It happens quite often that CEO scans the competitive landscape and decides it is time to implement new strategies or to examine internal factors that are limiting growth. The company makes a significant investment in a months-long process designed to reveal potential for improvement. A few areas may be singled out for a deep-dive examination of how work is performed and where pain points exist. After interviewing employees at various levels, creating detailed documentation, and making recommendations, the company is ready to pilot changes, measure results, and roll out strategies to larger groups of stakeholders.

This approach is reliable, repeatable, and results oriented — but also not without limitations, especially as the pace of change accelerates. Traditional methodology requires a large amount of time spent examining one specific moment of business lifecycle. Think of it as a photograph that takes months to develop; eventually, the picture is clear, but the moment in question has passed.

Modern organizations need a modern process — one that leverages current and emerging technological capabilities. Although the core principles of the traditional approach are still valid, these technologies provide leaders with a less cumbersome, more agile way to get a holistic view of their company's current state of health, and free them from drawn-out time processes that result in limited insights.

Whether implementing a new strategy, facing rising industry costs, evolving the workforce to be more competitive or dealing with general organisation ineffectiveness, you companies may need a tool that x-rays your business to identify potential concerns in any area, and show how those issues link together. Armed with that information, business leaders could build solutions immediately and overcome the important obstacles – before they happen. Meet Digital Twin from PwC.

PwC's Digital Twin rapidly identifies elements within an organization that are hindering or enabling strategy execution. "Digital Twin" refers to a digital replica of physical assets, processes and systems that can be used to model changes. Digital Twin captures and diagnoses a virtual model of an organization and suggests specific recommendations across four key areas of **Organization, Culture & Behaviours, Workforce and Costs.**

The tool provides the ability to drill down in each area to examine potential areas of improvement opportunity.

Digital Twin changes the way we work by streamlining the basic data collection and analysis allowing more time for tour teams to interpret results, get to result faster and deliver value. It forms a basis for leaders to align on issues and model future state. The rules, algorithms & logic of Digital Twin are based on decades of client experience and expertise across Organization Design.

Organization
How efficient and effective the organization design brings resources together to execute the strategy

Culture & Behavior
How effective the organization's culture is in supporting its strategy & providing a distinctive advantage
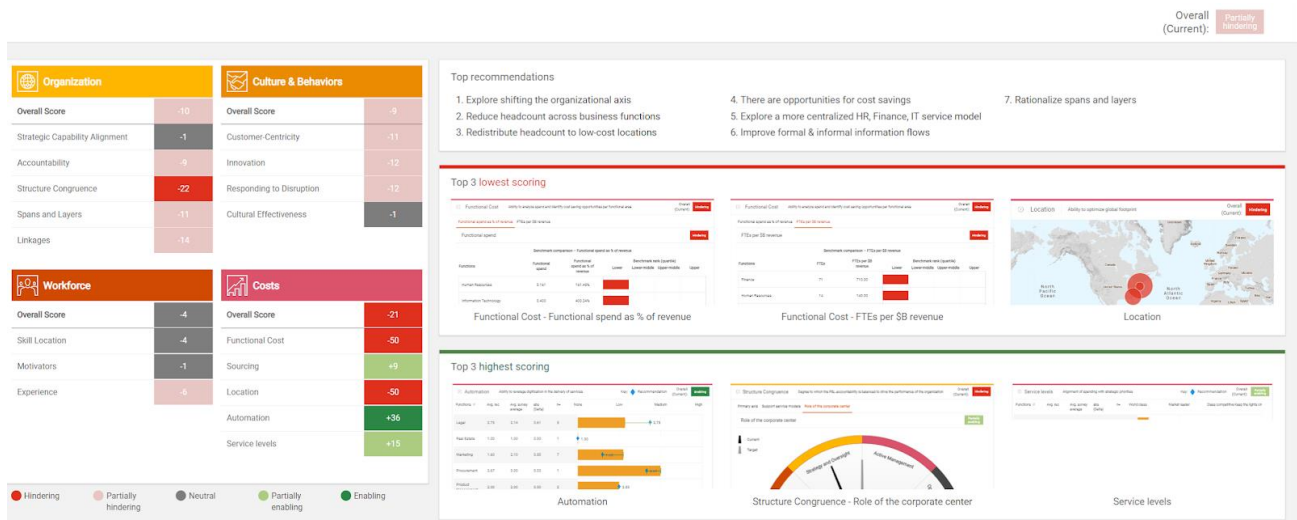
Workforce
How well the organization plans, adapts and enables its workforce to be successful now and into the future

Costs
How well the cost structure aligns with strategic priorities & benchmarks

The Digital Twin provides a holistic organization assessment with an overall score & recommendations

And also provides a platform to model future state scenarios when recommendations are applied
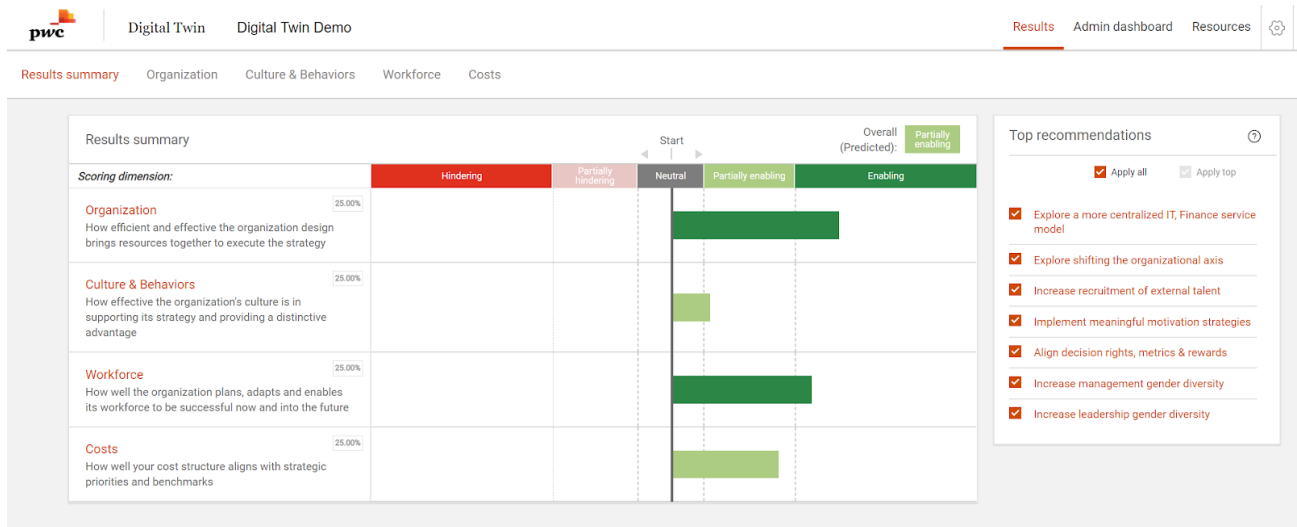
When recommendations and potential results are available for companies to consider more quickly, the delta between capturing a moment in time and taking decisive action is shorter. Lessons are more relevant, and resulting decisions are more precise. Without being forced to view the enterprise through only one or two lenses, decision makers have the flexibility not just to enact change, but to enact change the right way. And perhaps most significantly, liberated from the heads-down, rules-oriented methods of the recent past, business leaders are free to think more creatively about the challenges they face — and to solve them with the agility and flexibility of a truly modern organization

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