



Accenture Australian Business Agenda 2008 Video Series

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Michael

Hello and welcome to the Australia Business Agenda 2008 Video Series. A series of interviews with Senior Executives within Accenture Australia. My name is Michael Pain and I lead Accenture's Management Consulting and Integrated Markets practice in Australia. The Australian Business Agenda 2008 Video Series tackles some of the key challenges facing organisations operating in Australia today.

Research conducted by Accenture points to five immediate challenges faced by the Australian business leaders in 2008, directly related to the increasing level of global economic integration combined with significant uncertainty and rapidity of change:

- firstly the challenge and opportunity of tapping into global growth and rapidly growing geographic markets;
- second the constant challenge of improving productivity to protect competitiveness;
- third the emergence of new competitors, particularly from emerging markets;
- fourth the pressing need to understand the impact of the emerging carbon economy and integrate sustainability into the business operating model; and
- finally the continued scarcity of talent and the impacts of changing demographics on the workforce.

Senior Executives from Accenture's Australian Management Consulting and Integrated Markets practice will address these challenges during the Australian Business Agenda 2008 Video Series. They will provide their perspective on the strategies and approaches that can help Australian organisations achieve high performance in the context of this new and rapidly changing operating environment.

The videos will be released sequentially. You can subscribe to updates via the RSS feed on the Accenture Australia webpage. We welcome your comments and feedback.

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