

Democratizing Data: Sharing Financial Information with Non-Financial Users

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Introduction



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Session Objectives

At the end of this session you will be able to:

- Identify applicable nonfinancial users
- Determine the most effective method for presenting financial information to non-financial users
- Select the appropriate tool to provide the financial information

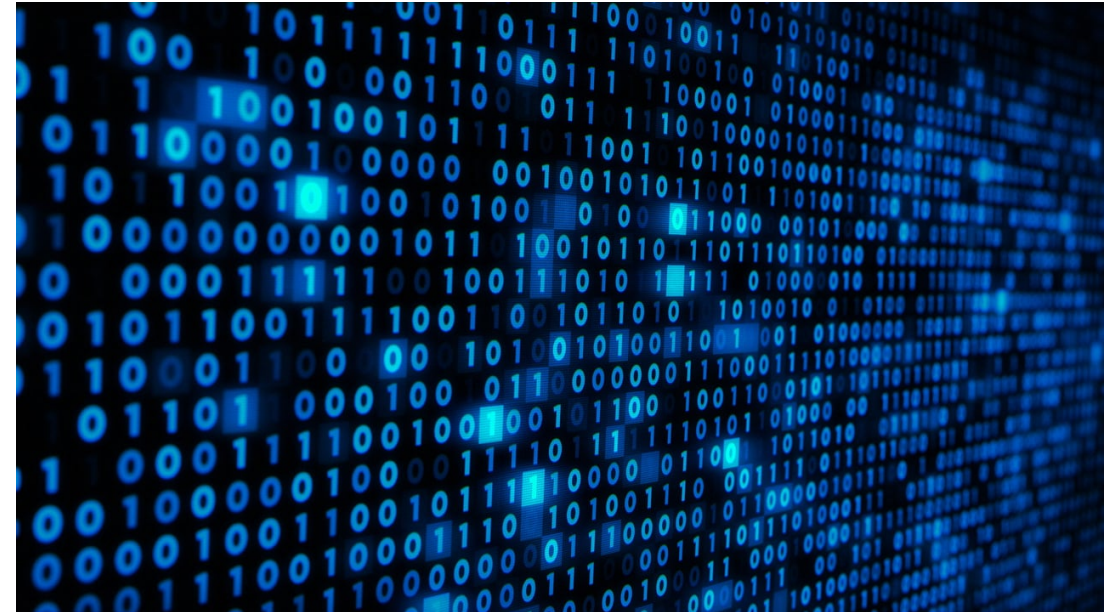
Identifying Nonfinancial Users

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Nonfinancial Users



Financial Data to Nonfinancial Users



Needs of Nonfinancial Users: Governance

Governance

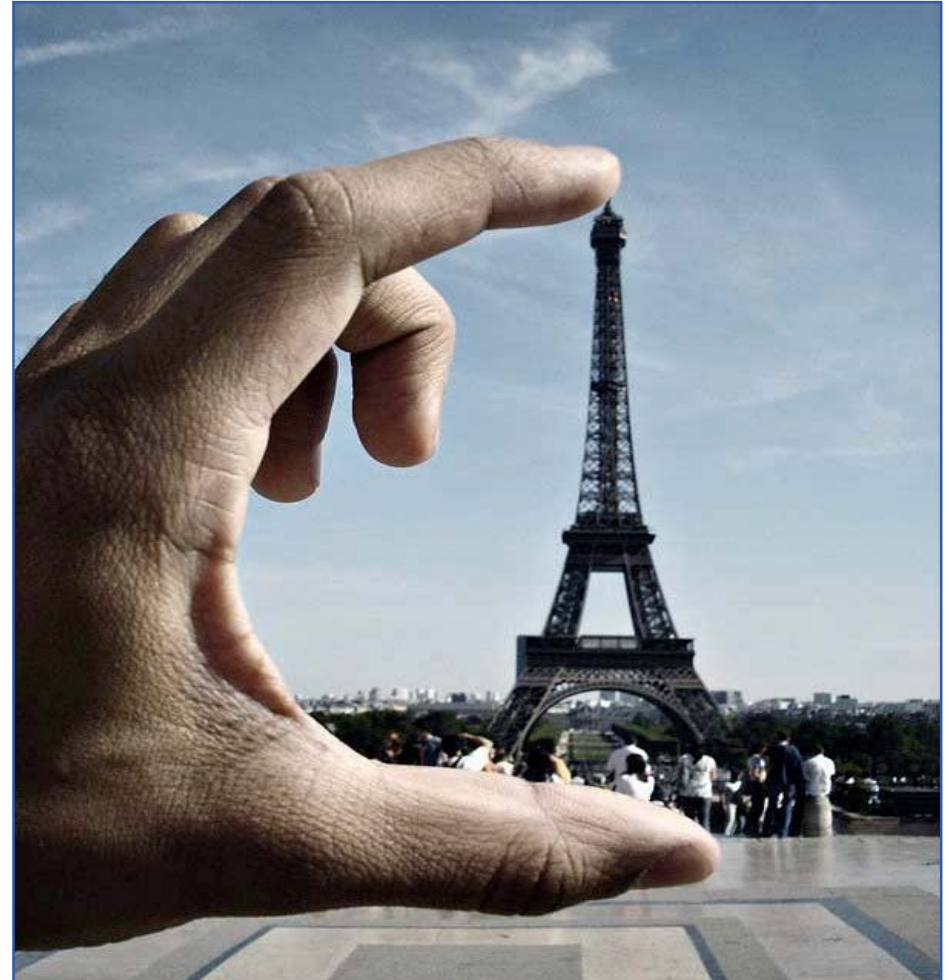
- Financial performance
- Strategic/high-level focus
- Multi-dimensional perspectives
- Budget to Actual
- Visual presentation



