

Resilience and Reinvention in the Fortune Future 50

To BCG's network around the world,

For the fifth year in a row, the BCG Henderson Institute has teamed up with Fortune to produce the Future 50, an index of today's companies that are most likely to succeed tomorrow.

I often think of the Future 50 as a great example of what we can accomplish when we bring excellent teams together to shake up the status quo—in this case, developing a [methodology](#) that goes beyond traditional (and not always reliable) methods of predicting winning companies and instead uses AI to mine nonfinancial data for signals of future growth and the capacity to deliver against this growth.

The resulting list is a valuable corporate vitality index, which has been able to consistently beat both the overall market and various growth indices. Since economies around the world first felt the shock of COVID-19 in late February 2020, total shareholder return for the 2020 Future 50 companies has been more than 2.4 times that of the S&P 500.

What does the 2021 ranking tell us about the direction of the global economy? Here's a quick overview:

- The technology sector continues to drive growth.
- The rise of sustainability opportunities is reflected in a growing representation of green energy companies.
- There are hot pockets of corporate growth—in China and the US—while areas such as Europe and the rest of Asia are falling behind.

- Gender diversity continues to be an important factor in growth, with more women in executive and management positions at Future 50 companies. But it is still disappointingly rare to find women in the CEO spot.
- Corporate resilience is critical to navigating turbulent times, as shown by the high number of companies new to the list this year, all of which were able to position themselves for growth during a crisis.

This last point is such an important one. Vitality represents a company's ability to rethink and reinvent itself, resilience that pays off during extraordinary uncertainty.

I encourage you to take a look at the [2021 Future 50 List](#) and [analysis](#) published in Fortune. It gives us an intriguing perspective of the corporate economy, both narrowly in terms of which companies are poised for success and more broadly by highlighting key trends in the economy at large.

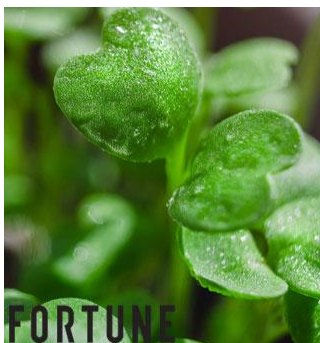
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Until next week,



Rich Lesser
Global Chair

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