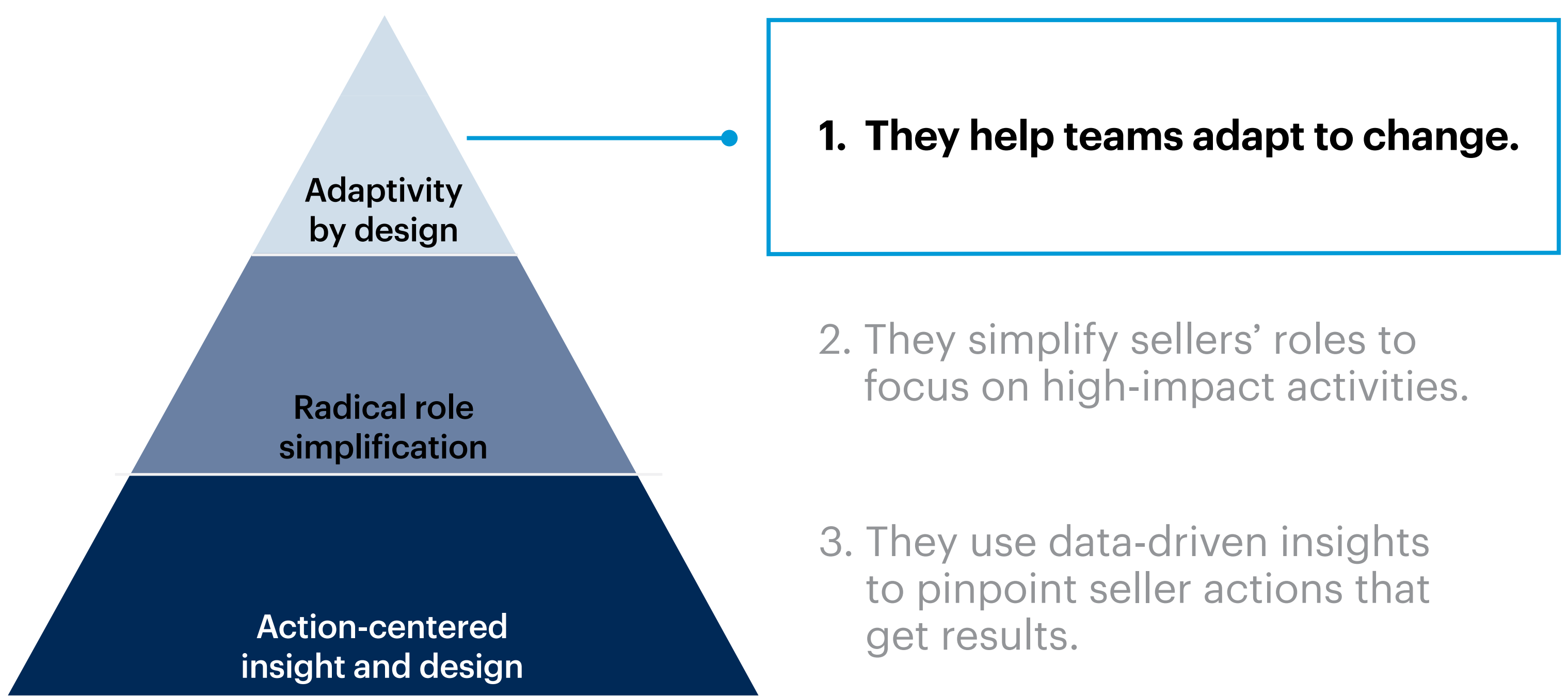


Top Performing Sales Teams in Action

How Workday used adaptivity by design to drive sales success

The Insight

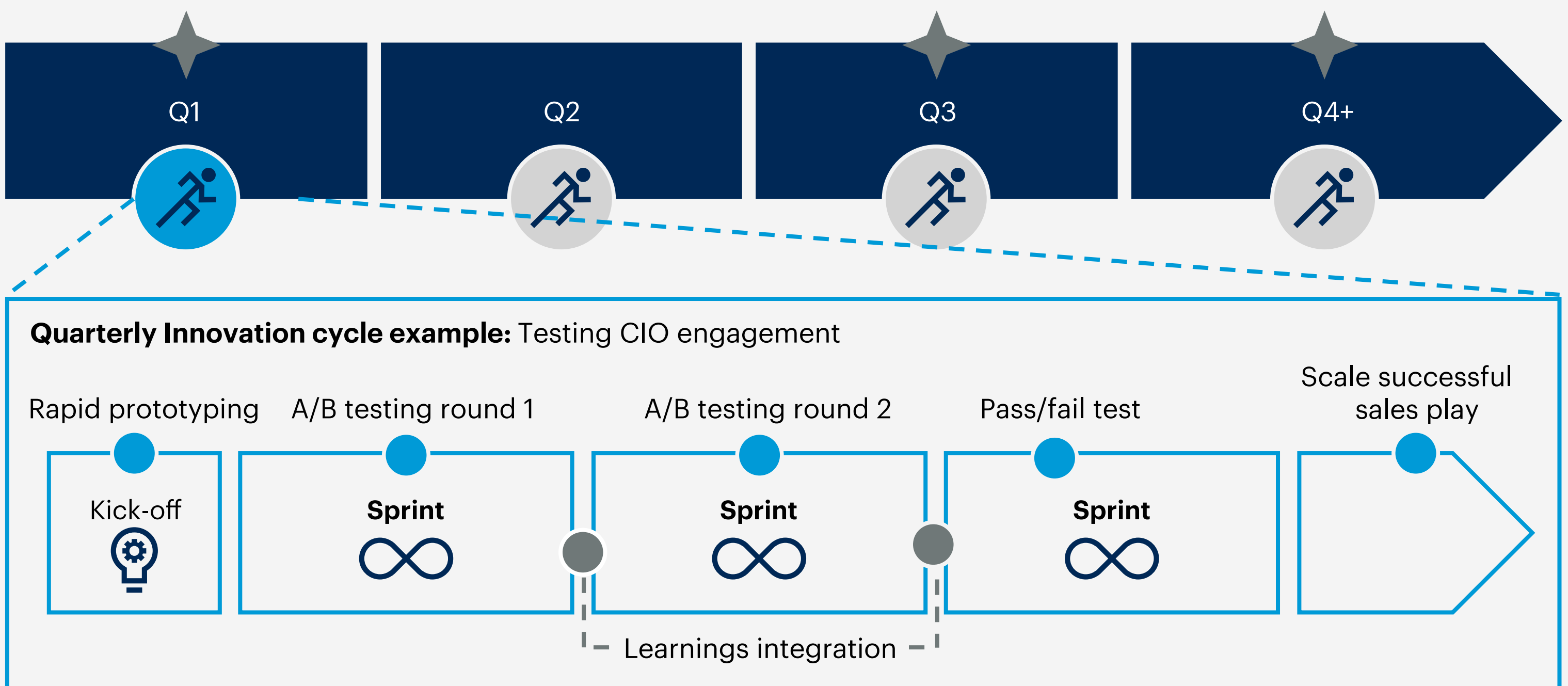
Leading sales organizations do 3 things differently



Organizations that embrace adaptive-by-design principles are **3.2x** more likely to have strong commercial performance.

In Action

How Workday uses adaptivity by design to test innovation in real-world settings:



Source: Adapted from Workday

The Results

- 300 tests conducted
- 15% of innovations scaled significant improvement in sales adaptivity and overall performance
- 10% increase in average contract value of pipeline opportunities since program inception

Want more insights to help design your sales organization for adaptivity?

Download The DNA of Top Sales Organizations

