



# Is keeping pace the new standstill?

Disruption is a top CEO priority...and pain point

**Stimulate innovation:**  
Find a better way to break through

# 74%

**of US CEOs believe** there are more threats to their business growth than there were three years ago

Source: PwC's 2016 Global CEO survey



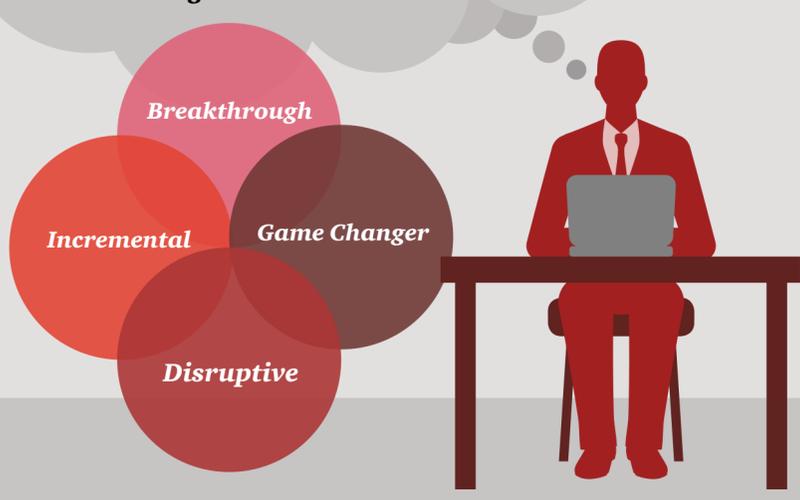
To stay focused on growth and outpace disruption, **CEOs are asking...**

How do we maintain competitive advantage?

How can we stay ahead with the right innovation strategy to capitalize on future opportunity?

How can we quickly bring game changing ideas to market?

**What is the right innovation mix?**



So what's an executive to do? **Lay your path to success.**

**Maximize tomorrow's potential.**

Innovate with purpose and have a coherent strategy.

Source: Strategy& survey of more than 4,400 senior executives, 2010-2015



# More than 50%

of executives **do not** think they have a winning strategy

Where do top innovators find new ideas?

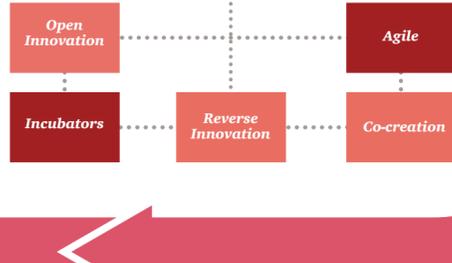


**Take a structured approach from idea to commercialization.**

Source: PwC Global Innovation study

**Design and implement the right innovation operating model.**

Make your business profitable and sustainable.



**Be the disruption.**

Bring game changing ideas to market that are built for tomorrow's customer.



of US CEOs believe new market entrants will disrupt their industries during the next 5 years.

Source: PwC 2015 Global CEO survey



**Fuel a culture of innovation.**

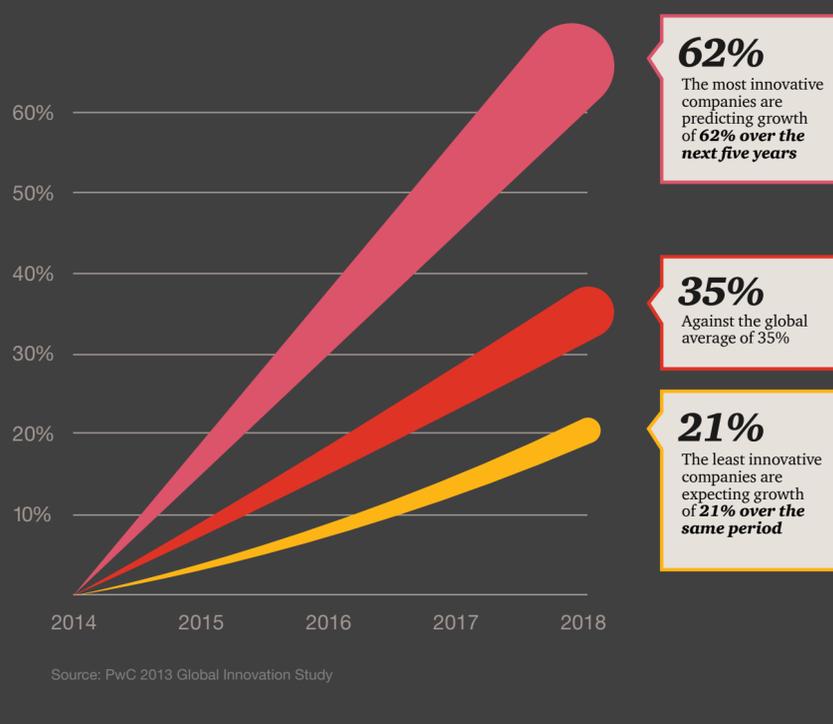
Unleash the potential of your culture to sustain an innovation-driven business and ongoing leadership.

**81% of CEOs agree** that essential to innovation is diversity of talents and digital transformation.

Source: PwC 2015 Global CEO Survey



Innovation leaders who follow a guided path see **2-3 times higher growth outlooks.**



Source: PwC 2013 Global Innovation Study

How PwC helps organizations Stimulate Innovation:

**Develop a successful innovation strategy and execute it**

Our teams build innovation that works, creating and pressure testing future experiences that deliver on your strategy, capabilities and changing customer needs.

**Put the right business model in place**

Our cross-disciplinary teams understand the ripple effect of innovation across your business to put in place the right innovation model, risk management and discipline to maximize impact with efficiency.

**Identify new opportunities**

We bring together on-the-pulse customer and industry perspective to spot potential competitive threats and uncover opportunities to leap ahead.

**Sustain the innovation machine**

We help foster an innovation culture across your organization—realigning teams, processes, structures, incentives, technology and investments to accelerate and sustain the greatest potential of innovators.

**Helping your company get the extraordinary done. That's what PwC does. Ready to get started?**



For more information, please visit: [www.pwc.com/stimulateinnovation](http://www.pwc.com/stimulateinnovation)

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