

## Get Ready to Crush 2025!



The New Year is almost here, so now is a great time to evaluate your career goals and aspirations. Do you have a plan for 2025? What steps do you need to take to get you where you want to be?

As the year winds down, take some time for reflection and self-assessment. Setting workplace resolutions now will energize and enable you to approach 2025 with purpose and direction. Taking the time to strategize will ensure that your workdays next year will be more productive leading to increased work satisfaction.

So set your plan now, and work your plan. The world of finance is filled with complexity and unexpected turns. Taking action now will help you get through worst-case scenarios and build resilience to survive the tough times.

***Here are 8 tips to help you start the New Year successfully at work:***

### **Set Your Priorities and Goals**

What would you like to focus on in 2025? Reflect on the past year's achievements and challenges. Set clear and actionable goals for the coming year. Be honest and realistic. For CEO's and CFO's, be sure departmental goals are aligned with organizational strategies to drive growth and increase efficiency. Goals should be SMART (strategic, measurable, attainable, realistic and time-bound) and offer a way of measuring progress as you enter a new year of work.

### **Develop a Strong Work-Life Balance**

Most people are more productive when they are healthy and well-rested. Maintaining a strong sense of work-life balance is critical to overall success and well-being. Be sure to

schedule some “me time” for relaxation, exercise and/or hobbies. Being burned out doesn't help anyone and your team will thank you for it.

### **Humanize the Workplace**

Adopt a sense of gratitude and look at the highs and lows of the previous year. Share company successes and failures with your team. Ask people where they see things going in the future, and work together towards a common goal. Consider the “why.” How will company goals impact everyone and how will employees feel when the work is done?

### **Update Your Branding**

Whether you're in the market or not, be sure your resume and social profiles are up to date. If your professional photo needs updating, now is the time to do it. Watch out for consistent messaging and be sure the information out there reflects who you are and who you want to be. Take a look at your professional image. Brush up on your communication skills and update your appearance if necessary. Conveying a clear message of professionalism can put you in the right mindset!

### **Adopt a Resilient Approach to Financial Planning**

Economic uncertainty and interest rate volatility will still be major concerns in 2025. Finance leaders should focus on adaptive budgeting incorporating best-case, worst-case and most-likely scenarios. Forecasts should allow for flexibility to shift resources as conditions change. CFO's might also consider liquidity management strategies such as bolstering cash reserves to better position their organizations against unexpected downturns.

### **Take Steps to Enhance Cybersecurity Initiatives**

The increasing digitization of financial data means cybersecurity is even more critical. Cyber threats are evolving and in 2025 finance teams would benefit from adopting a proactive cybersecurity strategy including regular audits of data security frameworks and compliance with evolving global standards. Training finance teams to recognize cyber risks is also essential given the rapid growth of cyberattacks.

### **Evaluate Current AI Systems**

AI and automation continue to transform the finance sector. Leaders should identify areas where AI tools can add value. This includes exploring predictive analytics for improved forecasting, deploying AI-driven fraud detection systems and integrating machine learning to enhance financial modeling accuracy. This is a good time for CFO's to initiate pilot programs for new AI applications in Q1 to help teams adapt to the new tools by mid-year.

### **Keep Your Eye on the Future**

Great companies need a clear vision to grow, so be sure everyone is aligned with your vision. What is your core business, and how do you expand it? What aspects of the business will you use to encourage growth? Successful business leaders have already decided how their companies will forge ahead in 2025. Being the “best” at something

incorporates a series of well-thought out steps and it takes time to ensure all the parts are working together.

At the end of the year, it's important to remember the old adage - "Luck and success favour the prepared." Incorporating these tips will give you the boost needed to hit the ground running in 2025. Be sure to go easy on yourself! The unexpected will happen but having a solid, well thought out plan will give you the confidence needed to move forward and achieve your goals. Good luck!