



## Strategy & Business Design

# Navigate the future with confidence

Designing and implementing a winning strategy is a challenge in an unpredictable business landscape. To navigate the future with confidence, organizations need to make the right choices: clear, timely, and inspirational choices that deliver growth in a dynamic, disrupted world. Deep industry insights with cutting-edge methods will help to resolve the most critical decisions, drive value, and achieve transformational success.

Empowered by data-driven insights to sense risks and opportunities in the market, and bolstered by the latest strategic thinking to drive innovation and productivity, today's leaders can make bold decisions about where to play, how to win, and how to configure for long-term results.

## Have you set your ambitions?



### **Prepare for, and lead through, disruption.**

What types of disruptions do you face? What threats or opportunities do these disruptions pose? Is your organization deploying analytics, cognitive, and other advanced technologies to future-proof your business?



### **Make courageous choices.**

Are you being sufficiently bold with your strategic and transformation ambitions? Does your strategy involve creative possibilities, wise choices, and genuine trade-offs?



### **Build and strengthen capabilities.**

Does your organization have the leadership, capabilities, talent and investment capacity to achieve its objectives? How should it best build and access the capabilities required to succeed?



### **Embrace diversity of voice.**

Does your organization have sufficient diverse perspectives amongst executives, managers, and board members to develop and execute a winning strategy, one that discards old thinking and is tuned to the future?

# Roadblocks to strategy transformation

Deloitte asked global C-suite leaders to name the top challenges to changing strategy in the Industry 4.0 age. Here are their responses:



Source: Success Personified in the Fourth Industrial Revolution, Deloitte Insights, 2019

## Clear vision, clear decisions

The key to results and sustainable growth is a clear, strategic vision that enables confident decision-making. Imagine the benefits to your organization if you could:

- Catalyze enterprise-wide, strategy-led transformation, connecting ambition to strategies, capabilities, programs and plans to realize full business value.
- Make clear choices about where to play, how to win, and how to create and capture value at a corporate and business-unit level, and in emerging business ecosystems.
- Drive organic growth, leveraging deep customer insights, actionable segmentation, operating model changes, dynamic pricing, and advanced performance management.
- Spur growth and value creation through design-led innovation and new venture development that leverage strategy, social science, and technology.
- Identify, prioritize, and design the business capabilities and their configuration that underpin your organization's strategies, growth, and transformation.

## Imagine, Deliver, Run

The Deloitte pathway to successful transformation



### Imagine: The right focus

Set your ambition and chart a path to success by developing a roadmap to achieve those ambitions.



### Deliver: The right concept

Make it tangible: Put the ambition in motion by moving forward and launching in the market.



### Run: Getting to scale

Once the ambition is refined, scale it through flexible and integrated delivery teams.

"In the current environment, creating and sustaining a sound strategy requires a willingness to deal with the realities of a tumultuous marketplace, changing customer needs or boundary-busting competitors—no matter how hard, or unappealing, or counter-intuitive it may be to do so. An effective strategy requires confronting uncertainty rather than denying its existence or being paralyzed by it."

— *Injecting Courage Into Strategy*, Jonathan Goodman

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What is stopping you from achieving your ambitions? Let's talk.

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