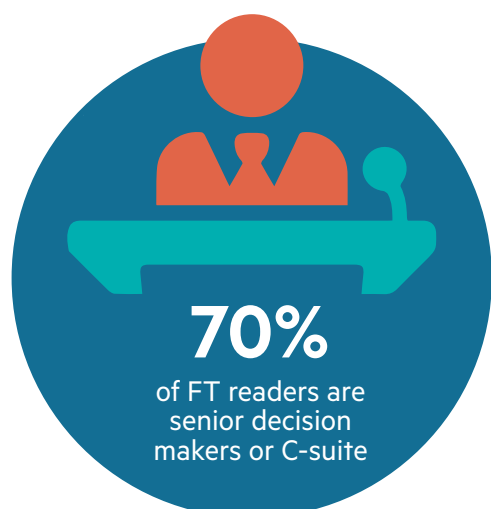


# How the Financial Times can help different roles across your business



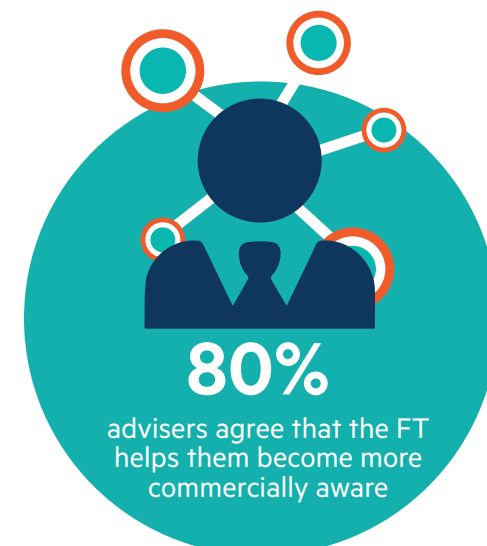
## For senior management

- Stay abreast of global economic and market trends that will impact your business
- Formulate the big picture and shape your long and short term business strategy
- Identify emerging risks and new business opportunities



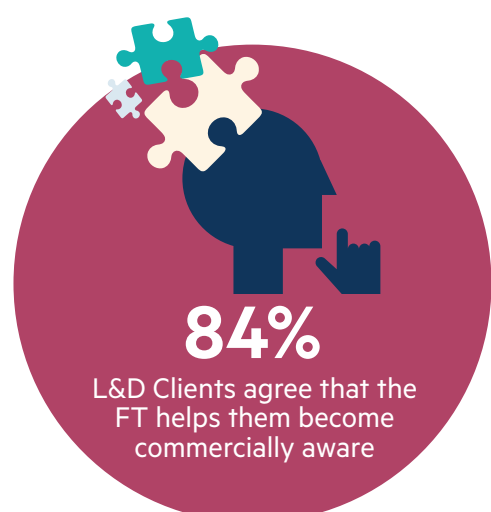
## For PR/communications

- Provide tailored and trusted advice for internal stakeholders, customers and prospects on current press coverage
- Keep ahead of coverage on your own company, markets and competitors to identify opportunities and mitigate risk quickly
- If required, republish some of our key FT content to attract and retain more of your prospects and customers with quality journalism.



## For client facing/advisory professionals

- Anticipate risks and identify lead generation opportunities
- Stay well informed and better understand market impact on prospects and clients
- Become a trusted adviser and build stronger relationships



## For learning & development/HR

- Provide continuous learning and sharper business acumen skills
- Help employees better understand finance, markets & business impact
- Complement technical specialist expertise with a broader commercial skill set



## For knowledge managers

- Supply relevant information to colleagues quickly and efficiently with our knowledge and administration tool (KAT)
- Become a more informed and highly valued information provider within your organisation
- Save time accessing information through your workflow & 60+ channels



## For financial services professionals

- Unlock key, actionable intelligence and integrate FT content into your internal workflows, from CRM and intranets, to market abuse monitoring systems.
- Get alerted immediately to original news likely to impact investments or portfolios
- Understand the context of why the global financial markets are moving
- Make trading decisions based on emerging investment opportunities and risks

**Snr managers:** Source: Q1 2017 Global Commercial Update from the FT on user base. **Business Development:** \*FT 'Commerciality' survey in collaboration with Longitude research (2015) to over 1000 participants (457 advisers and 625 clients of Professional Services firms). **HR, L&D:** \*2014 study with leading global bank on their graduate programme and its effectiveness. **PR/ Comms:** \*2017 league table ([www.statista.com/study/41319/top-100-media-and-advertising-companies-global/](http://www.statista.com/study/41319/top-100-media-and-advertising-companies-global/)) and FT's customer database. **Financial Services Professionals:** \* 2017 league table for full-service investment banks (Wikipedia) and FT's customer database. **Knowledge managers:** 2016 Net Promoter Score (NPS) survey.



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