

When you see the world in 7D, what more could you achieve?

The EY 7 Drivers of Growth

WE-FI ENTREPRENEUR BREAKFAST

DUBAI, 17 FEB 2020



The better the question. The better the answer.
The better the world works.



Building a better working world

Agenda



Introducing the EY 7 Drivers of Growth framework

What makes Market Leaders so special?

What are your entrepreneurial peers today most focused on?

Introducing the EY 7 Drivers of Growth

Sources:

- ▶ Growth journeys of +1.000 companies around the world
- ▶ Views of +500 EY professionals
- ▶ Captured 30 years of experience
- ▶ Enriched based on 5.000 client workshops



Used for:

- ▶ Developing strategic growth plans
- ▶ Challenging existing plans
- ▶ Driving accelerated AND sustainable growth
- ▶ Reach full (MT) alignment
- ▶ Inspired by leading practices

Customer

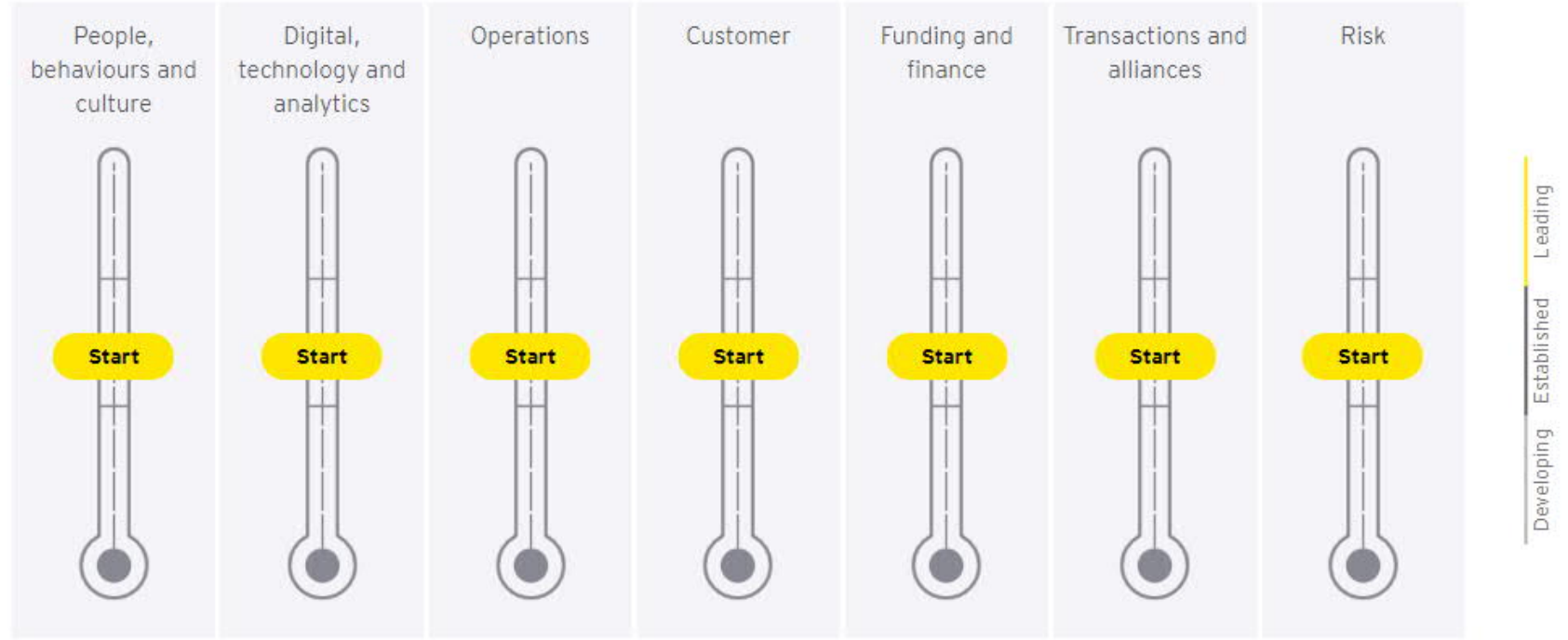
Bringing the EY 7 Drivers of Growth to life

Demo



7 Drivers of Growth

Help your business excel by building a Growth plan



What makes Market Leaders so special?

Two general lessons learned



Equal spread of energy, time and money across 7 drivers*. Outgrow your passion

Balance across the 7 Drivers => Avoids growing pains => Accelerated & Sustainable growth

Q: Where is your imbalance? And when and how will you correct it?

What makes Market Leaders so special?

Selection of leading practices per driver



People

Clear vision and purpose-led

Building/maintaining entrepreneurial culture

Technology

Disrupt or be disrupted (redefining business models)

Fail quickly

Data-driven culture

Operations

Able to flexibly respond to customers needs

All functions share common measures of success

Customer

Customer experience over satisfaction. Managing customer journeys, not touchpoints

Advanced analytics and micro-segmentation

Adopting Customer Life Time Value model

Finance

Finance is a strategic business partner

Sufficient sources of capital and a sound capital allocation plan

A track record of consistent delivery against promises

Transactions

Strategic alliances source innovation and drive customer value

Strong portfolio strategy

Successful post-merger integration capturing synergies

Risk

Leadership set the risk culture and appetite, balancing risk taking and management

Proactive communications, no surprises

What are your global entrepreneurial peers currently most focused on?



People

Align resource requirements with future business objectives

Have leadership develop and promote an inspirational vision and strategy

Technology

Use latest technologies to enhance interaction with customers, employees and business partners

Enhance data analytics capabilities incl. predictive and real-time analytics

Operations

Align operational strategy across functional silos and introduce key performance indicators/ incentives accordingly

Create a team to focus on continuous improvement

Customer

Aligning brand promise with customer experience (incl. digital marketing)

Explore further channels of distribution (incl. digital channels)

International expansion

Finance

Develop a sound funding strategy

Improve management information and embed into strategic decision-making process

Transactions

Determine core competencies and seek alliances to fill gaps in business portfolio

Create standard plan for entering new markets

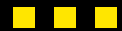
Risk

Establish formal roles and responsibilities to manage and monitor all major risks

Develop structured approach to identify and assess key risks and agree on risk appetite

When you see the world in 7D, what more could you achieve?

Thank you!



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EY

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