



70-20-10 Model

The 70-20-10 model provides a framework for GBS to drive continuous innovation while executing operationally. Key elements include:

70% - Operational Focus

- Majority of effort on cost reduction, efficiency improvements, meeting SLAs.
- Examples: \$1B in cost savings, 3X value creation, SLA improved from 80% to 97%.

20% - Continuous Improvement

- Evolve GBS capabilities every 18-24 months.
- Examples: Innovations in acquisitions, selling, supply chain, business management.

10% - Moonshots

- Radical innovations targeting 10X+ improvements beyond best-in-class.
- Examples: AI for call centers, AR, legal, purchasing, supply chain planning in real-time.

Benefits

- Maintains operational excellence while enabling step change improvements.
- Achieves exponential value via breakthrough innovations.
- Sets up positive cycle of relevance, value delivery, and funding.
- Lays foundation to compete with disruptive startups.

Implementation Tips

- Secure executive mandate and communicate model company-wide.
- Implement robust governance for innovation portfolio.
- Develop capabilities to identify, fund, and scale breakthrough ideas.
- Acquire and partner with disruptive technologies like AI, IoT, robotics.

The 70-20-10 model provides the blueprint for GBS to drive continuous improvement and moonshot innovations. It maintains operational integrity while enabling exponential value creation. With this model, GBS can avoid stagnation and become an engine for business transformation.