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Is your operating model holding  
you back from growth?

Over 80% of executives agree that advanced operating models are a driver of strategic growth. Yet only 22% say their company's operating model is helping them put strategic growth initiatives into action.

Why is the link between operating models and strategy so broken?

Tough questions about disruption, core values, resources, budgets, and partnerships abound. But the fact is many strategies fail because they are not clearly put into action through the company's operating model.

To fuel growth and competitiveness, there are a few critical areas to get right.

First, **link your operating model to your growth strategy and business model**. Be clear on profit goals, where growth will come from in the future, and which capabilities are essential for winning in the marketplace.

**Create your people plan**. Map talent to core areas for fueling growth, and place top performers in high-priority roles.

And make sure to **use digital as fuel for growth** across all parts of the value chain.

Learn more about how to shape new operating models with our full report:

[Is your operating model holding you back from growth?](#)

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