

# Cash Flow Complacency: How to Avoid Falling into the Trap

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*Originally published in the Credit Research Foundation's publication, Perspective by CRF (Q2 2024)*

In today's economy, finance and accounting (F&A) teams have navigated through a period marked by supply chain interruptions, inflationary pressures, fluctuating interest rates, geopolitical tensions, energy shortages, banking instabilities, and workforce deficits. These factors have collectively forged one of the most challenging economic landscapes for F&A professionals in recent history.

Despite the downward trend in inflation and the stabilization of interest rates hinting at potentially healthier times for the economy ahead, persistent economic frailties underscore the ongoing uncertainty businesses may face. Considering these conditions, it is imperative for organizations to prioritize financial resilience and liquidity – and ensure they remain in a strong cash position at all times.

## Secure Foundations to Build On

F&A teams are tasked with the critical role of managing [cash flow](#) to ensure organizational stability and position their companies to seize growth opportunities that may arise. Maintaining a robust financial footing amidst such volatility is...

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## About the Author



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