



**AUTOMATION IN  
CONSUMER GOODS**  
**PEOPLE LED, TECHNOLOGY ENABLED**

Value is shifting in consumer packaged goods. Digital disrupters make up just 10 percent of the market, but are generating 20 percent of the growth.

Traditional companies can use automation and augmentation to catch up. But, true value capture starts with determining how to use technology to unleash human productivity.

Successful companies can repackage their future workforce for competitive advantage by focusing on five fundamentals:

**Mix up skills** – Tomorrow’s strategic differentiators will be human skills like complex thinking and higher order reasoning.

**Unite humans and machines** – Cultivate and encourage human skills in the human-machine dynamic.

**Empower the edges** – Boost frontline employees’ abilities to make fast, informed decisions with a flatter structure and collaborative company culture.

**Get results fast** – Develop Centers of Enablement to understand how the marriage of humans and machines can make an impact now.

**Cut new ground** – Stay ahead of change by devoting time and resources to experimentation.

Learn more about driving value through a technology-enabled future workforce with our full report

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