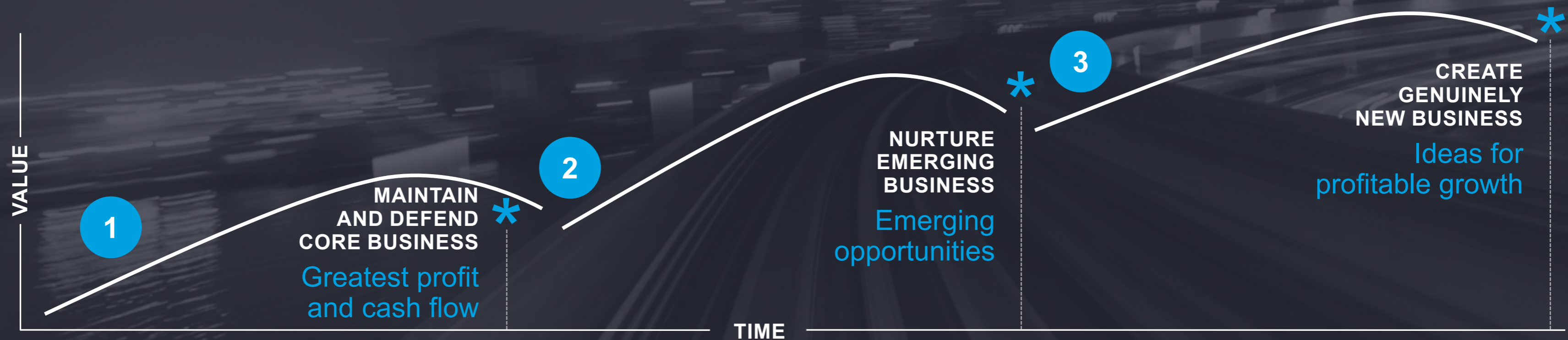


# A new perspective on growth

## The three horizons strategy

Are you ready to take advantage of the opportunities for growth in your sector? Given the pace and scale of technological, competitive and customer-driven change, you may need to undertake three different growth strategies at the same time to protect your core business, while also creating genuinely new platforms for growth.



\* Enduring Ideas: The three horizons of growth, McKinsey Quarterly, December 2009

Lower the cost to serve: use new technology to ensure you remain competitive in your core business.

Find adjacent revenue streams in a broader ecosystem of services, to nurture emerging business initiatives.

Focus on solving a customer problem to fuel innovation – and create a genuinely new business.