

Workforce 2020

Consumer goods fact sheet: How high-performing companies set themselves apart

Data from our Workforce 2020 research program show a correlation between above-average profit margin and revenue growth and workforce development. Companies with above-average profit margin and revenue growth (high performers) are better prepared for the future workforce than those with below-average growth. Executives who report that their companies have below-average profit margin growth over the past two years (we call them underperformers) indicate that they are struggling to keep up with changing workforce trends. This is especially true when it comes to recruiting employees with both base-level and advanced skills. Perhaps most telling, underperforming companies are significantly less likely to say that HR issues are driving strategy at the board level—which could be a major oversight.

This fact sheet outlines the major differences between high performers and underperformers in the consumer goods industry. Both face unique challenges and opportunities when preparing for the workforce of the future.

The New Face of Work

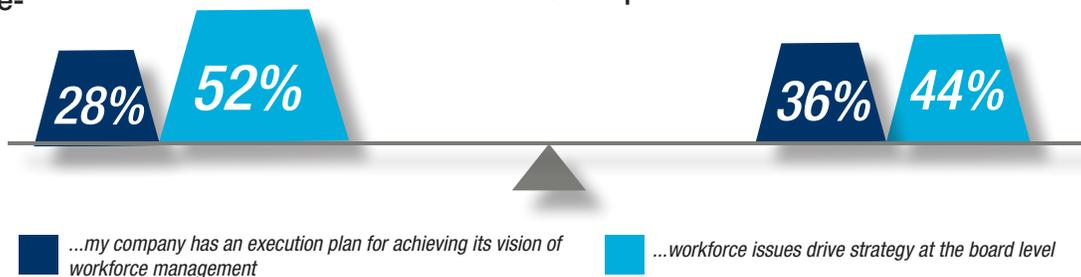
Research shows priorities shifting as economies rebound globally, but companies lag in understanding these changing dynamics.

- More than half of executives at high-revenue-growth companies say workforce issues are already driving strategy at the board level. That number is lower for underperformers—44%—falling to just 21% in three years.
- Companies with below-average profit-margin growth are struggling to keep up with changing workforce trends: they are significantly more likely to say increasing numbers of contingent workers are impacting their workforce strategies. They also struggle with more skills (see [The Learning Mandate](#)).
- 55% of low-revenue-growth companies say workforce issues are an afterthought in business planning (vs. 38% of high performers).

Executives say...

High-revenue-growth companies

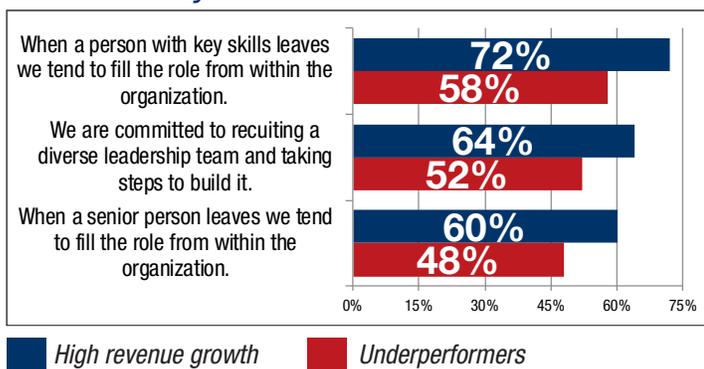
Underperformers



The Leadership Cliff

Executives and employees agree that leadership is lacking—and companies are not focused enough on developing future leaders.

Executives say...



- Executives at high-revenue-growth companies are significantly more likely to say they use quantifiable metrics and benchmarking as part of their workforce development (82% vs. 53% underperformers).
- High-revenue-growth companies are significantly more likely to say that their company has well-defined processes and tools for developing their talent (vs. 44% underperformers).

