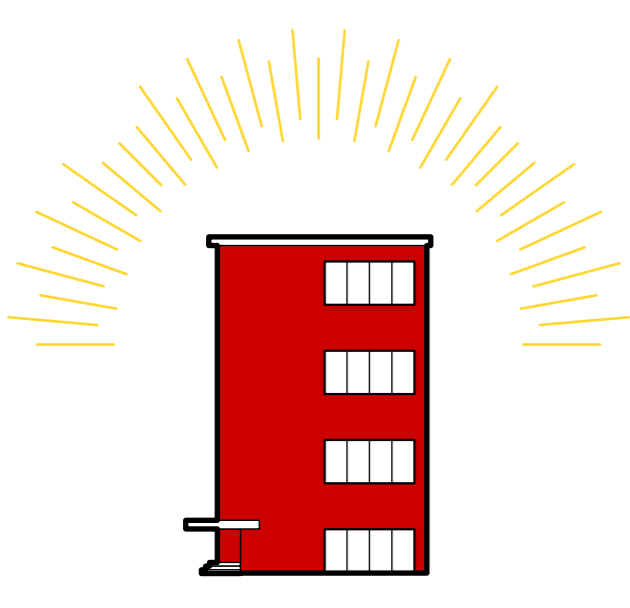


# Using Micro-battles to Build a Business of the Future

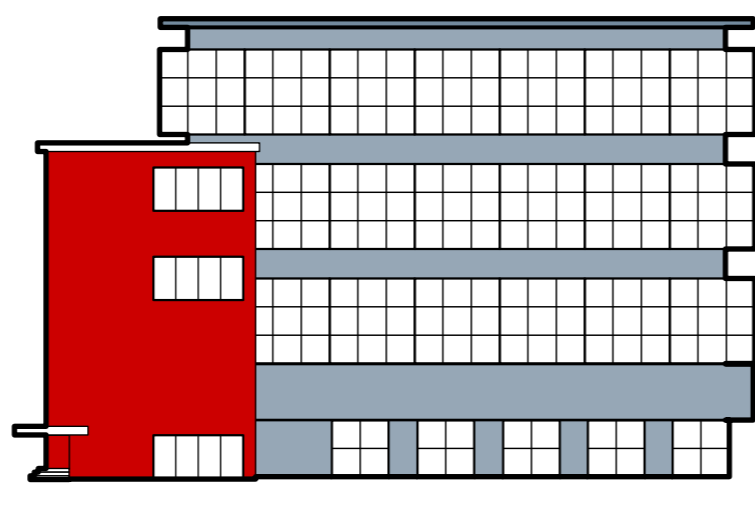
The next generation of winning firms will be big and fast. Micro-battles can help companies get there.

Growth creates complexity. Complexity kills growth.



