

The Long View



William D. Green
Chief Executive Officer
Accenture

Getting results from big ideas

In the race to find the next big idea, leaders today are focused on results. When investing in innovation, they demand bulletproof business cases. They look for outcomes they can take to the bank. They choose suppliers who will put their money where their mouths are and deliver high performance.

The ability to innovate is at the core of being a high performer. This is about being smart, savvy and relevant, and nurturing an innovative and entrepreneurial culture. Yet there is no single formula for successful innovation, and there are no guarantees that good ideas will bring results. Leaders need to move quickly, yet carefully, to innovate. They need to find the best innovation strategy for their specific business needs and be ready to change course, if necessary, to ensure a return on their investments.

Every day at Accenture, we see clients making smart decisions about innovation. They ask us for big ideas, and our job is to bring them the proposals and practical solutions that matter to their business results.

To do this, we invest significantly in our ability to innovate. Accenture people at all levels are looking for the next big idea. We are equally focused on bringing those ideas to life to deliver high performance to our clients. We draw new ideas and patented solutions from our innovation engines: our industry and capability groups; the Accenture Institute for Strategic Change, our “think-and-act” tank; and the Accenture Technology Labs, our dedicated technology R&D group. We have also created a combined Technology & Delivery organization, where some of our best minds are committed to enhancing our technology capabilities and excellence in delivery.

The article “Innovation unbound” in this issue of *Outlook* explores the many paths to innovation, and it highlights several organizations that are getting it right. I hope this reading will offer some inspiration for how you can get the full potential from the big ideas in your organization.

A handwritten signature in black ink, appearing to read 'WD Green', written in a cursive style.