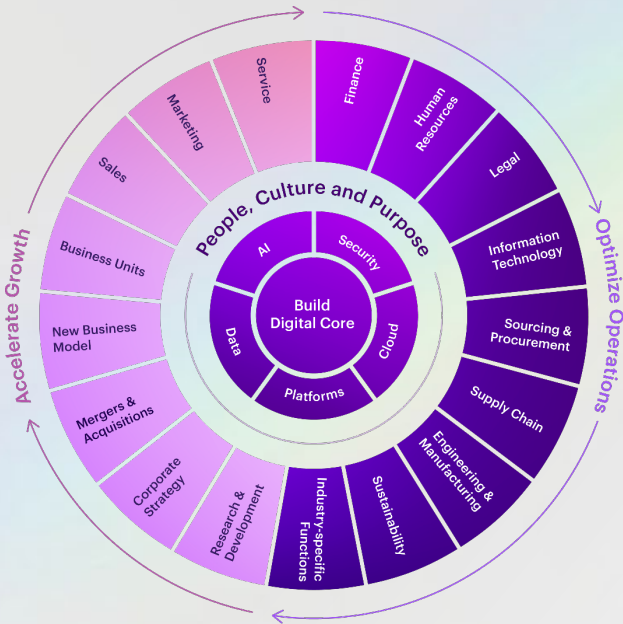


Total Enterprise Reinvention isn't a to do. It's a to be.

Total Enterprise Reinvention is a deliberate strategy that aims to set a new performance frontier for companies and in most cases, the industries in which they operate. Centered around a strong digital core, it helps drive growth and optimize operations.



It starts with the premise that every part of every business needs to be reinvented and that benchmarks today do not reflect what is possible if, as a company, you have a tech-enabled mindset.

Who are the Reinventors?

A handful of companies are quietly and systematically changing the game and their industries.



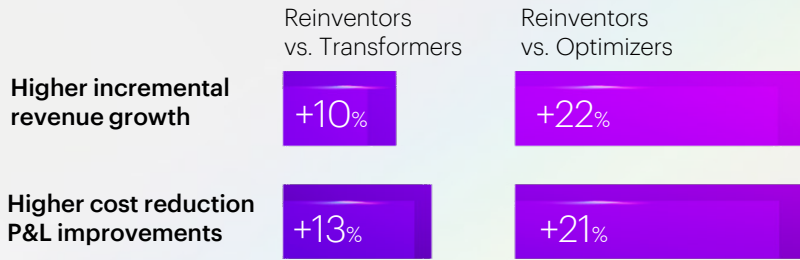
Reinventors exhibit all 6 characteristics of Total Enterprise Reinvention:

- 1. Reinvention is the strategy.** It is no longer an execution lever.
- 2. The digital core becomes a primary source of competitive advantage.** It leverages the power of cloud, data and AI through an interoperable set of systems across the enterprise that allows for rapid development of new capabilities.
- 3. Reinvention goes beyond benchmarks, embracing the art of the possible.** Technology and new ways of working create a new performance frontier.
- 4. Talent strategy and people impact are central to reinvention,** not an afterthought. These companies consider change management a core competency.
- 5. Reinvention is boundaryless and breaks down organizational silos.** It tackles capabilities end-to-end.
- 6. Reinvention is continuous.** It is no longer a time-defined one-off, but a capability continuously tapped by the organization.

Total Enterprise Reinvention drives clear and significant outcomes for Reinventors.

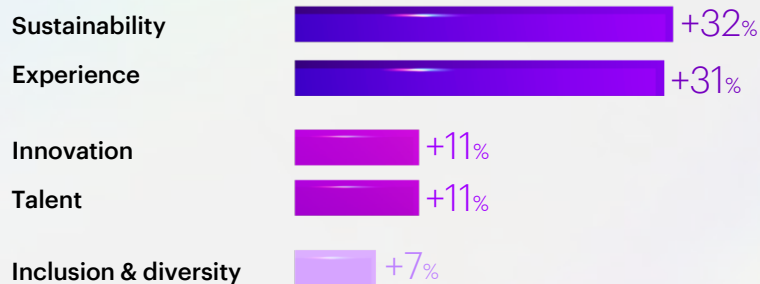
Adopting a philosophy of continuous reinvention, in which companies keep redefining what is possible, is **4.5x more important** than any of the other features of Total Enterprise Reinvention in boosting the probability of financial outperformance.

Releases financial value at a compressed rate



Reinventors report delivering **1.3x more financial value** in the first six months of their transformation program compared to Transformers, and 1.6x more compared to Optimizers.

Improves performance on multiple measures of non-financial value



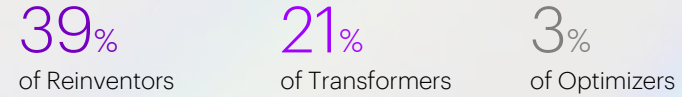
Reinventors report outperforming their peers in incremental revenue growth and cost-reduction improvements—and create long-term, sustainable value. [Access our full report](#) to learn more about how you can embrace Total Enterprise Reinvention as a deliberate strategy that aims to set a new performance frontier.

What sets Reinventors apart?

Some key differentiators:

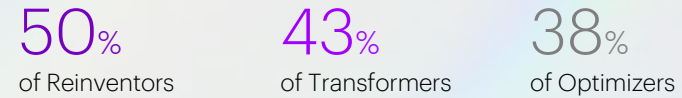
Reinventors capitalize on their digital core

Technology is a significant enabler in executing reinvention:



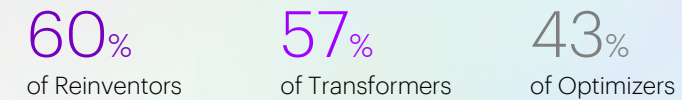
Reinventors place talent strategy and people impact at the center

Dedicating the right amount of time and effort to change management and communications was most important:



Reinventors strengthen connections across the organization, breaking down silos

Creating a detailed plan of initiatives for all workstreams:



Reinventors draw on the power of their ecosystem partners

Selecting a business partner at the center of the strategy and working with them to select and build solutions and platforms:

