



MOVE FAST TO THRIVE

accenture[>]**strategy**

Organizations today are stretched to their limits in the ever increasing: pursuit of innovation, quest for Agility, Hunt for productivity, and desire for engagement.

Today's operating models are better suited for a time when the major competitive strategies were focused primarily on either scale or local responsiveness.

Yet some players have proved that scale and responsiveness aren't mutually exclusive. Consider Amazon, as one example. How do they do it? By gaining competitive agility through operating models that continuously keep pace with the market.

To help your clients be poised and ready to respond to change with speed and agility, they need a new operating model...an Intelligent Operating Model.

The fundamentals stay the same Successful organizations are aligning their strategy, business model and Operating Model.

But our clients need to make big choices... such as how will they partner externally (slight pause) as an ecosystem orchestrator or participant? How will they deliver work (slight pause) with a more human and machine-based workforce? And how will they manage digital and analytics (slight pause) embedded or in a hub and spoke model?

Our research and collaboration with the World Economic Forum has identified five characteristics that are essential for gaining this level of agility: Human. Liquid. Enhanced. Living. Modular.

Many organizations are looking at one, maybe two of these characteristics. But our research shows the key to unlocking real transformative change is to look at the right combination together.

How companies apply these characteristics to each part of their business could be different by product, by region, by BU... but all five attributes should be applied and flexed for all parts of the operating model.

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