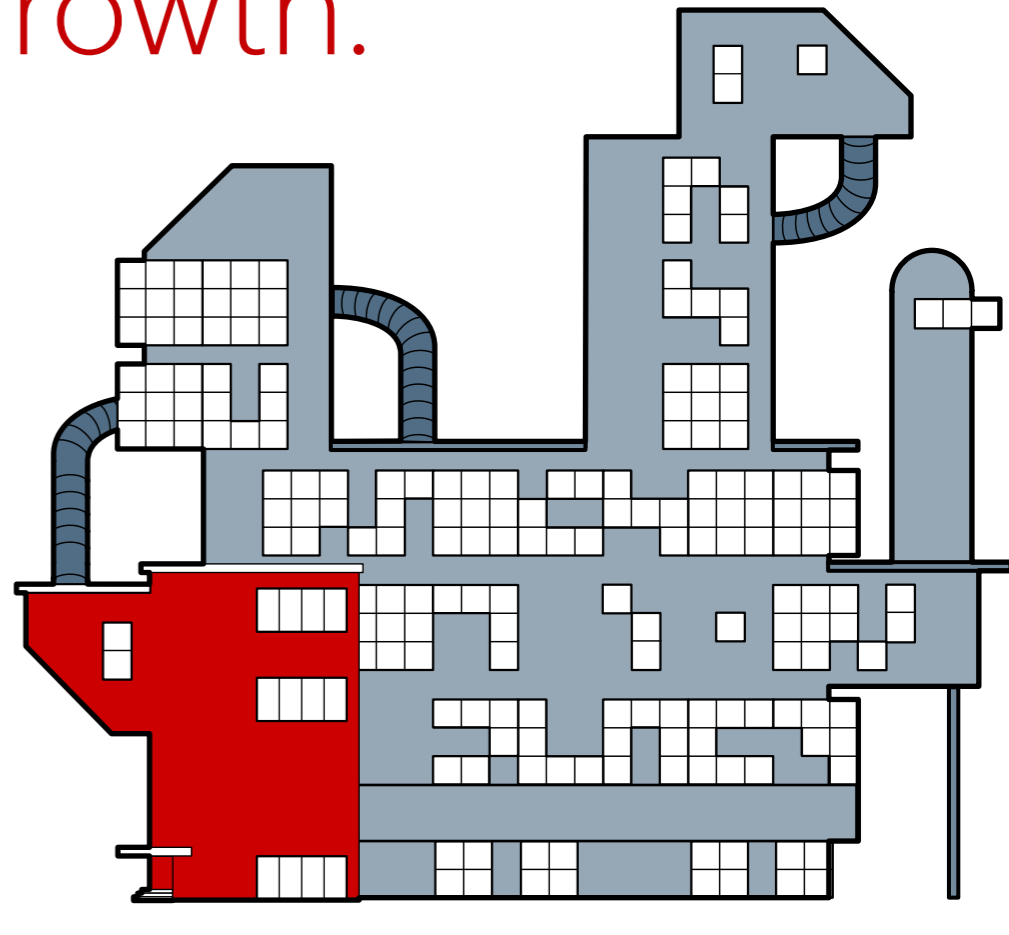
## Insurgent

These innovative, fast-growing companies have **speed on their side**. But they need scale.



## Incumbent

These established companies have the **benefits of size**. But they're losing the speed that got them here.

