

Marathon Learning: Driving Sustained Business Growth

IRG Oxford Saïd Impact Study Findings for TCS

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TCS Executive Summary

In a rapidly changing global landscape, the concept of business growth has undergone a profound transformation. Companies today are no longer defined solely by their capacity to generate profits for shareholders. Instead, they are increasingly seen as integral parts of a larger societal ecosystem, responsible for creating value for all stakeholders, including colleagues, customers, communities, and investors. Only those companies that respond effectively to this are future fit: driving sustained growth.

The Institute for Real Growth (IRG), in collaboration with the Future of Marketing Institute at the Saïd Business School of Oxford University, led the IRG Impact Study to explore this paradigm shift, identify the drivers of Humanized Growth, the roles of the Board and each of the C-Suite functions, and a deep dive on role the CMO and Marketing. TCS is now a IRG partner and Impact Study partners included the NACD, the Page Society, the ACCA, SHRM, the ANA, the UK Marketing Society, Yale, and Chinese Business School CKGSB.

The Humanizing Growth learning can be used as discussion starter for TCS Marathon events focusing on how to drive more sustained business growth.

Five Drivers of Humanized Growth

The study identifies five key drivers that differentiate overperforming organizations – those achieving sustained growth by practicing Humanized Growth - from their counterparts. These five drivers provide a framework for understanding and implementing strategies that prioritize all a business's stakeholders' interests alongside traditional financial metrics.

1. Ground: Connecting to Human Stakeholder Reality

Humanized growth begins with an understanding of the impact the organization has on all stakeholders. It involves aligning with the reality of the world around us and recognizing the importance of stakeholders in shaping a company's success.

Overperforming organizations demonstrate an aligned understanding of stakeholders, engage them, and include stakeholder perspectives in strategic decision-making. Transparency is a hallmark of organizations grounded in humanized growth, both in good times and bad.

2. Reimagine: Future-Centric Vision and an Aspirational Role for the Business

Overperformers adopt a future-focused vision that includes utopian and dystopian elements. They reimagine the emerging world and define their role within it. Such companies prioritize long-term thinking, develop a compelling vision of the future, and articulate a clear corporate purpose.

Leaders in these organizations paint a persuasive picture of the future that inspires all stakeholders to rally behind it, aligning their minds, heart, and will with the company's purpose.

3. Focus: Holistic Strategy with a focus on Adaptive Change areas.

Humanized Growth overperformers develop a holistic strategy and focus on the adaptive change areas. It is fine to prioritize a stakeholder as long as you also spell out how you add value for all their other key stakeholders. Overperformers embrace the complexity of the overall value creation strategy and use this holistic strategy to support short-term decision in the context of the long-term strategy.

Overperforming organizations identify areas of adaptive change (transformative initiatives) and performative change (day-to-day operations) and manage these differently. They recognize the need to stop initiatives not aligned with their strategy and ensure alignment between strategic priorities and senior leader incentives.

4. Organize: Driving Systemic Change and Interdependency

Humanized Growth involves breaking down functional silos and driving systemic change within organizations. Overperforming organizations recognize the importance of driving more interdependencies and collaboration across the business. Empowering employees closer to stakeholders more enables quicker, more relevant decision-making. Furthermore, collaboration extends beyond the organization, encompassing partnerships in the full ecosystem: across industry and with NGOs and governments.

5. Unleash: Role Modeling Da Vinci Humanized Growth Leadership

Leaders in organizations pursuing Humanized Growth exhibit Da Vinci leadership qualities, which encompass right-brain, left-brain thinking and empathy. They create an environment where employees feel safe to share ideas and collaborate. Unleashing the collective power of the ecosystem behind the corporate vision, these leaders prioritize active listening, vulnerability, servant leadership, and open communication.

Their approach fosters an inclusive culture that aligns employees and partners with the company's purpose.

Key Insights and Implications

The IRG Impact Study generates critical insights with far-reaching implications for organizations aiming to drive more Humanized Growth:

1. **Intangibles are the New Tangibles:** The study underscores the growing importance of intangible assets, including brand value, customer data, employee loyalty, and reputation. As businesses shift toward stakeholder-centric models, leaders must develop strategies to measure and manage these intangibles effectively.
2. **Incentives Alignment:** Overperforming organizations recognize the need to better align their leadership incentives with their long-term growth strategies,

promoting stakeholder value creation. This alignment encourages leaders to consider factors beyond financial metrics when evaluating success.

3. Collaborative Ecosystems: Collaboration with stakeholders beyond the organization's boundaries, such as NGOs, governments, and regulators, is essential for Humanized Growth. Overperforming organizations excel in this area, embracing the complexities of collaborative endeavors.
4. Transparency and Authenticity: Transparency, both in good times and when facing challenges, is a hallmark of organizations pursuing humanized growth. Authenticity and a deep-rooted connection to the company's purpose are vital in fostering trust among stakeholders.
5. The Role of Leadership: Da Vinci leadership, characterized by empathy, vulnerability, and open-mindedness, is important in driving Humanized Growth. Leaders must create a culture that empowers teams and fosters collaboration.

Conclusion: Charting the Path Forward

The IRG Impact Study provides a comprehensive practical framework for leaders to embrace Humanized Growth and create lasting value for all stakeholders. The study's insights and findings will help guide organizations toward a more sustained, responsible, and prosperous future. By embracing the drivers of Humanized Growth, they can chart a path forward that not only benefits their shareholders but also empowers employees, serves customers, supports communities. Sustained growth is not merely measured in financial terms but in the positive impact an organization has on all its stakeholders. For more study background, a full list of partners, quantitative data results, interviews, and event presentations click [here](#) or email impactstudy@instituteforrealgrowth.com.

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About the Institute for Real Growth (IRG)

The Institute for Real Growth (IRG) helps organizations worldwide drive more Humanized Growth by connecting them to peers, experts, and best practices. The IRG operates as an independent not-for-profit, and supported by TCS, WPP, Meta, and Google. Though partners include the Saïd Business School at the University of Oxford, Chinese business school CKGSB, the Exeter Group, and Spencer Stuart. The IRG programs build on the findings of the 2018 IRG Growth Study. The results of two previous IRG studies, Marketing2020 and Insights2020, were published in HBR in 2014 and 2017, and our first study led to the publication of the Global Brand CEO book in 2010.

About the Future of Marketing Initiative at the Saïd Business School, University of Oxford

The Oxford Future of Marketing Initiative (FOMI) brings together world-class business academics and senior executives from some of the world's largest companies to address some of the most difficult and complex business challenges within the marketing, advertising, communications, and media domains and technology. FOMI exists to infuse marketing practice with evidence-based solutions to complex business problems. No academic or practitioner should go it alone as they approach these issues. Instead, FOMI believes that collaboration, knowledge, experience sharing, and scientific research are the ways to move the marketing discipline forward in a data-fueled, technology-focused world.

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