



cutting through complexity

Creating a More Flexible and Agile Organization to Win in the Consumer Marketplace

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Victoria Dolan
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The World Is Changing Faster Than Ever . . .

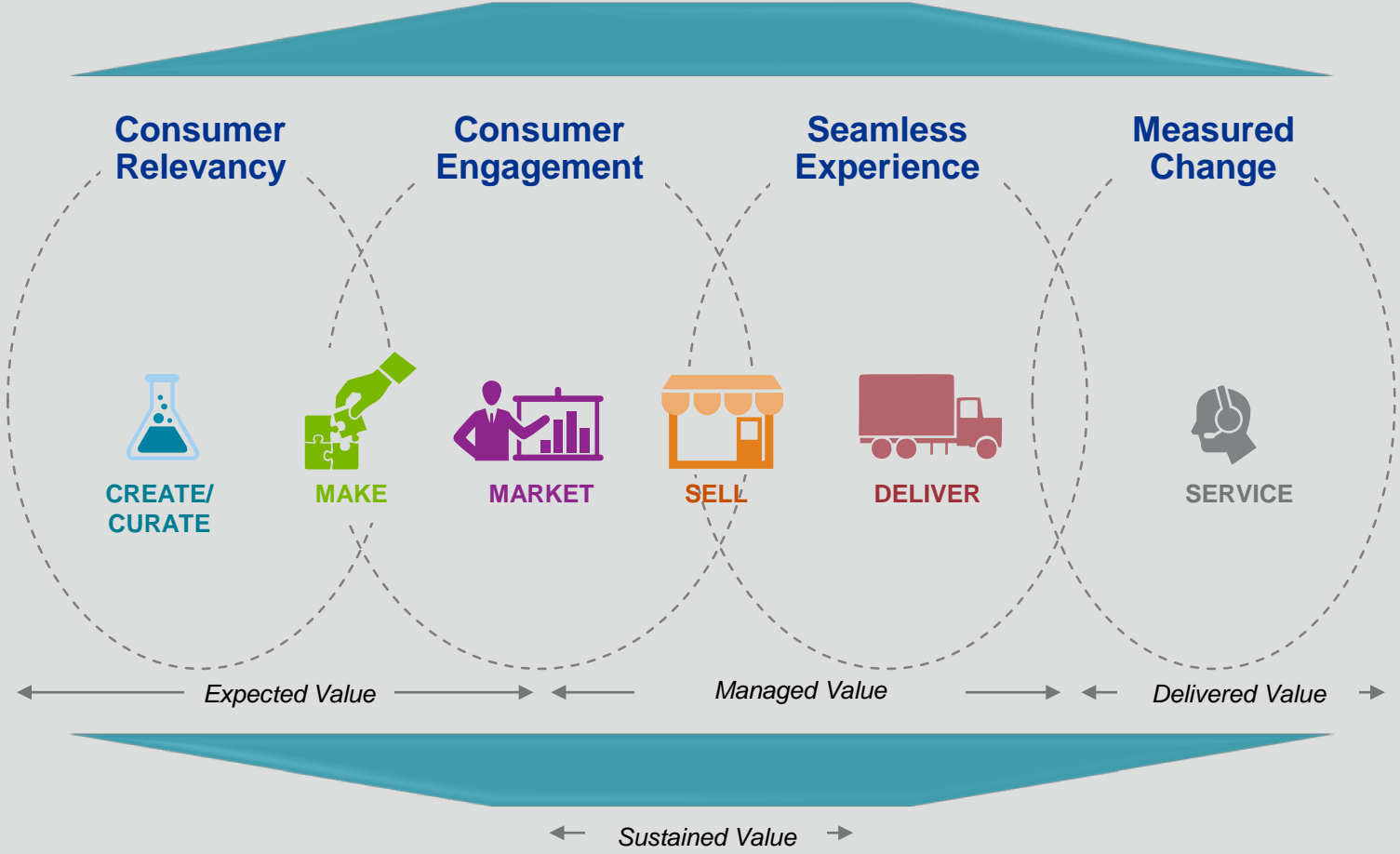
Companies must be able to anticipate, understand and prepare for trends before they become the mainstream - continuously

Organizations must evolve and adapt to take advantage of opportunities presented:

