



FJORD TRENDS 2019

VIDEO TRANSCRIPT

THE SEARCH FOR VALUE

Mark Curtis:

Every year in Trends, we look for a meta-theme that spans all of them. And frankly, if there wasn't one there we wouldn't talk about it, but there is a really clear one this year, and it has kind of two angles to it.

I would say that the big thing we're seeing is people searching for value. And we're seeing this with organizations who are looking at the innovation they've been doing over the last two to five years in response to the digitalization of the world, and they're saying "What are the things which are providing us with value and what aren't? Where exactly is the value in what we're doing?" And "How can we zone in on the value?" by, for example, combining strategic thinking with human insights.

And then on the other side we're seeing customers, citizens, users looking for "Where is the value in the data which I'm being asked to give up? Where is the value for the environment and the products and services that I'm using?"

People, globally, are trying to understand why they are relevant, and to find those anchors which make them feel relevant in the world. And the winners, from the organizational point of view, are going to be those that provide to their customers, their citizens, a sense of relevance.

And if we can tie those together, that's where I think value can be created over the next one to five years.

What I find really exciting is when you put together a lot of the Trends and look at them in overview this year, the opportunities for design to really revolutionize a number of areas are probably greater now than I think I've seen them for many years.

And I think we're on the cusp of almost a creativity revolution, and I think we're going to see that play out over the next two to three years. And that's super exciting.

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