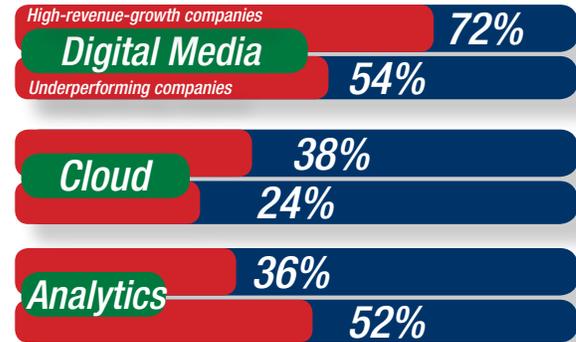
Workforce 2020—High performers

Bridging the Skills Gap—The Learning Mandate

Better training and education opportunities would benefit employees and businesses alike.

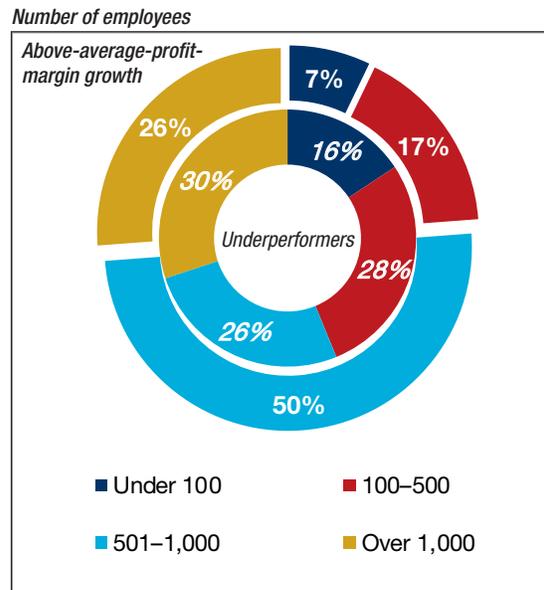
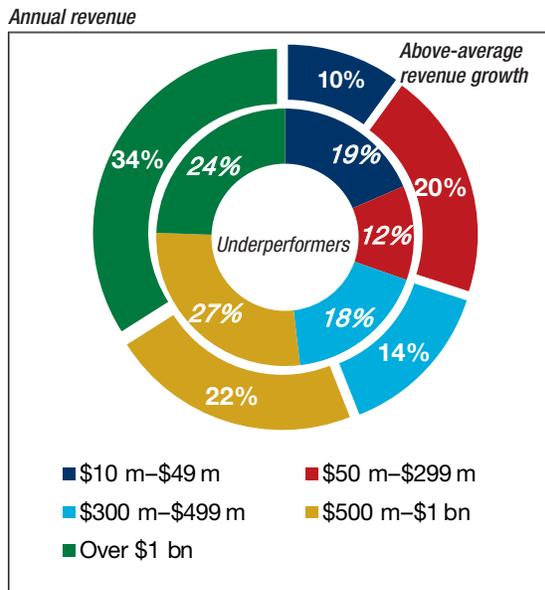
- High-revenue-growth companies are significantly more likely (74% vs. 51%) to say that the changing nature of employment requires increased investment in training.
- High-profit-margin-growth companies are significantly more likely to say they offer education as an employee benefit (86% vs. 56% of underperformers).
- Low-profit-margin-growth companies are significantly more likely to say that their expansion plans for growth markets are limited by access to the right talent (41% vs. 26% of high performers).

Executives say these technology skills are well represented at their organization:



Survey demographics: High performers

- High-revenue-growth executive titles: CEOs (0%); COOs (6%); CFOs (8%); CIOs (12%); CMOs (4%); Chief Human Resources Officers (14%); VPs/Directors of HR (8%); VPs of Learning/Development (16%); VPs Compensation & Benefits (18%); VPs Recruiting or Talent (12%)



About the research

Workforce 2020 is a large-scale global study to discover best practices and actual progress toward the creation of talent strategies for the future in the global economy. We surveyed more than 2,700 executives and 2,700 employees, and interviewed 28 executives across the following countries: Australia, Brazil, Canada, Chile, China, Colombia, the Czech Republic, Denmark, France, Germany, India, Japan, Kenya, Malaysia, Mexico, the Netherlands, Poland, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, UAE, UK, US. Survey respondents came from a variety of industries, company sizes, and age groups (49% of employee respondents are Millennials).

