

GENCFO

HOW TO DEFEAT A
MONSTER



In the hard working
function of Finance, a
terrible monster called the
Status Quo ruled with an
iron fist.



It crushed progress and
innovation under
mountains of **tradition**
and roared,
*"Change? We're too busy
for change!"*

Then one day, a curious champion arrived, called **Mission**, who refused to follow the old ways and rules.





Mission had been
banished from her old
world for having wild
thoughts about
*'progress' and 'new ways
of working'.*

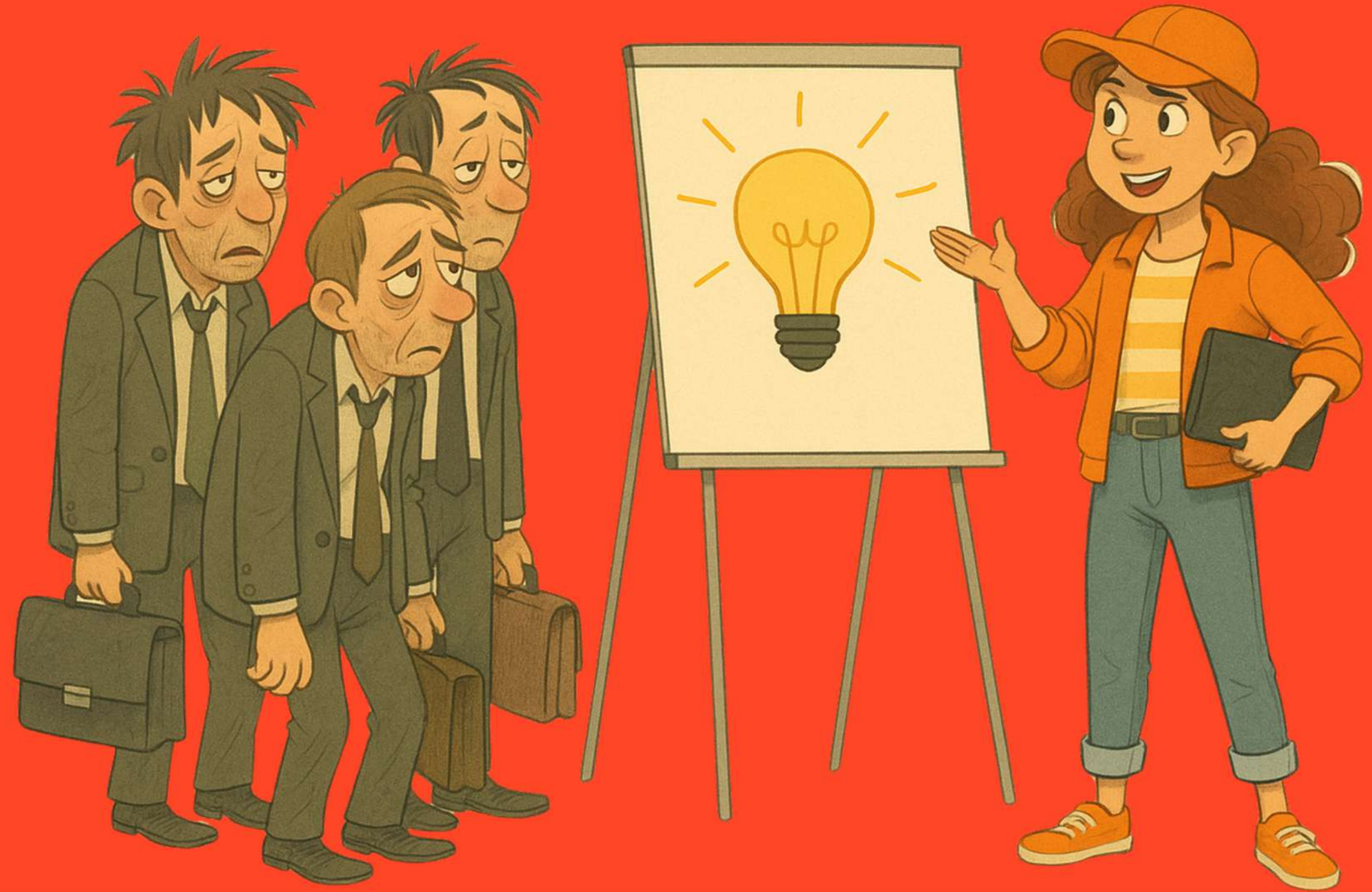
She was armed with ideas, fixes, data and digital skills, and couldn't believe how blind leaders were to **opportunity**, and how their people needed help.





