



## CFO Quick Pulse - Where Midmarket Finance Moves First

### Survey report

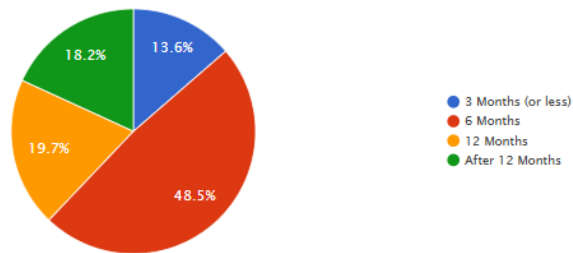
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Uncertainty, confusion, and, in some cases, paralysis/polarization are when you need the support and guidance of your peers. Join us in this quick pulse survey to benchmark with your peers, and then join them online or in person as we continue the discussions during these volatile, turbulent times.

**Let's Respond and Lead, not React and Lag!**

In your opinion, how long until we have clarity on the U.S. 'steady state' tariff strategy following recent policy shifts?

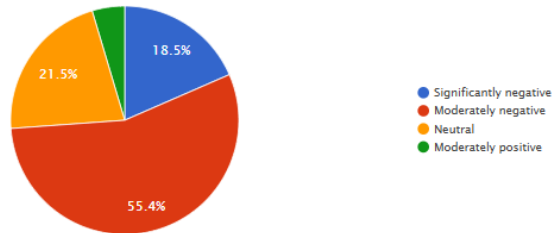


2. What primary action are you currently considering or taking in response to increased market volatility and global economic tension?

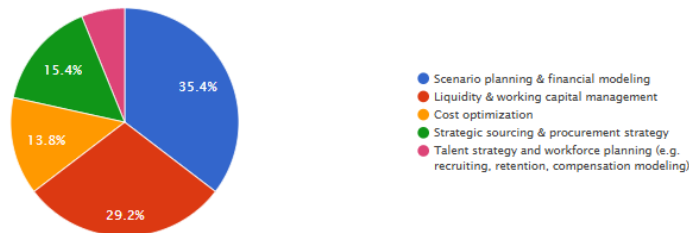




3. How would you describe the current impact of global economic sentiment and policy uncertainty on your company's forecast (e.g., EBITDA or similar bottom-line metric) relative to your original 2025 budget?



4. Which of the following areas are now becoming higher priorities for your accounting and finance team due to shifting global policy and market dynamics?



5. Which of the following types of peer-driven support would be most valuable to you right now in navigating trade policy shifts and global market instability?



6. How has your company's 2025 talent strategy changed in response to the current environment?

