

## **Finance Transformation Visionary Honored for his Dedication to the Beyond Budgeting Movement**

Jeremy Hope, noted author and lecturer, was awarded the Charles Horngren Visionary Award last week at the Beyond Budgeting Round Table's (BBRT) 8th Annual Conference in San Francisco, Calif. The Horngren Award recognizes Hope's leadership in the BBRT movement and his devotion to improving finance and planning processes at organizations across the globe. The award is named in honor of Accounting Hall of Fame Member Dr. Charles T. Horngren, professor emeritus at Stanford University and author of the landmark textbook *Cost Accounting*. Horngren is a long-time advisor and supporter to the BBRT and has been a pioneer in spreading the BBRT's management framework throughout the United States.

Hope has authored a number of articles and books on performance management and associated leadership issues. His article on Beyond Budgeting with colleague Robin Fraser won the prestigious IFAC award for best management accounting article of 1998. He is the renowned author of such management books as, *Beyond Budgeting* (2003) (co-authored with Robin Fraser), *Re-inventing the CFO* (2006), *Transforming the Bottom Line* (1995) and *Competing in the Third Wave* (1997), both co-authored with his brother Tony Hope. He is a frequent lecturer and author on performance management. He began his career as a chartered accountant and has since had experience in venture capital and business management. Since 1998 his work has been focused on "Beyond Budgeting" as global research director and co-founder of the BBRT.

"Jeremy Hope is a visionary in the truest sense of the word," said Steve Player, director, BBRT North America Region. He is a leader in finance transformation and has changed the way financial managers think and conduct business. Many businesses have grown and thrived using his expertise and guidance and some of the most world's most prominent CFOs look to him as a mentor."

Last year, the Inaugural Horngren Visionary Award was given to Bjarte Bogsnes, vice president and project manager at StatoilHydro. Bogsnes led the charge for Beyond Budgeting implementation at both Borealis and StatoilHydro and has been successful at supporting the effort to eliminate traditional budgeting at both organizations.

Bogsnes had the resources in place to be successful implementing Beyond Budgeting because of the insight that Hope provided through research and case studies.

"I met Jeremy Hope and Robin Fraser 10 years ago when they wrote two case studies on Borealis," Bogsnes explains. I was very impressed with the way Jeremy and Robin synthesized both our case and many other early cases into a coherent and holistic leadership and management model. Jeremy has been a great inspiration for my own Beyond Budgeting journey, providing invaluable support as a constructive and wise advisor and challenger, always willing to share new thoughts and insights."

Hope co-founded the BBRT in 1998 and the organization has grown to over 50 member companies across the globe with regional memberships branching throughout Europe (including the DACH countries of Germany, Austria and Switzerland), North America, Australasia, and the Middle East. The BBRT is a network of member organizations with a common interest in improving planning, forecasting and control, thereby improving overall performance. The BBRT helps organizations learn from world-wide best practice studies and encourages them to share information, past successes and implementation experiences to develop dramatically improved solutions to traditional budgeting constraints.

The purpose of the BBRT is to help organizations improve bottom-line performance by introducing simple adaptive control principles and continuous planning techniques. By using rolling forecasts and relative targets, organizations are able to focus on strategy and value drivers and even decentralize performance, rather than debating annual, fixed budget targets.

For more information on the BBRT or membership, please visit the website at [www.bbrt.org](http://www.bbrt.org) or contact Kisty Fairchild, director of marketing, at [kisty@theplayergroup.com](mailto:kisty@theplayergroup.com)

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