PROCEEDING WITH CAUTION - Survey: CFOs Keeping an Eye on Costs While Looking to Grab Market Share

TORONTO, April 16, 2013 /CNW/ - While cost control remains the primary focus for many financial executives, others also are looking toward taking business from competitors, new research finds. **Eighty-five per cent** of chief financial officers (CFOs) interviewed for a Robert Half Management Resources survey cited managing spending as a high priority in 2013, but close behind was capturing market share, which was reported as a main objective by **72 per cent** of respondents.

View the full research findings.

The survey was developed by Robert Half Management Resources, the world's premier provider of senior-level finance, accounting and business systems professionals on a project and interim basis. It was conducted by an independent research firm and is based on interviews with more than 270 CFOs across Canada.

"Many companies were forced to operate as lean as possible during the recession, and the finance function was required to closely manage resource allocations," said David King, Canadian president of Robert Half Management Resources. "CFOs don't want to be in a position where they have overspent and cannot respond to market changes, but they also are exploring ways to gain an edge over their competitors."

King added that more than six in 10 (**63 per cent**) CFOs also noted recruitment/retention as a high priority. "Organisations are assessing their priorities in the face of often intensifying recruiting and retention challenges. CFOs can strengthen their teams and better leverage existing resources by bringing in interim or project staff, as needed, to assist with specific projects and manage workload peaks," he said.

About the Survey
The national study was developed by Robert Half Management Resources. It was conducted by an independent research firm and is based on more than 270 telephone interviews with CFOs from a random sample of Canadian companies with 20 or more employees. For the study to be statistically representative and ensure that companies from all segments are represented, the sample was stratified by industry and number of employees. The results were then weighted to reflect the proper proportion of employees within each industry.

About Robert Half Management Resources
Robert Half Management Resources is the premier provider of senior-level finance, accounting and business systems professionals to supplement companies' project and interim staffing needs. The company has locations worldwide and offers online job search services at roberthalfmr.com. Follow Robert Half Management Resources at twitter.com/roberthalfmr for workplace news.

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