



From elusive to expansive: **the next growth frontier**

**Take the guesswork out of growth
and unlock deep market connection
with the power of AI**

The pressure is on for CEOs to bolster company valuations amidst unprecedented disruption and uncertainty. And they are on the hook to pursue two strategic imperatives at the same time: profitably growing their core business while also finding new growth. Unfortunately, corporate strategies and growth plans have come up short where it counts with **85% of companies failing to deliver consistent earnings growth in recent years.**



Finding new growth: **a high-stakes guessing game**

Sequential earnings growth has become table stakes for investors who disproportionately reward companies that can also find and deliver new markets, new buyers and new revenue. This essentially forces leaders to wage a battle on two fronts in the face of shifting demand patterns, generational tech change and persistent volatility. They must optimize or grow share in their core businesses and find new growth.

Leaders understand the new rules of the game and are touting aggressive growth plans—73% expect double-digit growth by 2025¹—but there’s a clear gap between their growth ambitions and their recent track records.

And there’s also no relief from the expectations of the Street. History suggests that, for most companies, making the leap from ambitious growth targets to a growth plan that delivers will require access to new buyers, with new addressable budgets and new ways of working.

73%
of executives hope to deliver double-digit growth by 2025.

95%
of executives say that customers are changing faster than they can change their business.²



Avoiding the **traditional traps**

Despite grand ambitions, many organizations fail, fold or freeze on the path to growth.

Some get **lost in transformation** with investments in data, productivity and enablement that produce underwhelming returns and fall short in connecting to customer needs. Others find themselves stuck in a **field of dreams**, having employed “build it and they will come” approaches to their investments in new products and services that have failed to launch—or

contributed to a case of too much innovation with too little monetization. Still others have been stricken by an **affordability and performance paralysis**. Executives continuously trade off concerns between the ability to afford new growth initiatives, worries that the market may leave them behind or concerns about their own track record and ability to deliver.



Reaching the **next growth frontier**

It's time to take the guesswork out of growth strategy. It's time to move beyond outdated plans that are based on uncertain historical data and narrow market perspectives.

Until now, rapid and reliable connection to market opportunity and customer need has proven elusive – too expensive to justify or too time consuming to wait for. Artificial intelligence (AI) has changed all of that. Now, with the power of AI and trusted data, companies can leapfrog their peers with market visibility and customer connection that informs “where to play” and “what to offer” at a fraction of the cost. It's an innovation-led approach to frame growth strategies that are right for today and can adapt for tomorrow.

Here are four key moves that will help your organization reach its next growth frontier:

Trade gut instincts for generative insights

Deep voice-of-market and voice-of-customer research is now accessible thanks to AI. Generative market analysis rapidly connects executives with the experience and perspective of thousands of industry and market experts and helps to screen for customer desirability across multiple industry segments. AI can also help spot change signals from the venture economy to see where markets are moving. The combination of these factors produces a total addressable growth potential for your company that you can confidently act on.

Done right, companies can shape “future-fit” growth plans, determine where to play and de-risk investments. When done regularly, companies establish a constant market connection which acts as a growth compass to better anticipate and navigate shifts in demand and market dynamics.



Accelerate commercial impact

Finding new growth is as much about boosting your core business as it is future potential. Innovators are also directing their newfound market insights and customer connection back to their core business to find immediate opportunities. Now, with AI, you can better identify underserved customers and friction points in customer experience that slow go-to-market success and form new, hyper-targeted customer treatment strategies. And you can augment your legacy marketing and sales teams with insights and tactics to expand your reach, sell more of the range, optimize pricing and bolster profitability.

Jumpstart your success

Winning over new customers with new offerings and propositions requires capabilities and talent that organizations struggle to quickly mobilize. And waiting months to develop them is often painful. Companies can skip this opportunity cost by activating agile, go-to-market “pods” that work as overlays together with the legacy organization. Doing this involves the selective repositioning and backfilling of current staff paired with thoughtful capability “borrowing” to bridge gaps. Here again, AI-powered teams and methods help to accelerate. The result is a plug-and-play model that helps deliver rapid revenue. The reward is accelerated payback, variable cost and superior ROI.

Create your own funding

But how do we pay for it? The same methods that identify growth opportunities and customer friction can find revenue leakage, profit potential and misaligned spend—all potential funding sources and “fuel for growth” sitting in your own P&L. Previously overlooked sources include misaligned marketing and sales spend that falls short on return on investment, treatment strategies that don’t align with customer or partner value contribution and potential, and unrealized profit at the point of sale with rebates, discounts and more.

The future **belongs to the fast**



The quest for market certainty and customer connection has taken too long. And failing fast and frequently with prototypes and market testing has been cost prohibitive for many. AI has unlocked a tremendous opportunity to rapidly pulse markets and connect with customers.

Now you can build certainty into your growth plans. Now, it's time to reimagine the path to growth, to accelerate earnings and to expand upside for your company. The next growth frontier is now.



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1 [Accenture, "Winning the Unconventional Growth Race," 2023](#)

2 [Accenture, "The Life Centricity Playbook," 2023](#)

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