- *Operating model*
- *Infrastructure and governance*
- *Leadership*
- *Capabilities*
- *Culture*

Translating Trends Into Action

SENSE, UNDERSTAND & PLAN



Our Collective Perspectives



John Farrell

KPMG

***Consumer Markets
Advisory Industry
Leader***



Victoria Dolan

Colgate-Palmolive

***Vice-President &
Corporate Controller***



Jeanne Johnson

KPMG

***Omni Channel
Leader***

Key Macro Trends And Areas Driving Change

KEY MACRO TRENDS & CLIENT FOCUS



New Consumer



Sustainability & Wellness



Digital Disruptors



Globally Connected

BEHAVIORS



Connected



Informed



Socially Responsible



Empowered



Individual



Vulnerable

EVOLVING CAPABILITIES

Sustained Growth

Growth

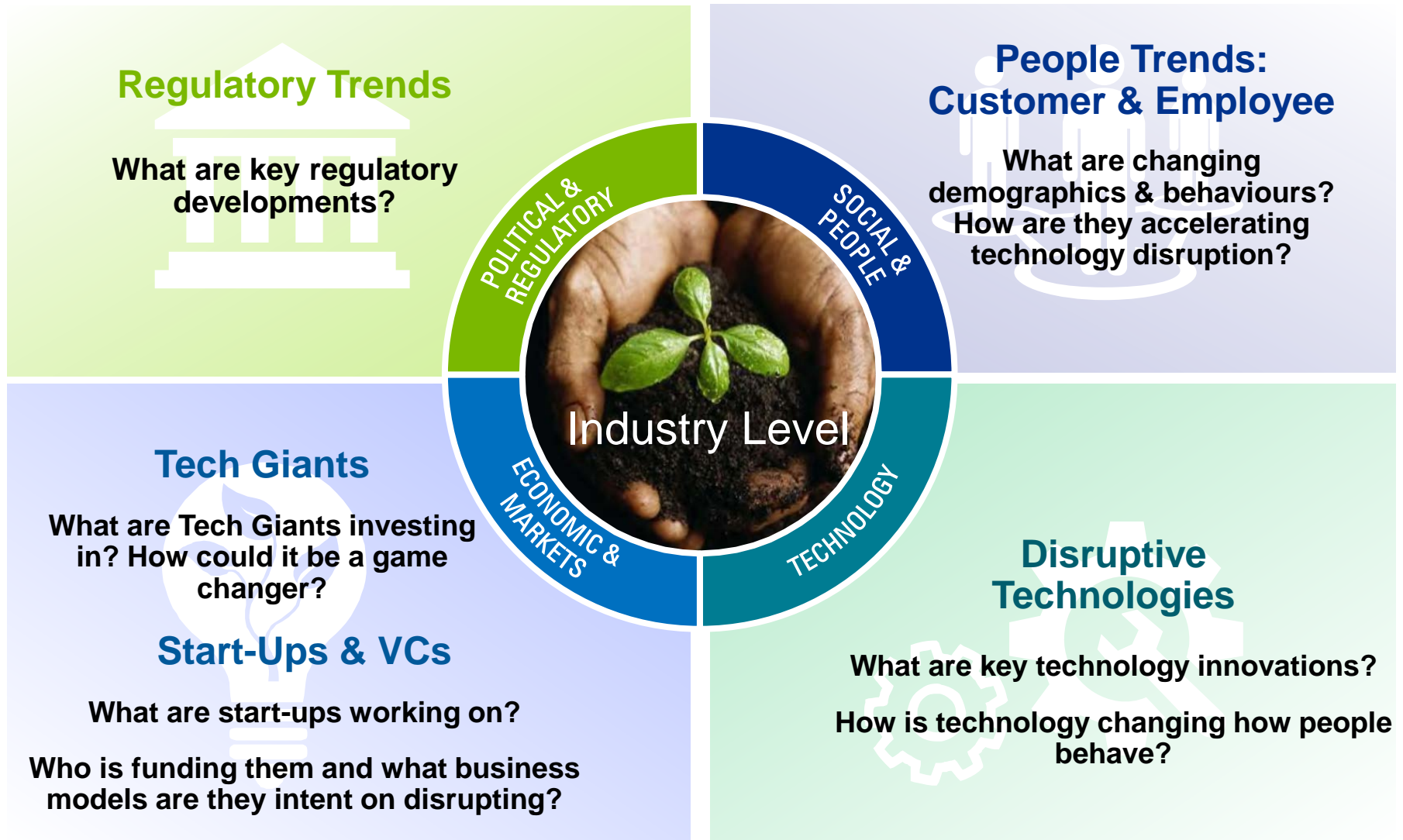
Business & Operating Model Transformation