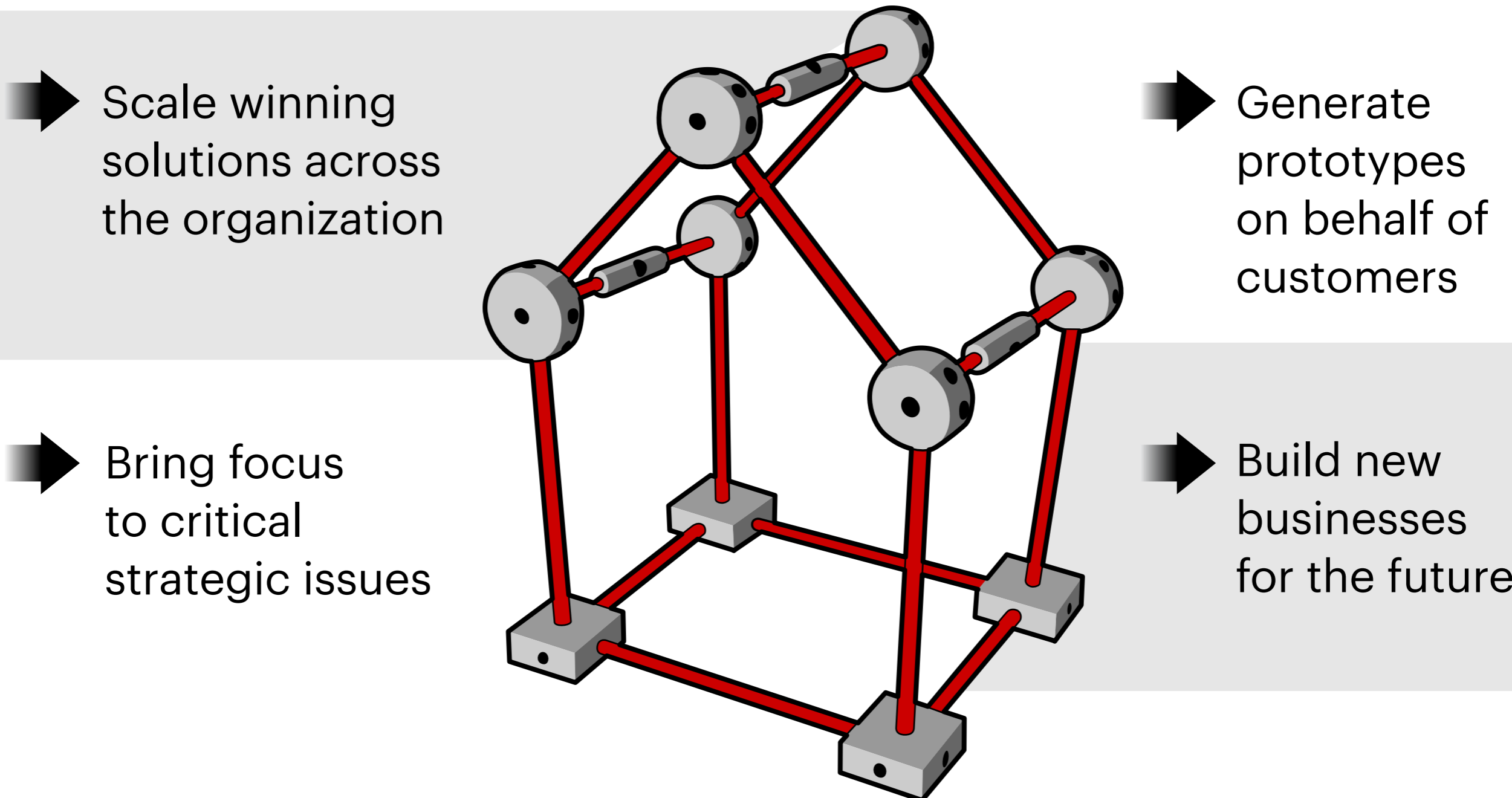


## Struggling bureaucracy

These firms can't react to competitors fast enough. Their **size is a liability**. Radical change is needed.

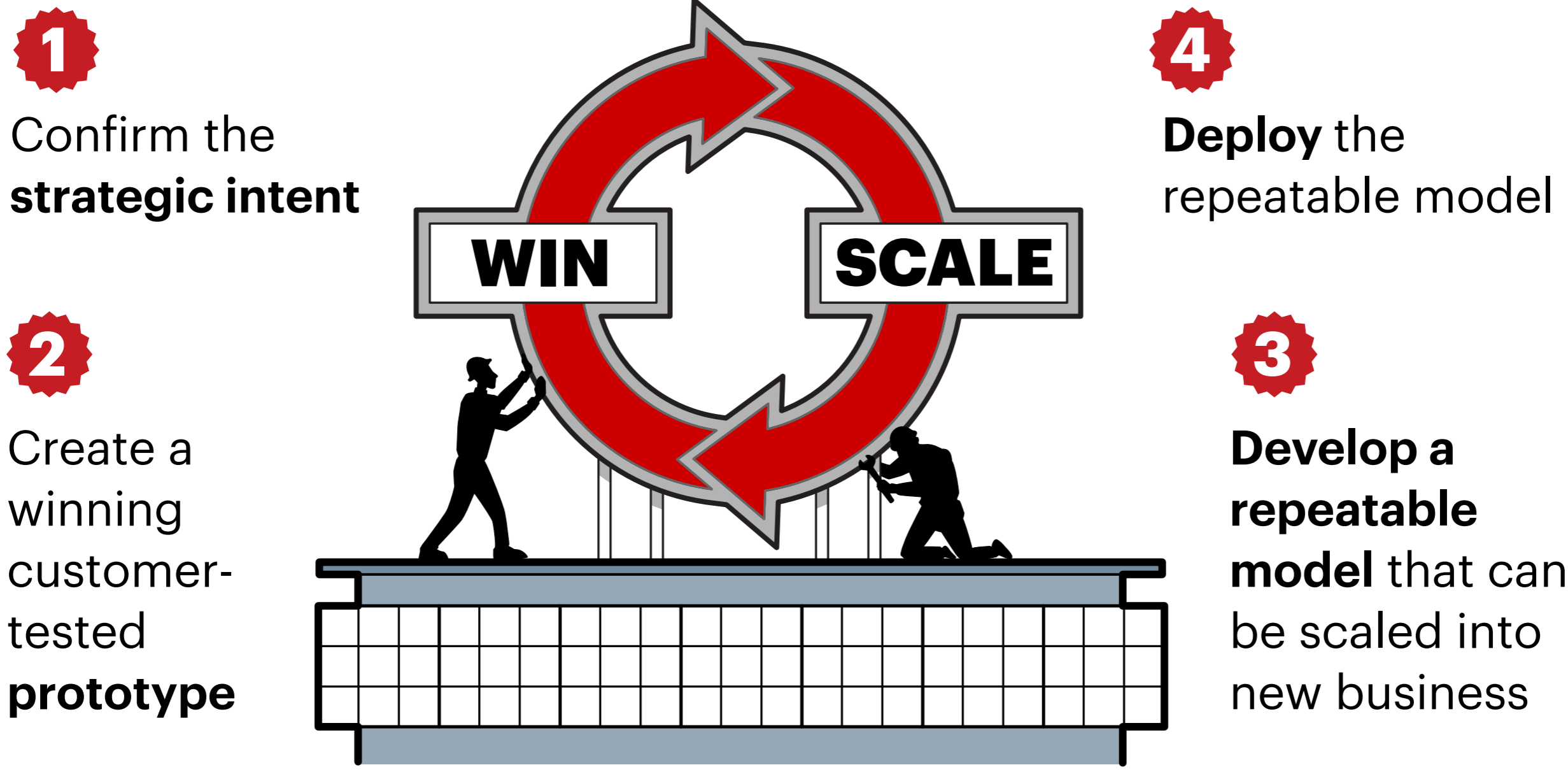
## Micro-battles combat the growth crisis

