even-your-top-leaders/
84%
Trust their managers and immediate teammates

59%
Trust colleagues in other departments

56%
Trust partners in outside organizations

Anderson, D., 2018
Strategy alignment puts Operations & Accounting on the same team.

1. Understand strategic priorities
2. Know the critical touch points
3. Identify and elevate shared priorities
2. DATA
MAKE YOUR DATA MATTER.

Your operations are as good as the data you use to execute them.
If your strategy is...

Diversification of markets

Strengthened industry relationships

...then what might be your key metrics?
DATA PITFALLS

FOCUS ON SOFTWARE & HARDWARE…
…at the expense of focusing on the information we’re putting into and retrieving from them.

PROLIFERATION OF PLATFORMS…
…making it difficult to know where to go for information.

FUNCTIONS MANAGE DATA INDEPENDENTLY…
…making it nearly impossible to get consistently accurate information.
3. PROFITABILITY
ENSURE PROCESS follows strategy.
ASSESS CURRENT PROCESSES

How are Operations & Accounting currently inputting, retrieving, using, and communicating information?

FIND CRITICAL POINTS OF CONTACT

Pair discussion: what are the critical points of contact / where are the key hand-offs in your organization?

ELIMINATE COMMUNICATION GAPS

Address critical points of contact in your process design; Understand the day-to-day work of both sides of the house.
PLATFORMS FOR CHANGE
- ERP systems
- Business processes
- Goals & metrics
- Team “building”
- Project kick-offs
- Meeting cadence
- Training
**VALUABLE REPUTATION**

Vendors, partners, and customers often work with both sides of the house. They know when teams are misaligned and can fall victim to that misalignment.

**GAINED STRATEGIC ADVANTAGE**

If you can align around strategy and embed it in your data and your processes, you have a competitive advantage difficult to copy.

**IMPROVED PROFITABILITY**

When you focus on core work instead of navigating misalignment, you are more efficient, effective, and profitable.
THANK YOU!

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