Cost & Efficiency

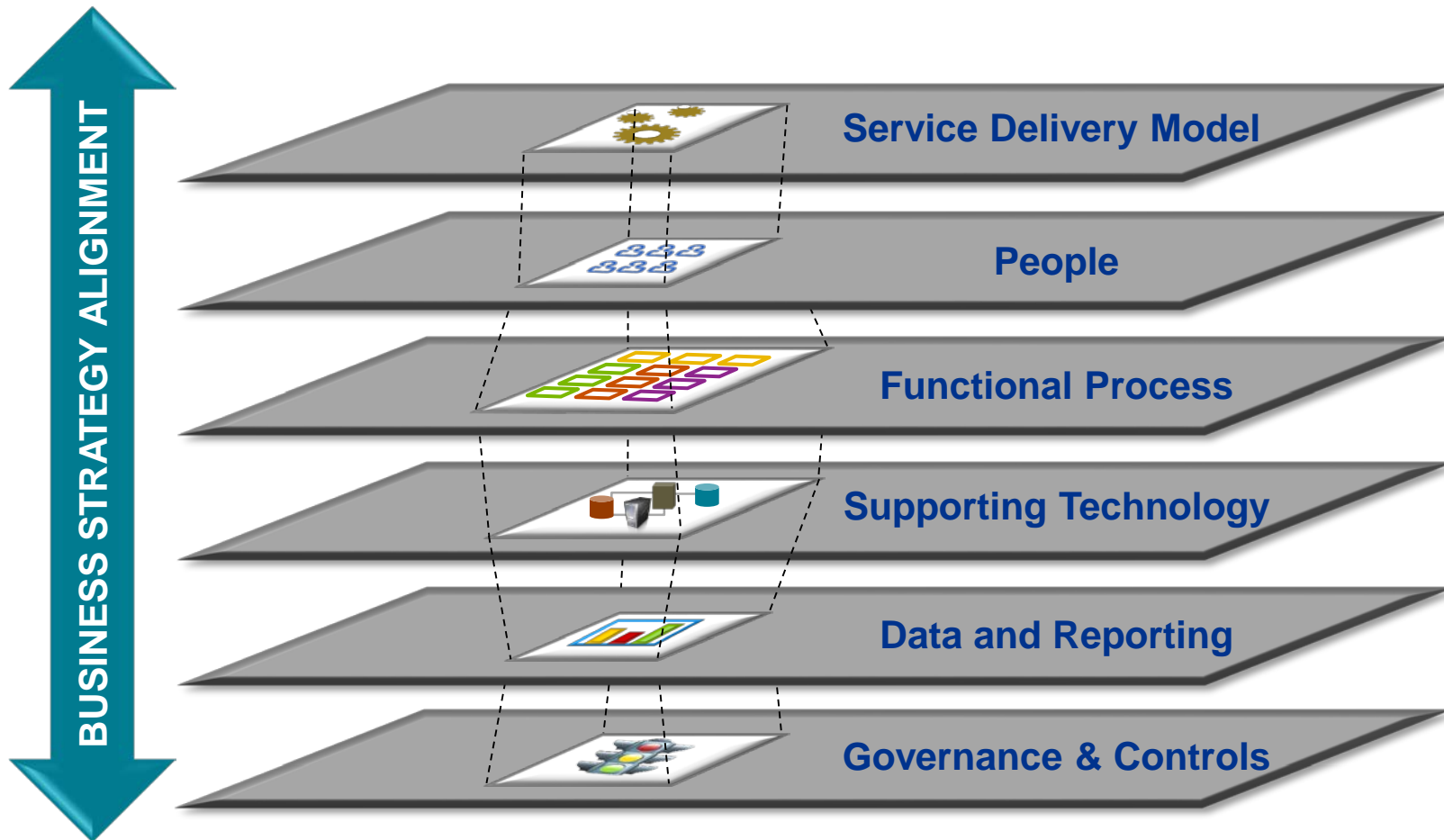
Holistic Risk & Performance