Needs of Nonfinancial Users: Leadership

Leadership

- Financial performance
- Strategic/High-level focus but drillable
- Multi-dimensional perspectives
- Budget to Actual
- Visual presentation



Needs of Nonfinancial Users: Stakeholders

Stakeholders

- Financial performance
- Efficiency & efficacy
- Multi-dimensional perspectives
- Visual presentation



Needs of Nonfinancial Users: Program/Budget Managers

Program/Budget Managers

- Detailed information
- Visual presentation
- Performance focused
- Structured/restricted views



Methods of Presenting to Nonfinancial Users

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Methods of Presenting to Nonfinancial Users



Key Performance Indicators (KPIs)

- Identify meaningful KPIs
- Incorporate benchmarks
- Maximize via visual indicators

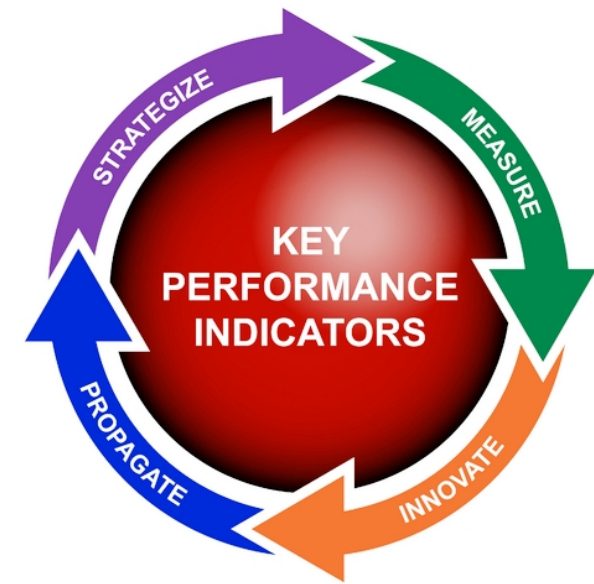


Data Visualization

- Add visual indicators to financial reports
- Select the appropriate technique

Key Performance Indicators

- There is no single KPI that is right for every organization
- In order to identify what is key to your organization, consider:
 - What are our primary risks?
 - What are the primary topics of interest to my audience?
 - What are our goals?



Key Performance Indicators

- Information at-a-glance/Easy to understand
- Focus on the most important information/Avoid distractions
- Compare against a benchmark: Budget or Competitors

