

Small Business Challenges in a Global Economy

Presented by the IMA Global Small Business Committee

June 17, 2024



The Association of
Accountants and
Financial Professionals
in Business

Featured Presenters



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Topics/Challenges

1. Technology
2. Sustainability/ESG
3. Workforce/Talent
4. Capital/Cash Flow
5. CFO's Changing Role
6. Q&A

Technology

Poll Question 1:

What area of technology concerns your small business the most?

- a. Artificial Intelligence (AI)
- b. Automation
- c. Cybersecurity
- d. Other technology needs

Poll Question 1 Results: (Placeholder)

How is the rise in automation changing the
small business landscape in the next 5-10
years?

How do you see AI 'leveling the playing field'
for small business?

Does cybersecurity risk keep you up at night? If
so, what are you doing about it?

How do you ensure investing in technology provides positive ROI? What tips would you suggest?

Sustainability/ ESG

Poll Question 2:

How strong is your business's focus on sustainability and ESG?

- a. It affects every single decision we make as a business
- b. We're still trying to figure out how to implement these into our policies and practices
- c. It doesn't affect our business in any material aspects.

Poll Question 2 Results: (Placeholder)

Why is investing in sustainability so important
for your business? What role should
CFOs/management accountants play in the
sustainability agenda?

Workforce/ Talent

Poll Question 3:

What has been the biggest impact to your business as a result of workforce issues?

- a. Raising prices to offset increasing wages
- b. Shortening of business hours
- c. Stopped offering certain goods or services
- d. Retaining existing staff

Poll Question 3 Results: (Placeholder)

How has the challenge of finding and retaining talent impacted your business? How have you responded?

Capital/ Cash Flow

Poll Question 4:

What is the biggest capital/cash flow challenge facing your small business today?

- a. Limited access to funding
- b. Barriers to financing
- c. Rising interest rates
- d. Cash flow forecasting

Poll Question 4 Results: (Placeholder)

In the rapidly changing macroeconomic and political environment, what are the emerging capital and cash flow challenges that may impact your business?

CFO's Changing Role

Poll Question 5:

What is a new area of responsibility you've taken on in your CFO role?

- a. Risk management
- b. Sustainability
- c. Strategic planning
- d. Non-financial functions

Poll Question 5 Results: (Placeholder)

How has your role as CFO changed in recent years? What new area is keeping you up at night, and why?

Questions and Answers



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Thank you!



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