

# MULTINATIONALS ARE FACING A CRISIS IN INNOVATION, TRANSFORMATION, AND DIGITAL

## Traditional Multinationals are Underperforming

**92%**

Are not sufficiently growing  
(Rita McGrath, Columbia University)

**32%**

Are under severe Total Shareholder Return (TSR) threat at any given time  
(MIT SMR)

## ... and Existing Business Models & Innovation Initiatives are failing at an Alarming Rate

**8%**

Of executives believe their business model will remain viable in the face of relentless digitization  
(Rita McGrath, Columbia University)

**8%**

of all new corporate innovation effort fail to make a return on investment  
(Deloitte)

**3%**

Of multinationals globally have a viable platform strategy  
(WEF)

## Resulting in Employees that are Not Properly Skilled & are Equally Disengaged

**75%**

Of managers are dissatisfied with their companies L&D activities  
(HBR)

Of employees are actively engaged at work  
(Gallup Q12 Survey)

**70%**

Of employees don't have the mastery of skills to do their job  
(HBR)

## ... and Leadership in Multinationals is Viewed as 'Not Ready to Lead'

**12%**

Of executives surveyed 'strongly agree' their business leaders have the right mindsets to lead them forward  
(MIT SMR)

**9%**

Of executives surveyed 'strongly agree' that their organization has the skills at the top to thrive in the digital economy  
(MIT SMR)

## Digital Transformation Isn't Working Either

**3%**

Of large multinationals surveyed have made material progress at strategic transformation  
(Innosight)

**83%**

Of digital transformations fail  
(McKinsey)

