

The life centricity playbook



Proven strategies for growth through relevance

97%

of executives believe digital transformation efforts are helping them stay afloat, but aren't driving new growth

The revenue opportunity

Companies leading in life centricity are:

3.2x

more likely to outperform peers in revenue from new business

2.8x

more likely to outperform peers in profitability growth

4.9x

more likely to outperform peers in customer lifetime value

3.1x

more likely to outperform peers in speed-to-market

5 plays to become a life-centric business

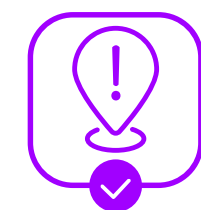


Play #1

Gain a **profound understanding** of people

16% more likely to achieve highest levels of profitability growth

19% more likely to achieve highest levels of employee retention

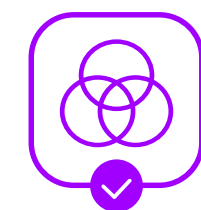


Play #2

Broaden your canvas for **value creation**

26% more likely to achieve the highest levels of market share growth

24% more likely to achieve the highest levels of customer lifetime value



Play #3

Creatively transcend industry norms

32% more likely to achieve the highest levels of revenue growth from new ventures

29% more likely to achieve the highest levels of speed-to-market

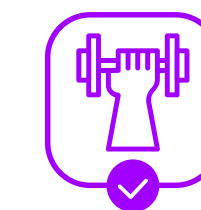


Play #4

Design a **delightful experience** continuum

26% more likely to achieve the highest levels of customer satisfaction

26% more likely to achieve the highest levels of speed-to-market



Play #5

Build a **fluid operation** across functions

28% more likely to achieve the highest levels of revenue growth

23% more likely to achieve the highest levels of profitability growth

Read the [full report](#)

accenture.com/lifecentricitybook