Business Risk

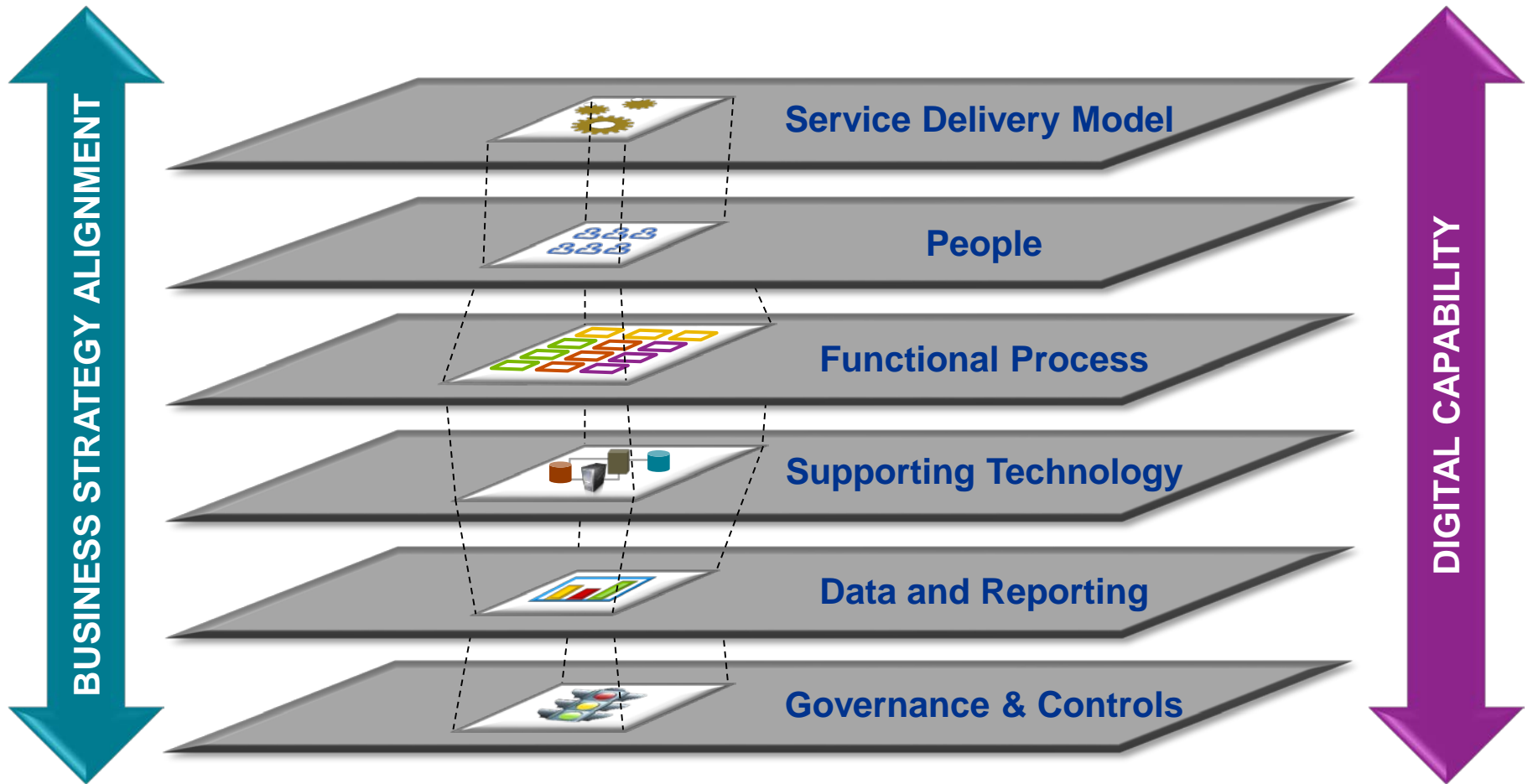
“Weak Signals” – Sensing Emerging Trends



