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Humanizing Work
through Digital
Transcript

Digital makes human contact, especially through work, increasingly distant, right? Wrong. In fact, it's bringing work closer to our true nature—more democratic, more networked, and more meaningful.

Earlier ideas about work made tasks less meaningful. Do something. Do it again. Repeat, and keep repeating.

Digital allows for greater autonomy by rallying workers around collaborative teams and actual goals. The currency of work changes from simple repetition to real feedback, ideas and innovation.

This presents a new challenge to traditional leadership, which must seek more "horizontal" methods to exercise influence without formal authority.

Get more on the fundamental changes to work and leadership in the digital age with our full report:

[Humanizing Work through Digital](#)

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 319,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

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