



**ADAPT TO SURVIVE:
AN AGILE OPERATING MODEL
FOR THE DIGITAL AGE**

Digital high performers know how to adapt, with flexible operating models that align to changing business needs.

So, how can traditional companies compete, and pivot with customer, market and technological change?

By organizing digital operating models into **domains**.

Like independent lines of business, domains bring together technology, business and operations to design, deploy and support a unique product, service or customer journey.

Making the most of domains starts with four important changes:

- 1. Define domains with precision** by bringing together capabilities, assets and authority from across a disconnected enterprise.
- 2. Be deliberate about leadership** by appointing a domain owner responsible for the end-to-end functioning of the domain.
- 3. Diffuse culture shock** by supporting new collaboration and agile ways of working.
- 4. Build the future workforce** by upskilling current employees and gathering new talent from today's workforce.

Learn more about how digital operating models and domains drive successful business models with the full report at:

www.accenture.com/domains

Copyright©2017 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.