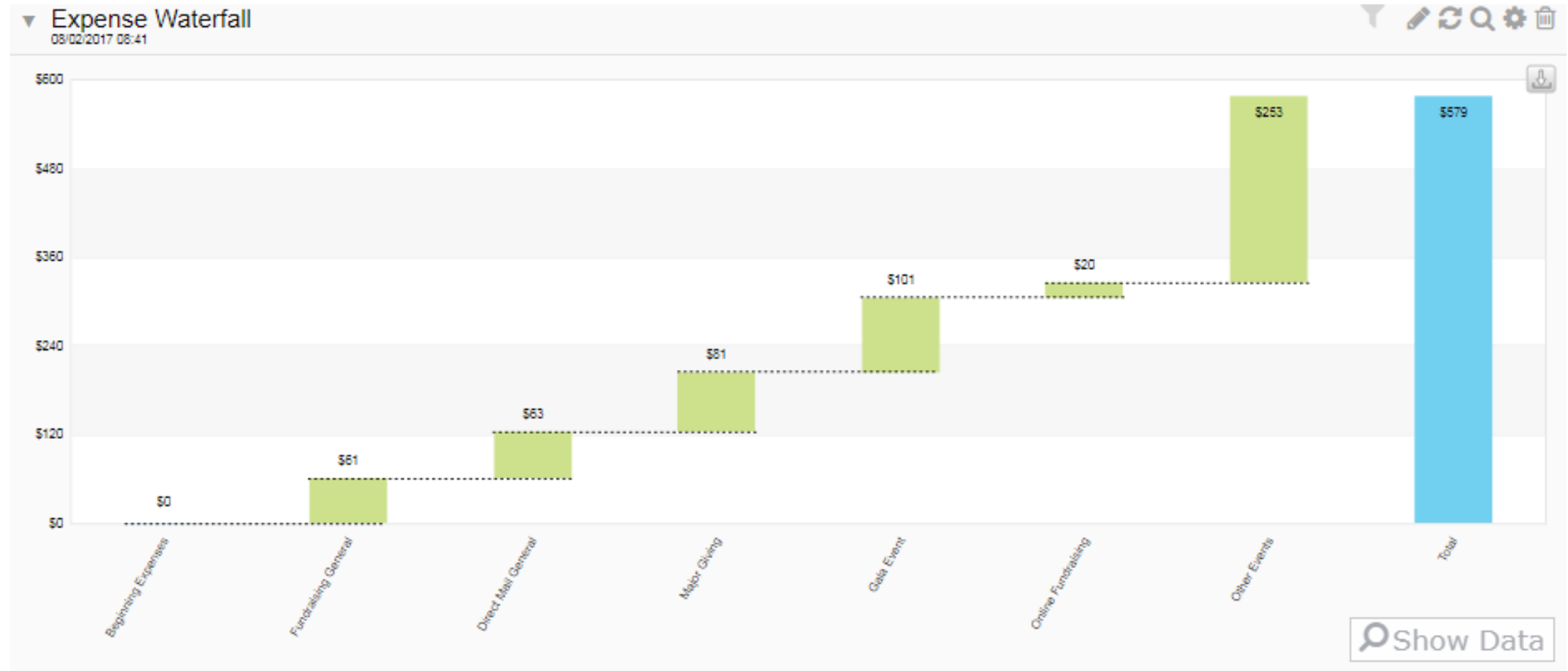


Data Visualization

➤ Can be as simple as a visual indicator on a financial report

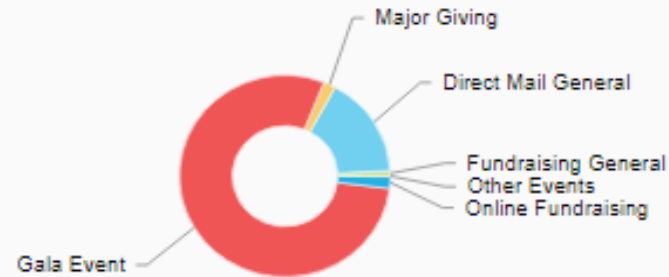
▼ Revenue Schedule 08/02/2017 08:38 🔍 📝 ↺ 🔍 ⚙️ 🗑️				
	Year to Date Actual	Year to date Budget Budget'17 - Mid	Var. to Budget \$ Annual Budget	Var. to Budget % Budget % Var
Revenue				
Contributions				
Unrestricted Contributions - Corporate Donor	256,831	230,000	26,831	12 % ↑
Unrestricted Contributions - Individual Donor	1,705,651	1,705,127	524	0 % ↑
Unrestricted Contribution - Foundation Donor	28,171	237,750	(209,579)	(88) % ↓
Restricted Contributions - Foundation Donor	105,000	0	105,000	0 %
Contributions	2,095,653	2,172,877	(77,224)	(4) % ↓
Other Revenue	27,722	0	27,722	0 %
Total Revenue	2,123,375	2,172,877	(49,502)	(2) % ↓

