

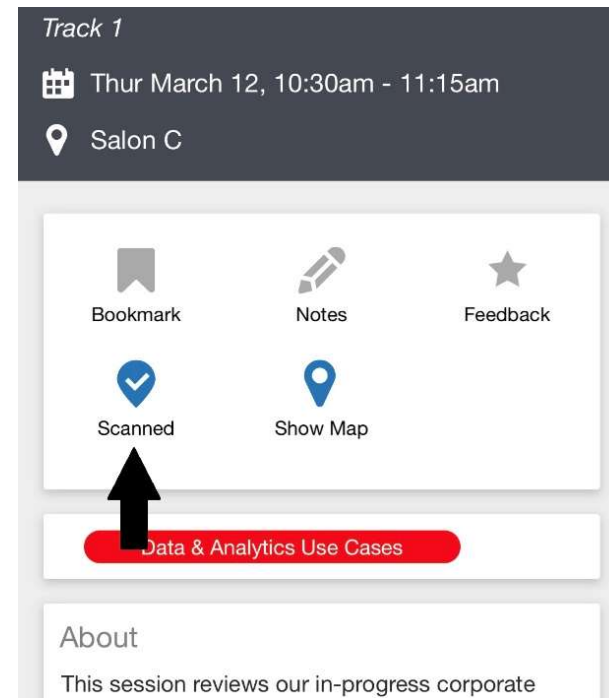


Finance Transformation:
*A Continual Journey Towards Agile
Business Partnership*



Welcome!
The presentation will begin shortly

If your badge was not scanned at the door, please use the self check-in feature in the session details in the Schedule.



Hosted by:





What we will be covering

- **My story**
- **UWM's story**
- **Journey & not a destination**
 - **Where to start**
 - **How to do it**
 - **How to maintain**
 - **Challenges to overcome**



About me...



Racha Dabaja

**Finance Transformation &
Automation Leader, UWM**

Middle East



Photo by ZQ Lee on Unsplash
From <<https://unsplash.com/s/photos/dubai>>

United Arab Emirates



Photo by Kamil Rogaliński on Unsplash
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Over 15 years of experience in business and IT consulting, specializing in Transformations & Innovations, Risk Management, Data Analytics, and IT Risks & Controls across multiple industries.



UWWM

UNITED WHOLESALE MORTGAGE

30% - 50%

70%



<https://www.forbes.com/sites/forbestechcouncil/2021/10/12/why-process-automation-initiatives-fail-and-how-yours-can-succeed/?sh=570dd0183b62>
<https://www.forbes.com/sites/unit4/2021/10/11/why-transformations-fail-and-how-they-can-succeed-with-people-power/?sh=3e9b816d2f89>

Common Pitfalls

A thick, braided rope is shown against a light blue background. The rope is frayed at both ends, with the fibers splayed out and tangled. The rope runs diagonally from the bottom left towards the top right. The fraying is most prominent at the two ends, which are positioned roughly in the middle of the frame. The text labels are placed around the rope, with some overlapping the frayed areas.

Lack of leadership support

Improper governance

No clear vision / end goal

Not understanding the big picture

Lack of risk management







Improper monitoring

No formal approach / process

UWM's success story



In one year!

-  **Strategy, Approach & Governance in place**
-  **40+ live projects with ongoing monitoring**
-  **1000's of hours saved**
-  **Cost savings – internal and external costs**
-  **Built “trust” across the organization**
-  **A ‘Source of Quick Solutioning’**



A journey, and not a destination

Where to start?





Get leadership buy-in/support



Set a clear vision



Set an overall objectives/purpose



Define a methodology/approach/process



Define a governance model



How to do it?



Start with a Pilot - Quick win, simple



Alteryx as the technology



Understand the big picture and add value



Communicate and involve all stakeholders



Set timelines, agree with stakeholders, and commit



Document!



If something fails, it is OK! – Fix and move forward



How to maintain?



Monitor



**Continuous
Communication**



Training



Job Aids



**Quantify
Success**



**Communicate
Progress with
Leaders**



**Continuous
Improvement**

Overcoming common challenges



- Resource - Shortage
- Technology - Interact with existing systems
- IT Staff - Shortage - Not supporting infrastructure
- Stakeholder - Changing change
 - Change - Not clear the right, correct methodology, with a marketing plan
- Leadership - Lack of support

- ▶ **Resources – Insufficient**
- ▶ **Technology – Issues with connecting with other systems**
- ▶ **IT Team / Department - Not supporting infrastructure**
- ▶ **Stakeholders – Opposing change**
 - ▶ **Simplify, speak same language, process step-by-step, train & knowledge share**
- ▶ **Leadership – Lack of support**

- 
- A photograph of two hikers standing on a rocky mountain peak. The hiker on the right is wearing a red jacket and blue jeans, with a large black backpack. The hiker on the left is wearing a grey jacket and dark pants, also with a backpack. Both hikers have their right arms raised in a celebratory gesture. The background shows a vast mountain range under a blue sky with scattered white clouds.
- **Celebrate milestones and small wins**
 - **1st project live**
 - **1st month implementation**
 - **1st year anniversary**
 - **Celebrate the achievements**
 - **Transformation of your business**
 - **Minimization of complexity and risk**
 - **Optimization of cost and realization of value**
 - **Enablement of operational efficiencies**

Celebrate!

- **Celebrate milestones and small wins**
 - **1st project live**
 - **1st month implementation**
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- **Celebrate the achievements**
 - **Transformation of your business**
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Recap

- Journey & not a destination
- Structure: Strategy, Clear Vision, Approach
- Quick win – Pilot
- Communicate, Communicate, Communicate!



- **Journey & not a destination**
- **Structure: Strategy, Clear Vision, Approach**
- **Quick win – Pilot**
- **Communicate, Communicate, Communicate!**







GREAT LAKES

DATA, AI &
ANALYTICS

SUMMIT

Thank you for attending!

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