strategy&

At odds: Company spending and strategy

Technology, Media and Telecommunication



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Tech, media and telco industry Fit for Growth* **Index Profiler results**

PwC's Strategy& Fit for Growth Index Profiler surveyed 480 executives from the technology, telecommunications, and media industries to understand how well they align their strategy and cost agenda. Here is what they said.



Exhibit 1

Most companies' strategies are surprisingly unclear.



said their strategy is not well understood across the entire organization.



said their capabilities are not materially different or give them a real advantage.





said their strategy is not often enough articulated into specific actions.

Exhibit 2 ıl.

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A majority of companies allocate time and resources without using a strategic perspective.

Of the executives surveyed...



said the company's

strategic objectives drive how management spends its time.



57% said that lower-priority

initiatives receive

of funding.

more than their share



require it.

Exhibit 3 Organizational issues make the problem harder to solve.

Of the executives surveyed...



78% ...say incentives do not

clearly support activities and outcomes needed to win.



51% ...said funding for strategic initiatives feels ad hoc or informal.

25%

...said their organization's culture is at odds with their strategic imperatives.

Source: PwC's Strategy&, Fit for Growth Index Profiler, 2013-2017. *Fit for Growth is a registered service mark of PwC Strategy& LLC in the United States.

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