

# Foster Business Model Innovation To Achieve Growth Goals



Capitalize on the rise of the services economy with project-based operational models.

## SOCIETAL AND BUSINESS TRENDS ALTER THE DEFINITION OF WORK — AND SUCCESS

Personal and professional lines are blurred, requiring orgs to reflect these changes in the workplace.

More than two-thirds of survey respondents reported the following impacts to their workforce:



73%

Greater connectivity and convergence (at home and at work)

71%

An increased attention on employee well-being and work-life balance

68%

A greater focus on diversity, inclusion, and equality

68%

Growing pressure of having an always-on culture

## WORKFORCE TECHNOLOGY IS EVOLVING DUE TO THESE CHANGING BUSINESS DYNAMICS

Organizations are adopting technology to make them faster, more adaptive, and better connected.

Top tech trends orgs have invested in:

82%

Cloud, infrastructure as a service, software as a service

77%

Internet of things

63%

CRM, ERP, HCM, and PSA systems converging to provide more connected operations

60%

Business applications designed for service-centric businesses or teams

## INTERNAL AND EXTERNAL PRESSURES ARE CHANGING PROJECT-BASED OPERATIONS

Weak project-based operations can have severe consequences for the organization.

### Top business process challenges:



44%

Providing clear visibility across projects



44%

Workstream redundancy



43%

Identifying the appropriate resources

## BUSINESS MODEL INNOVATION ENABLES ORGANIZATIONS TO BE ADAPTIVE AND RESILIENT

Organizations are evolving their business model to future-proof operations and become fit for purpose.

72% are prioritizing the ability to improve strategy and planning.

64% are prioritizing the ability to improve their operational processes.

62% are prioritizing the ability to enhance their organizational structures.

Base: 509 global manager-level and above practice and financial leaders who have decision-making influence within service and project-based teams, businesses, or organizational structures

Source: A commissioned study conducted by Forrester Consulting on behalf of Microsoft, April 2022

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