



HYPERSPEED HEROES' PLANS FOR GROWTH IN 2022

Early winners are emerging from the turbulence of the last two years and are beginning to achieve breakaway performance. The next 12 months will be make or break as the window to capture new opportunities continues to close. Businesses will need to make smart decisions swiftly to navigate a dynamic business environment, gain a competitive edge and achieve what we call "hyperspeed value".

We define hyperspeed value as breaking organizational inertia to accelerate growth to match the speed of change and outpace competitors. It is achieved when companies embrace change and innovation to capture opportunities that drive outsized growth. For a detailed introduction to hyperspeed value, read [this insight](#).

We analyzed the most successful companies' plans that we surveyed as part of BDO's [2022 CFO Outlook Survey](#) to discover what these "Hyperspeed Heroes" are doing to achieve hyperspeed value in the year ahead.



38%

of the 600 companies surveyed are thriving now (these are the "Hyperspeed Heroes")



42%

of Hyperspeed Heroes expect profitability to increase between 10-25% over the next 12 months, compared to just 14% of other respondents



39%

of Hyperspeed Heroes expect revenue increases of 10-25% over the next 12 months, compared with 15% of other respondents



HYPER SPEED HEROES' 2022 GROWTH STRATEGIES

Priority Growth Strategies

Why This Works

1. Product or service expansion (55%)



The Opportunity is Now: Time is of the essence in a quickly changing market. Expanding products and services will enable companies to deepen relationships with existing customers by increasing the offerings available to them, expand market share or even break into new markets. All these outcomes would mean increased revenues and new growth.

2. Digital transformation (52%)



Future-Proofing Your Business: Digital transformation can catalyze these expansion plans – for example, a company can sell access to its data via a subscription model to current clients. Investing in digital solutions also will make companies more agile, resilient and responsive to external change than the competition.

3. M&A (31%)






Build, Partner and Buy: Businesses that pursue M&A can accelerate their plans to expand into new markets or adopt new digital capabilities. 23% of companies pursuing M&A are doing so to expand their digital capabilities, which will generally be faster than building out their own capabilities from the ground up.

Over the next 12 months, the most successful companies will align their growth strategies toward a set of common objectives – increasing revenues, improving efficiencies and resilience as well as strengthening customer relationships and boosting customer service levels.



INNOVATION PLANS FOR 2022

Key Innovation Plans	Why This Works
<p>1. Improvements to existing products / services (48%)</p> 	<p>Data is the Secret Sauce: Companies should leverage data from their customers to inform how they make improvements to their products and services. Investments in digital capabilities, specifically customer feedback mechanisms and data analytics, can help organizations glean these insights and determine how best to upgrade their offerings.</p>
<p>2. Collaborations or partnerships for greater network value (44%)</p> 	<p>Many are Stronger than One: Partnerships can provide a variety of benefits, depending on the nature of the collaboration. They can be used to co-create new products and services or aim to enable all participants to better spot and respond to disruption in real-time. This can improve customer retention, increase the size of engagements as well as lead to more favorable pricing arrangements with vendors or access to priority customer service.</p>
<p>3. Internal efficiency improvements (44%)</p> 	<p>The Race is Ongoing: Hyperspeed is, after all, about speed. Although these businesses are already outpacing the rest, they are smartly further expanding their lead. Focusing on internal efficiency improvements will also help them avoid slowdowns that come with expanding their offerings or M&A.</p>

In the months ahead, these high-performing businesses are poised to widen the gap between them and the rest of the pack. But it doesn't mean it's too late for everyone else – the moves you make over the next 12 months will determine whether you join them or fall behind.

Contact us to learn how you can emulate these Hyperspeed Heroes ►

CONTACT:



RUSSELL CLARKSON

Management Advisory Services Strategy &
Growth Co-Leader
214-259-1449 / rclarkson@bdo.com



VAL LAUFENBERG

Management Advisory Services Strategy &
Growth Co-Leader
608-828-3151 / vlaufenberg@bdo.com



DIMITRIOS VILAETIS

Management Advisory Services Strategy &
Growth Managing Director
214-259-1458 / dvilaetis@bdo.com

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