

RELEVANCE: THE BEATING HEART OF A BUSINESS

**Achieving sustainable growth
through hyper-relevance**

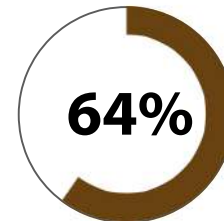


A NEW ERA OF

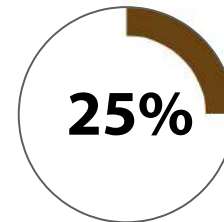
HYPER-RELEVANCE

\$120 billion

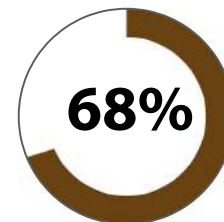
lost in potential revenue in
2018 due to brand switching,
in India alone



of brand switches driven by
lack of relevance



of customers would cease
doing business with
irrelevant companies



more likely for relevant
companies to be recommended
to friends and family

high performers are more likely to understand and act on these changes

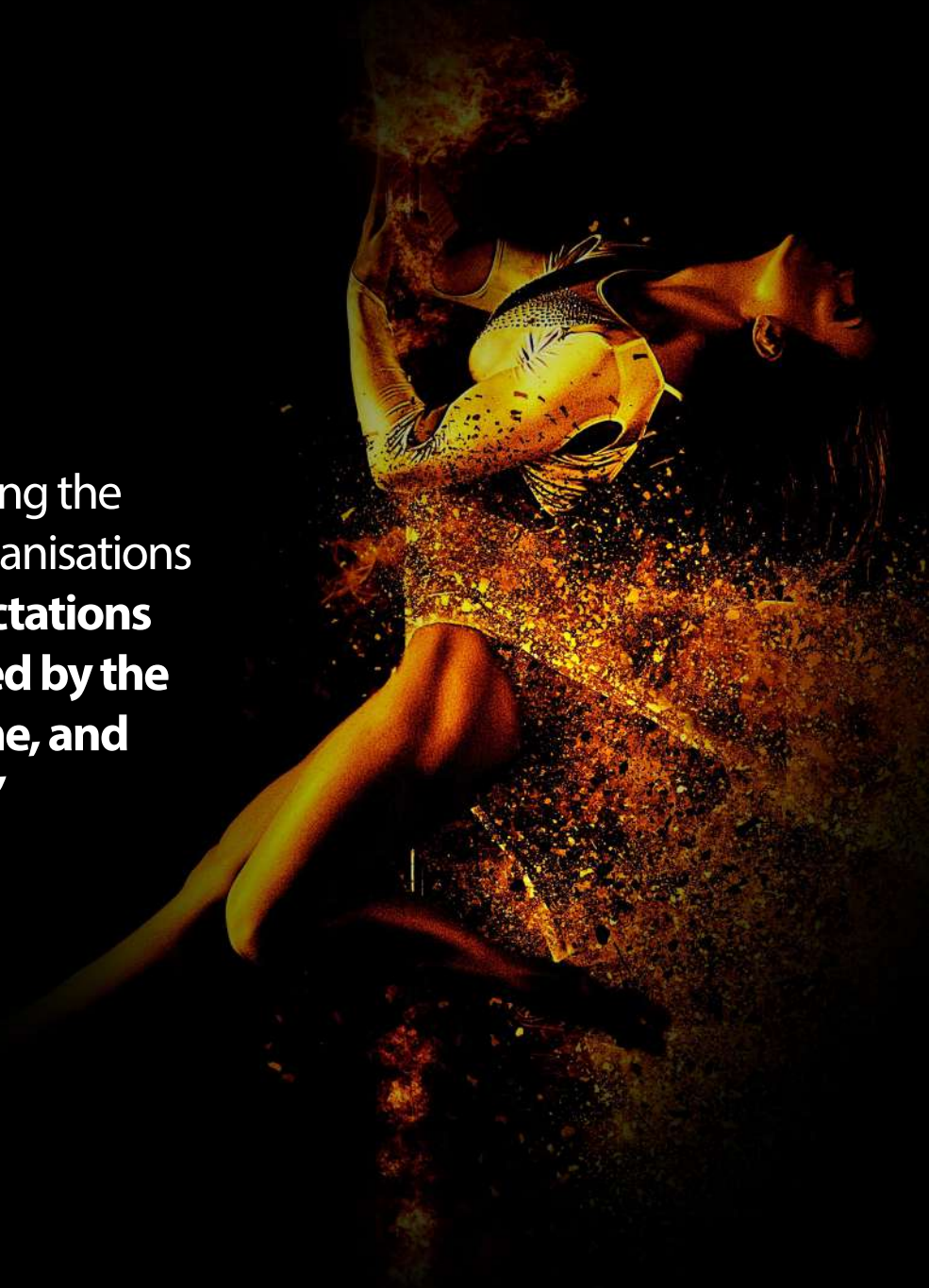


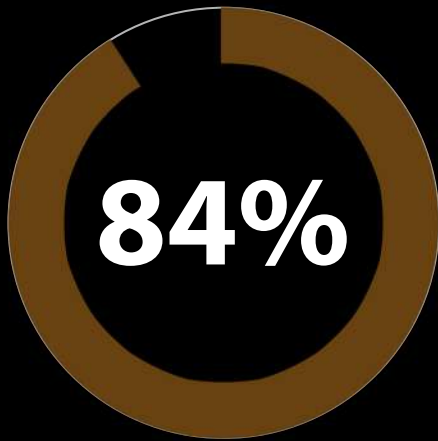
90%

of executives representing the highest-performing organisations agree **“customer expectations are increasingly shaped by the most relevant, real time, and dynamic experiences.”**