Status Quo saw her and
laughed,
*“You’re mad! These are
just wild dreams. You’re
not **one of us!**”*

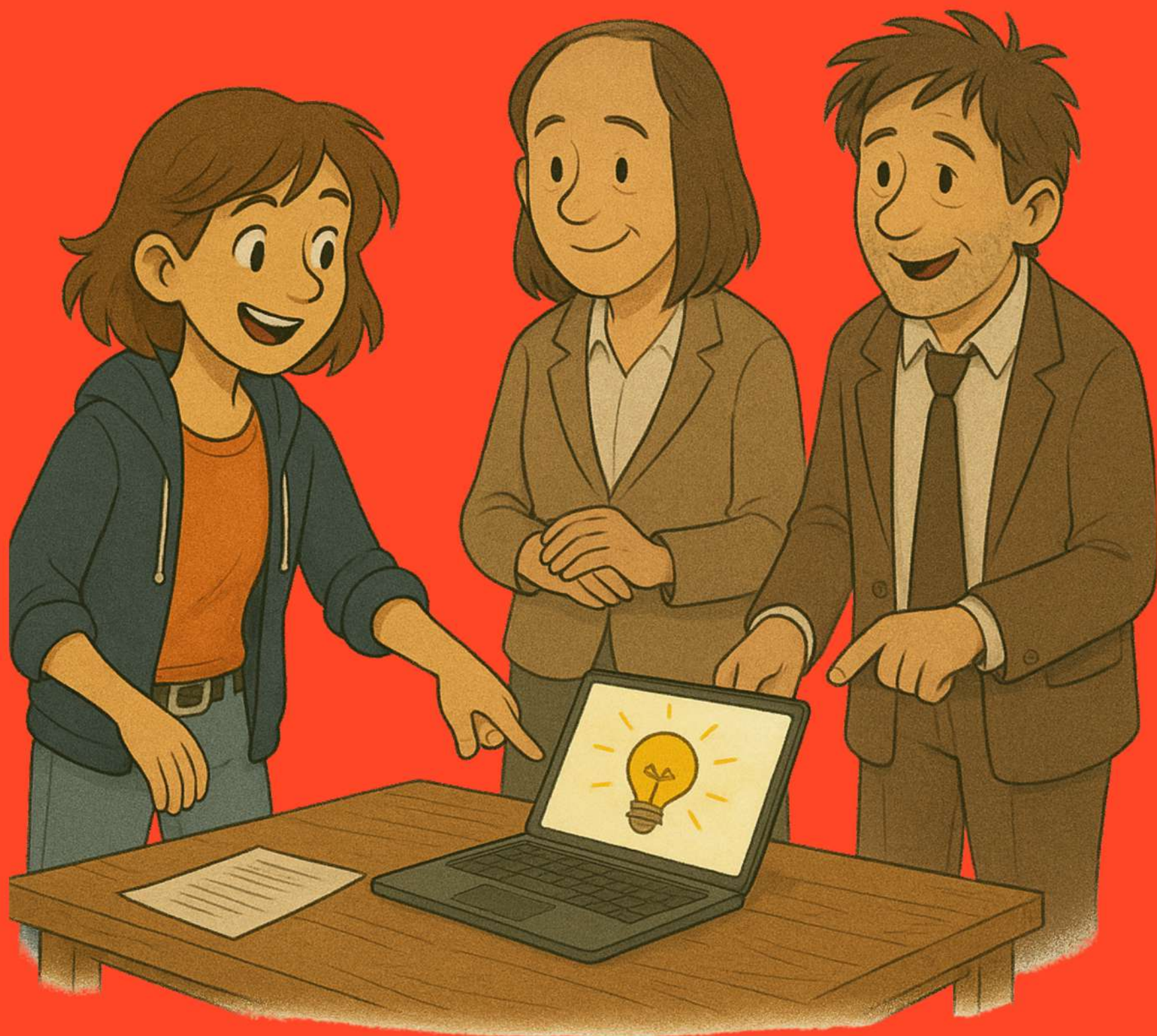
Mission knew what to do, but **progress** was slow facing questions and resistance from the busy people.



Mission's energy and ideas baffled the **leaders**, too.

“Yes, it’s important, but why do WE need to change? We are OK, right?”





But as Mission brought
clarity and reality to
the people, they
started to realise that
Status Quo's rule could
be challenged, even
overthrown.

The people started to work together and learned they were **not alone**. In fact, they were part of a new movement to improve their lives!



As more joined Mission,
the monster grew weak,
and the old world began
to **change**.

To one that was better,
digital first, and future
ready.



The people saw
that their voices
mattered, their
work improved,
and they came
together to
celebrate!



Mission had found a tribe that knew the Status Quo was never “**one of us**”. And together they kept it in check, supported each other and made anything possible! ¹⁴



The End



Ready?

The answer is...

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