Data Visualization: Clear Charts & Graphs

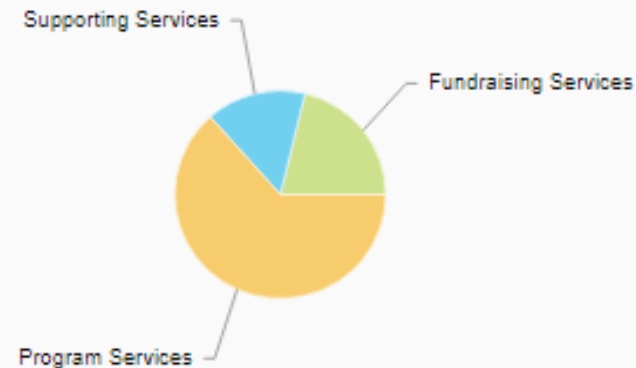


Data Visualization: Clear Charts & Graphs

▼ % of Revenue by Source
08/02/2017 08:44



▼ Spending by Function
08/02/2017 08:47



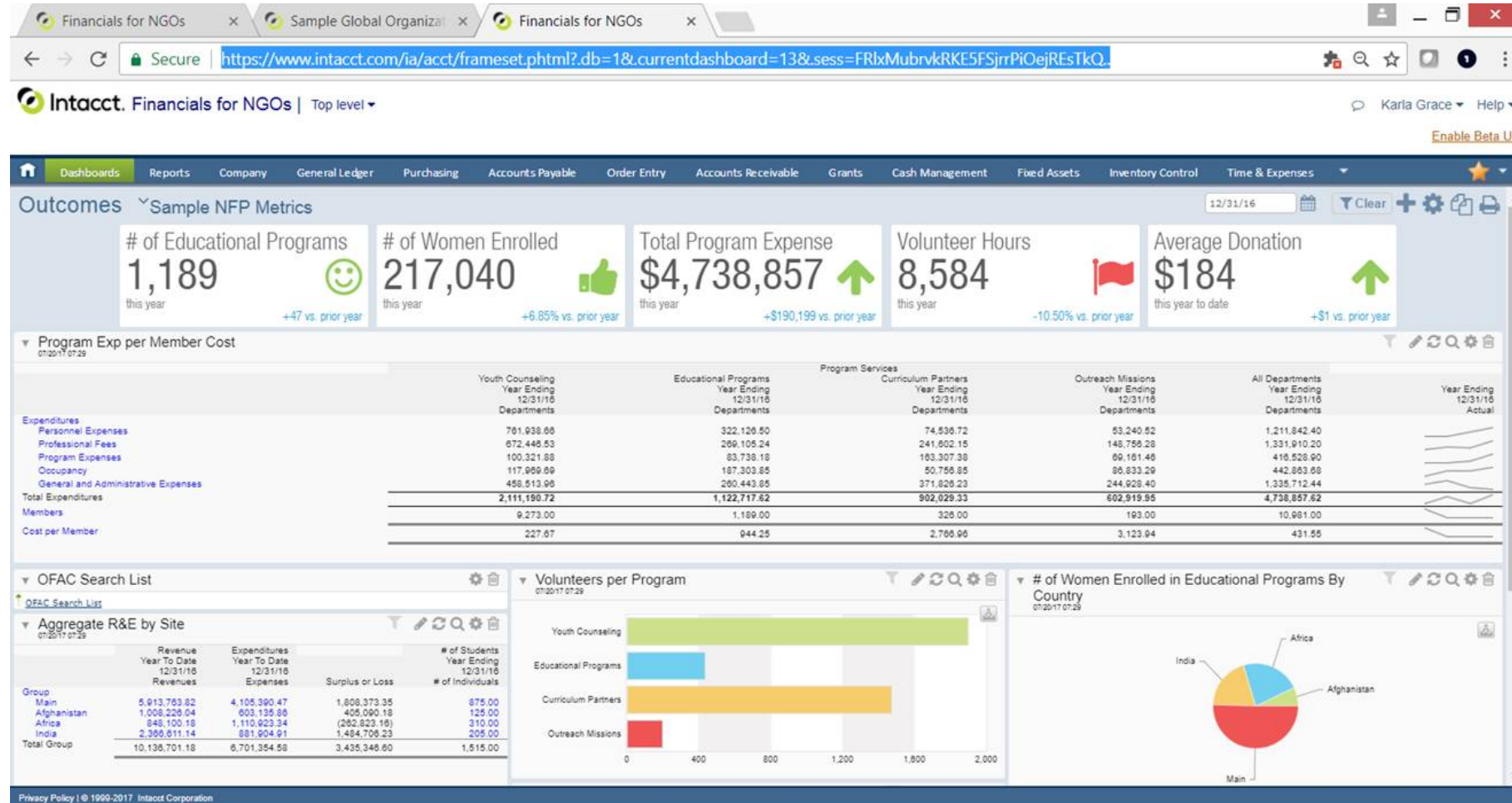
Show Data

Tools to Distribute Financial Information

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Live Intacct Dashboards

➤ Leadership & Program/Budget Managers



Tips for success



Gain a strong understanding of the needs of your users



Where appropriate, engage the user in identifying the tool and the format



Create a feedback loop to continually improve the reports

QUESTIONS?

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THANK YOU

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