The life centricity playbook
Proven strategies for growth through relevance

97% of executives believe digital transformation efforts are helping them stay afloat, but aren’t driving new growth

The revenue opportunity
Companies leading in life centricity are:

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<th>3.2x</th>
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<td>more likely to outperform peers in revenue from new business</td>
<td>more likely to outperform peers in profitability growth</td>
<td>more likely to outperform peers in customer lifetime value</td>
<td>more likely to outperform peers in speed-to-market</td>
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5 plays to become a life-centric business

1. **Gain a profound understanding of people**
   - 16% more likely to achieve highest levels of profitability growth
   - 19% more likely to achieve highest levels of employee retention

2. **Broaden your canvas for value creation**
   - 26% more likely to achieve the highest levels of market share growth
   - 24% more likely to achieve the highest levels of customer lifetime value

3. **Creatively transcend industry norms**
   - 32% more likely to achieve the highest levels of revenue growth from new ventures
   - 29% more likely to achieve the highest levels of speed-to-market

4. **Design a delightful experience continuum**
   - 26% more likely to achieve the highest levels of customer satisfaction
   - 26% more likely to achieve the highest levels of speed-to-market

5. **Build a fluid operation across functions**
   - 28% more likely to achieve the highest levels of revenue growth
   - 23% more likely to achieve the highest levels of profitability growth

Read the full report

accenture.com/lifecentricitybook