To maintain start-up-like speed, firms can launch fast-moving initiatives that . . .



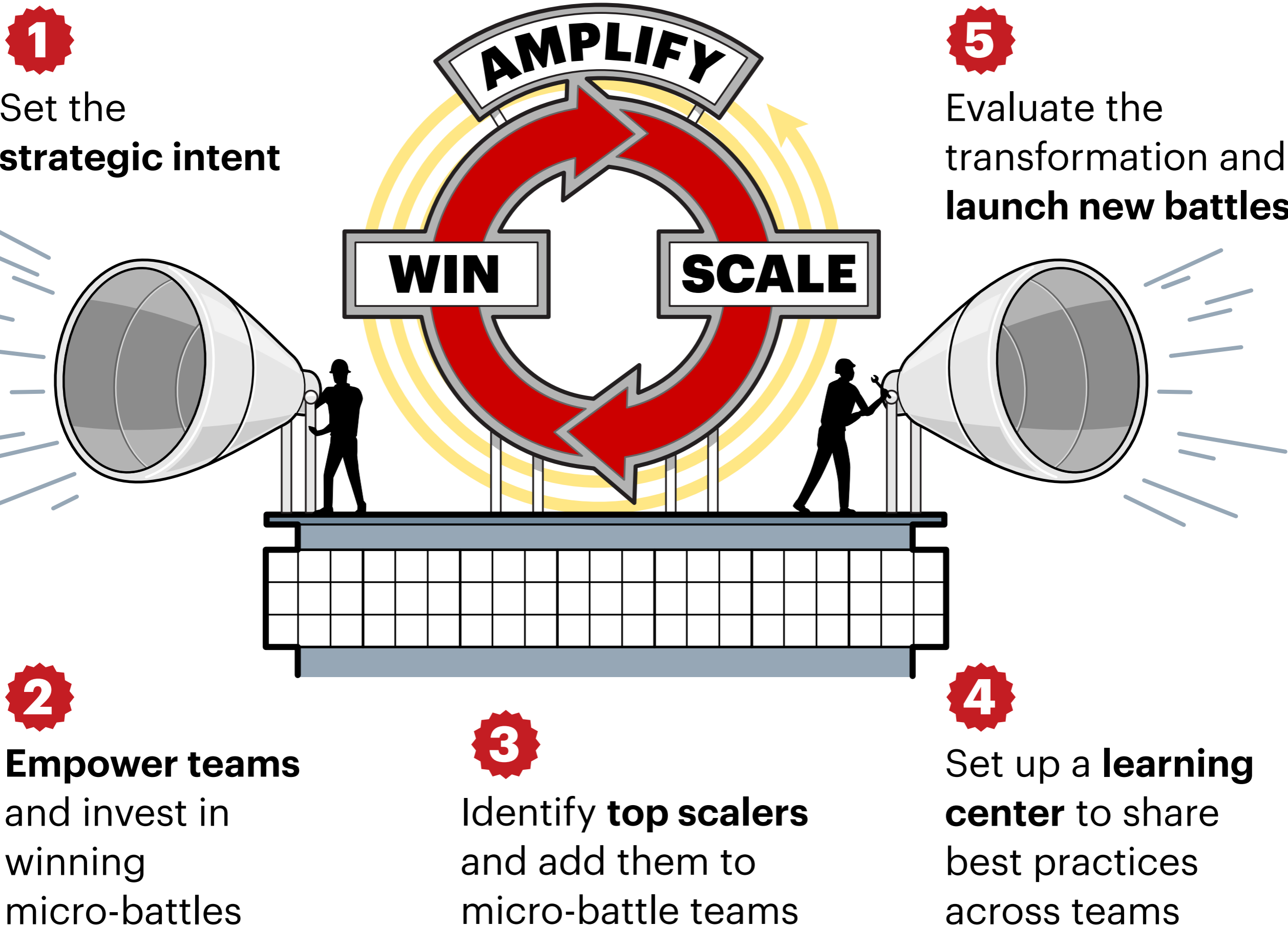
## Start with small, cross-functional teams

They solve problems with a test-and-learn approach called the Win-Scale cycle.



