

# The Future of Growth and Industry

## Leaders' secrets to reigniting business growth

Grant Thornton surveyed over 1,000 executives to see how they're preparing their firms to strive and succeed.

Some companies – the leaders – emerged as clear winners.  
Here's what they're doing to set themselves apart:

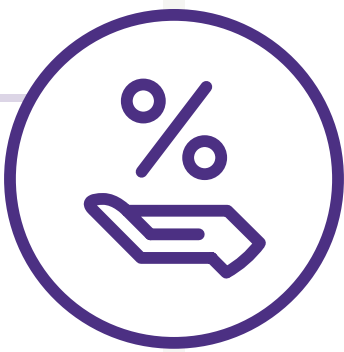


### EMBRACE CHANGE

by disrupting other industries

**79%**  
of leaders

put a high priority on developing products or services that allow them to move into a new sector  
**compared to 35% of followers**



### CONNECT

with customers to innovate

**72%**  
of leaders

place a high priority on building stronger customer relationships  
**compared to 54% of followers**



### Protect their future by VIEWING RISK STRATEGICALLY

**69%**  
of leaders

see balancing risk and opportunity as a high priority for protecting value of their company  
**compared to 35% of followers**



### Build a cost advantage through DIGITAL TRANSFORMATION

**73%**  
of leaders

plan to embark on automation of processes  
**compared to 48% of followers**



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#### Leaders versus Followers: our methodology

Our leader group consists of companies that have seen earnings before interest, tax, depreciation and amortization (EBITDA) growth of more than 10% in the past 12 months and have set an ambitious strategy of 10%+ revenue growth to 2020. Our follower group is characterized either by decreasing EBITDA over the past 12 months, or no change in revenue levels over the next three years.

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