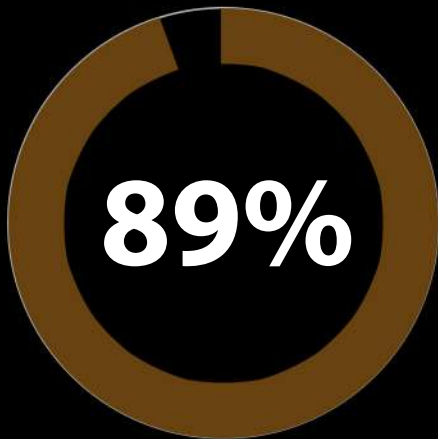


those at lower performing companies were **20% less likely to agree**





high performers believe their business needs a **“much more iterative, dynamic, agile approach to doing business compared to three years ago.”**



agreed that **“business reinvention is required to be successful in today’s context.”**



among lower performing organisations , **67%** agreed.

high performers were far more adept at bridging the between knowledge of what is needed to succeed and achieving it. The knowledge-achievement gap among other companies was up to seven times greater.

Modern Businesses unlock sustained growth by continuously adapting to the evolving needs of their customers to achieve total relevance.

To identify a clear path forward for today's growing organisations, Mindstone undertook a major research initiative in 2018 to determine how leaders in sustainable growth are different from their peers. We found that these companies are agile, moving nimbly and continuously to accommodate customer's ever evolving needs with speed and scale. They are pivoting their growth strategies to profitable areas beyond the core- and they are funding new growth by optimising costs elsewhere.

Our findings indicate that these companies have developed five interdependent sets of capabilities which represent the keys to growth in the future. We call these the characteristics of a "Dynamic Business."

Five capability sets drive hyper-relevance



Target New Opportunities

Target core and disruptive growth initiatives to fuel responsive innovation.



Scale with Partners

scale with a broad and new set of ecosystem alliances.



Design for Customers

Design products and services as hyper-relevant platforms.



Rewire Culture

Rewire your workforce with a customer-first mindset.



Build Engagement

Build intelligent marketing and sales experiences.

Our research of over 1000 companies finds “high vitality” companies that excel at these five capability sets are:

3 TIMES
as likely to achieve above-average revenue and profitable growth.



more likely to report a strong readiness to weather business cycles and disruptions than other companies in their industry

We call these companies **“Dynamic Businesses”**

They are dedicated to:

1

Consistently delivering intelligent experiences

2

Engaging in responsive innovation

3

Becoming an agile organism, with operating models that have done away with internal silos so pertinent knowledge can be accessed when needed, resulting in swift and confident decision-making.

These organisations consistently deliver intelligent experiences and are engaged in responsive innovation.

NO TIME TO WASTE

A track record of sustained success is no longer a reliable predictor of future growth, or even survival. 52% of companies that were included in the Fortune 500 in the year 2000 no longer exist.

That's why Modern Businesses are focused on creating new advantages before their current strengths fade. The contrast between their continuously highly relevant offerings, and those of companies hanging onto outdated "best practices," will be stark. And we are seeing that today's consumers choose relevance every time.



52%

**FORTUNE 500 COMPANIES
IN Y2000 NO LONGER EXIST**

About Mindstone

Mindstone is a leading professional services company founded with one goal in mind: To level the playing field for businesses so that they can avoid market share battles, and pursue growth with logic. Driven by our desire to solve meaningful problems and create purposeful change, we partner with our clients across the private, public and social sectors to drive innovation and deliver efficient, fast and *tailored* solutions—helping them transform and grow their organisation. Our strategy first approach helps clients identify new opportunities, realise savings targets, design tax-efficient structures and optimise operational processes to create value and change that matters.

visit us at www.mindstone.co.in

Copyright ©2019 Mindstone.
All rights reserved.

About the Research

In 2018 and 2019, Mindstone surveyed over 1000 executives, including 195 CEOs at companies spanning more than 10 industries with headquarters in 28 different countries. The survey asked about the extent to which customer relevance is driving their company's growth outcomes, and also asked respondents to assess their company's capabilities in terms of becoming and staying hyper-relevant to customers. We used this information to assign each company a "vitality score", and using both self-reported performance data and public financial data, we developed a model that links Vitality with firm performance.

Separately, as part of Mindstone's Consumer Pulse Survey, we asked over 13000 consumers, representing 33 countries and commenting on more than 8 different industries, about what makes companies and brands relevant to them. We also found out how their perception of a brand's relevance drives their purchasing behaviors.

