

Small approaches, big impacts: What innovation means now

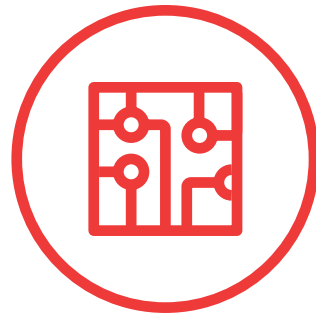
Grant Thornton surveys* show that despite slowdowns in technology adoption and transformation initiatives, creating opportunities for innovation is more critical than ever for CFOs navigating disruption.



*Results from February and from May reflect Grant Thornton CFO surveys; results from June reflect responses from participants in a Grant Thornton webcast.



In Grant Thornton's December 2019 recession preparedness survey



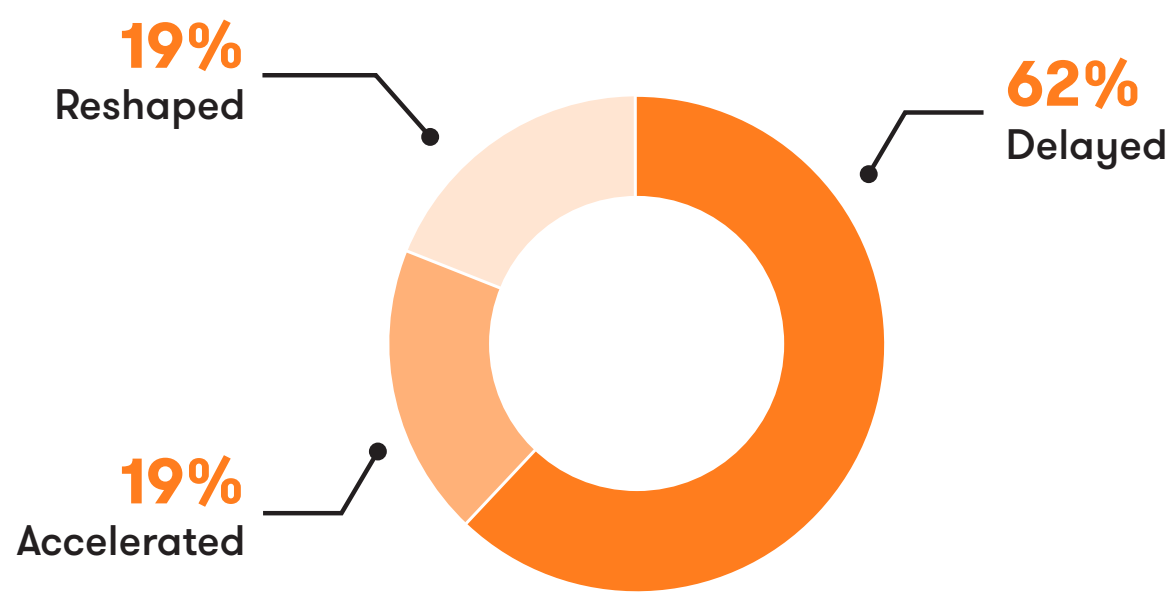
70%

projected they would invest in innovation through an upcoming recession



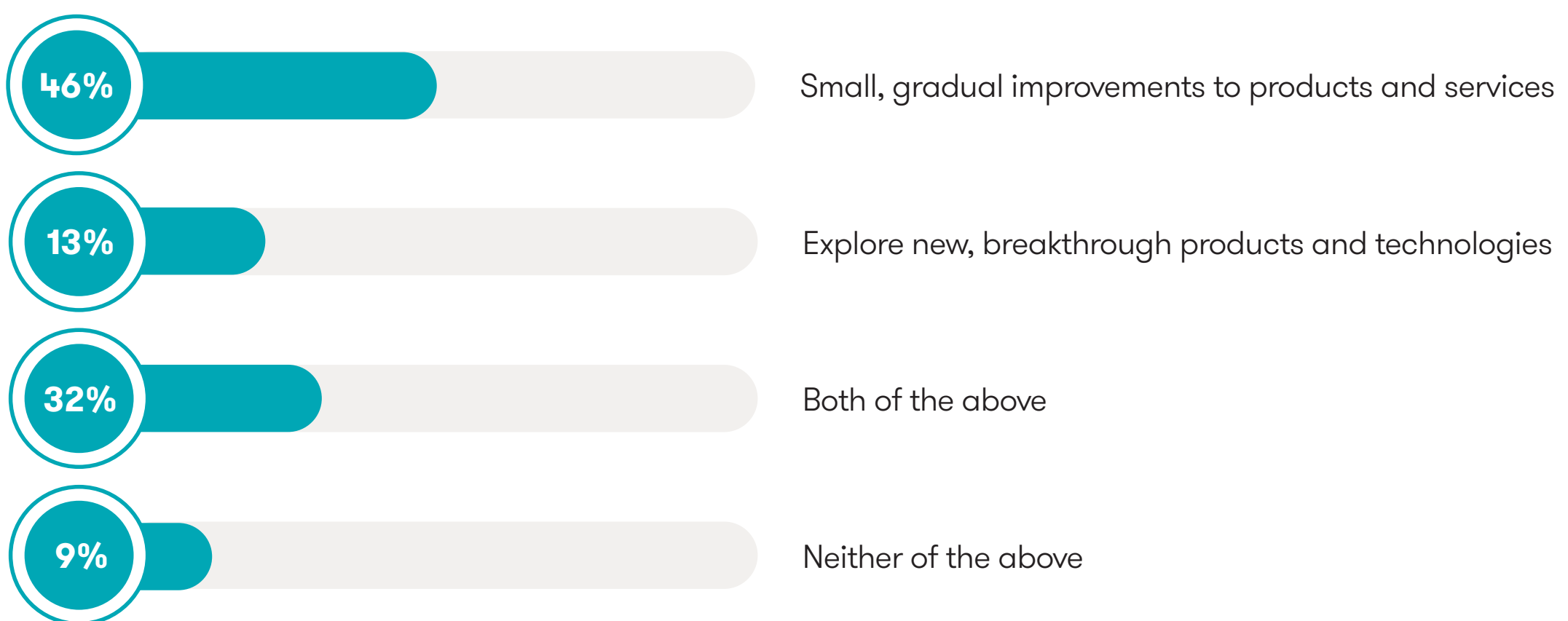
In May, survey results found many transformational projects were delayed.

How has the crisis impacted your overall transformational projects?



By June, a second poll showed an expectation to innovate despite the recession, using incremental strategies as the way forward

Which types of innovation will your company likely focus on during this recession?



Beyond incremental strategies, transitioning to the new normal also requires expanding technology, especially advanced analytics.

Which new emerging tech would you be interested in experimenting with first?



40%

Advanced analytics



14%

Artificial intelligence



10%

Optical character recognition



11%

Other