CREATING STRATEGIC INSIGHT: THREE TYPES OF VISIBILITY BUSINESS LEADERS NEED TO DRIVE BUSINESS GROWTH
Strategic business leaders look for ways to achieve higher levels of performance in their business. Today’s business leaders are carrying a heavier burden every day as the pace of business continues to accelerate. Demographics, regulations, risk mitigation and technology are sure to change making your job tougher and creating a business environment that can be both exciting and overwhelming. Today’s competitive leaders accomplish this by focusing on people, process, and technology.

One critical leadership asset is a 360°, multi-dimensional view of the team and key projects—but visibility is in the eye of the beholder. Consider these four “beholders” or constituents as you assess how increased visibility can help your entire business can increase performance in today’s tax, finance, and accounting landscape.

CLOSING THE VISIBILITY GAP

Visibility requires access to real-time data and analysis in a single source where it’s available to all constituents who need real-time information to derive business insights to make informed decisions.

Business Leaders spend most of their time at status update meetings or tracking down information they need—leaving them with less time for the high-value activities that drive the business forward.

Strategic Decision-Makers need to be able to forecast profitability, and need accurate data to ensure goals are realistic.

First-Line Managers worry about missed deadlines, and need immediate insight to who has what and in which step of a collaborative project. They need to empower their team to work more productively, reduce overtime, and minimize burnout.

Individual Contributors manage scores of deliverables every day. Between extracting data from various systems and providing status updates, they’re trying not to let anything slip through the cracks.
THE THREE TYPES OF VISIBILITY EVERY BUSINESS LEADER NEEDS

Visibility is key in growing your business. If you can measure it, you want it tracked and available to management at all times via these three categories:

1. A centralized view of your assigned tasks, as well as a comprehensive view of your team’s projects—that doesn’t require searching through emails, picking up the phone, sifting through spreadsheets, or walking down the hall to get the update you need.

2. Visibility to real-time resource availability, with a channel to clearly and quickly communicate changes in work priority. This means you see who has capacity to handle additional workload, as well as who has the right skillset for the job.

3. The ability to analyze and optimize your business processes for continuous improvement enabled by real-time reporting. XCM’s platform was built using the Lean Six Sigma DMAIC framework of Define, Measure, Analyze, Improve, and Control to offer the options you need to set strategic goals. Essentially, you transform your data into insights that help you remain competitive and energize your workforce.

Without visibility, you’re working in the dark—drowning in email and burdened by meetings that kill your capacity.
PRODUCTIVITY, SIMPLY ENABLED™

Let’s consider XCM’s productivity enablement and workflow platform, developed by and for tax, accounting and finance professionals. It delivers unprecedented performance gains by enabling business leaders to get more out of their human capital and the point technology solutions they deploy in their business. Our clients gain visibility, flexibility, accountability, and control of work—within all departments, across multiple offices.

To offer a dynamic, real-time, and on-demand list of priorities and responsibilities, XCM developed a channel that we call MyView that lets our clients manage and prioritize day-to-day as well as longer term deliverables and project knowledge in a central location.

360° visibility also needs to give business leaders the ability to optimize resources, budget hours, and track activity. At XCM, we call this resource allocation and scheduling. With a complete view of resources that enables you to assign work and notify resources, XCM lets you keep the workflow process moving and meet deadlines without ever worrying about a team member being out of the office. It also empowers teams to access work securely from anywhere, at any time.

Year over year and month over month, reports are a critical aspect of multi-dimensional visibility, but often by the time you download a report and get it formatted, the data is stagnant. At XCM we believe in access to real-time data, along with filtering and customization options that accommodate your needs along with the needs of other roles in your organization.

HOW TO GET STARTED ON IMPROVING VISIBILITY

Easy-to-use technology is available that can deliver:

- **360° visibility to tasks and project status**, helping you empower your team to better manage their day and overall workload.

- A way to track recurring and ad hoc projects in a central location, offering the visibility you need to reduce errors and missed deadlines.

- **Real-time reporting**, you gain visibility to performance and the data comparison options you need to set strategic goals that help you remain competitive and energize your workforce.

Start the journey today, and you will lay the foundation for a dramatically more energized workforce while gaining the visibility you need to achieve higher business performance.

Request a complimentary XCM workflow consultation and learn how it can help you can drive strategic insight. Call 781.356.5152 or visit xcmsolutions.com for more information.