Evolving The Operating Model

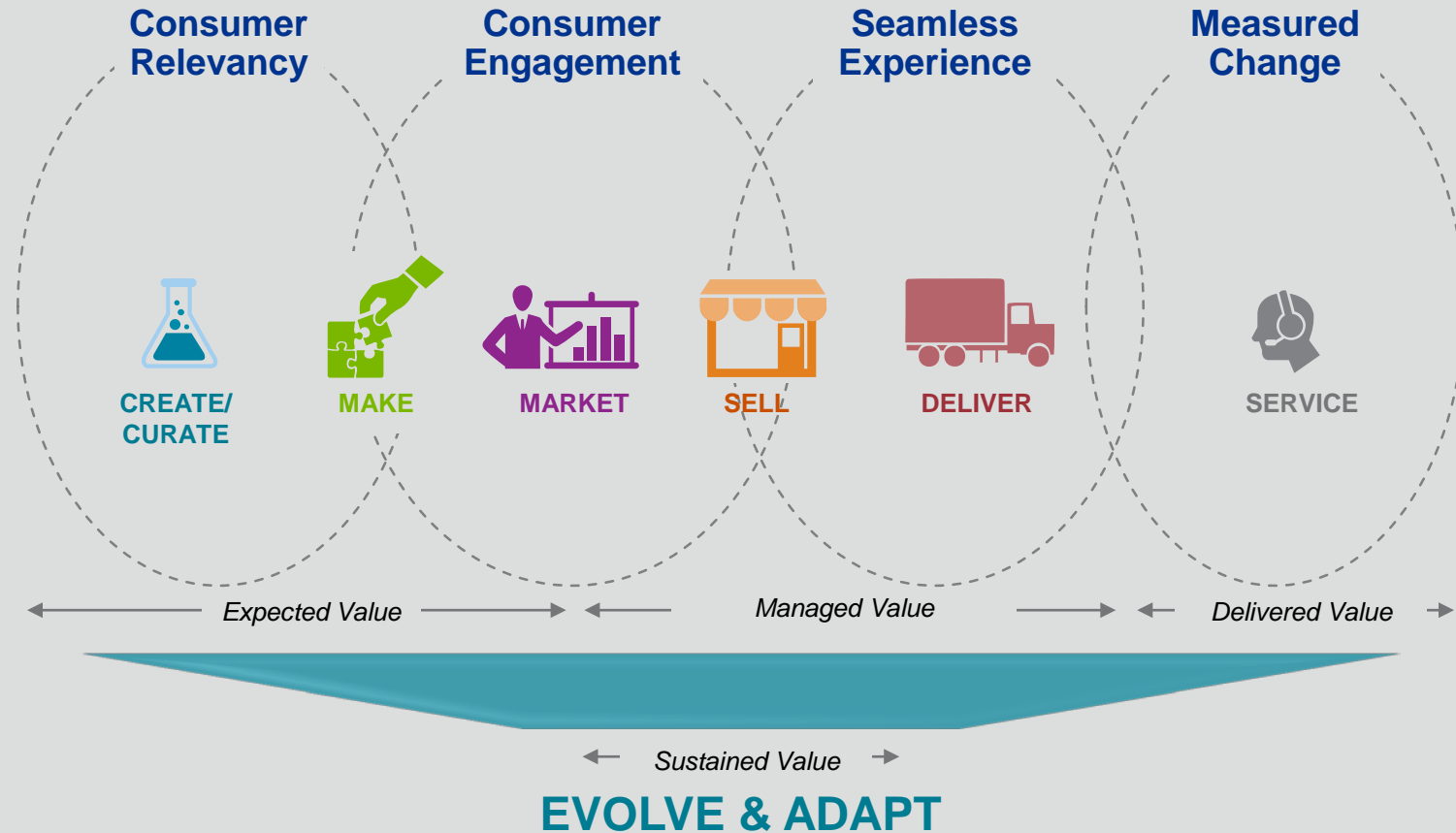


Evolving The Operating Model



Bringing It All Together

SENSE, UNDERSTAND & PLAN





**IS THERE
ANYTHING ELSE
YOU WOULD LIKE
TO HEAR MORE
ABOUT?**



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THANK YOU!