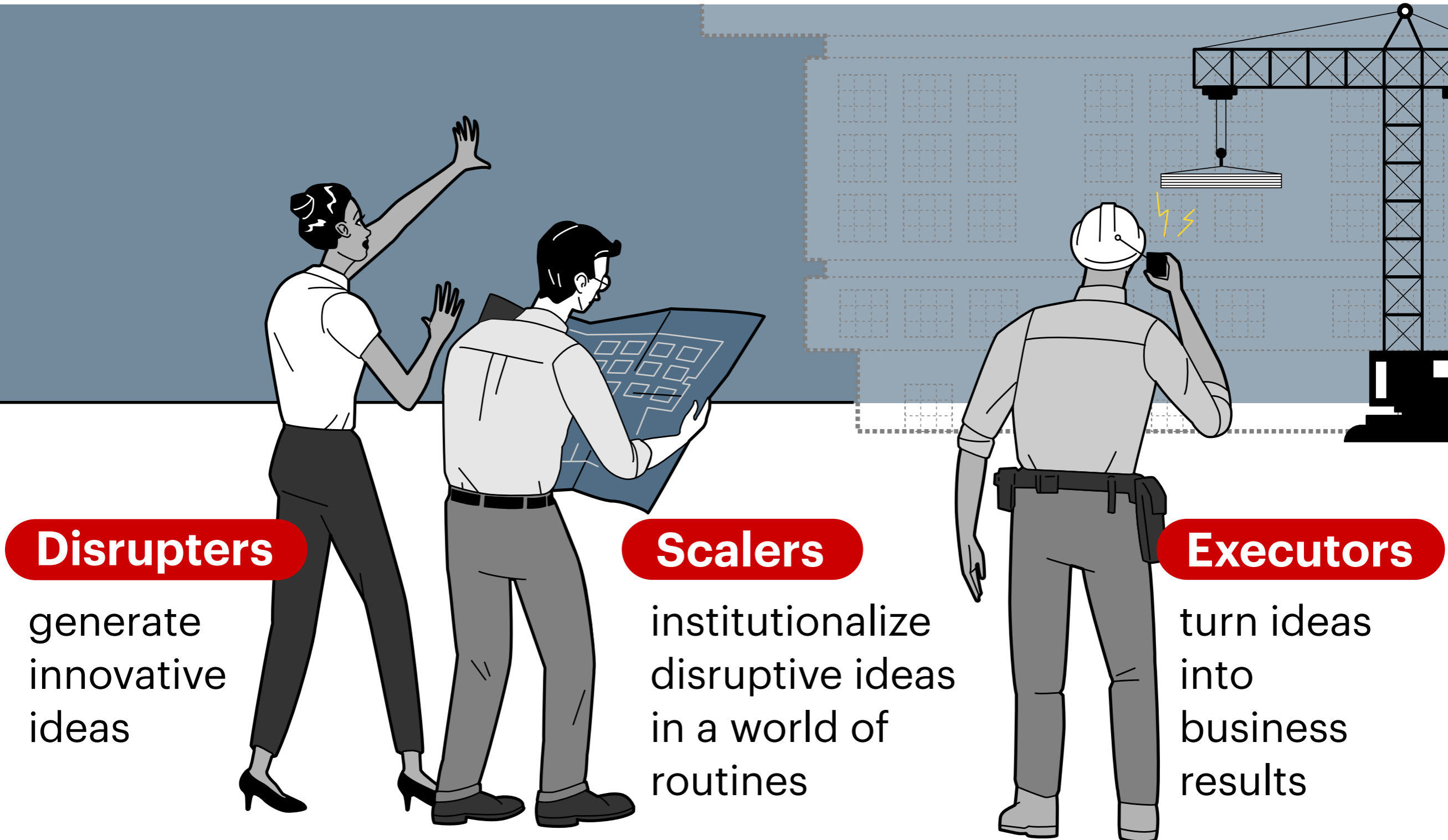
## Senior leaders amplify their success

The new ways of working challenge bureaucratic mindsets and transform executive behavior.



## How micro-battles build next-gen leaders

To transform the firm and successfully build businesses, senior leaders recognize and nurture three communities of people



Read more:

[The Bain Micro-battles System](http://www.bain.com/micro-battles-system)  
www.bain.com/micro-battles-system

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