Whose job is it
To improve the world?

It can feel like it’s inevitable
That someone, somewhere
Will invent the tech
That helps us take the next step forward

But it’s not

Technology has the power to improve the world

But it won’t

Not without human intelligence
Our ideas
Our ideals

Technology can help us get there
But it won’t show us where to go
That relies on bold ideas
and the desire to build a better future

It won’t come by asking the same old questions
It isn’t tweaking the same old answers
Building a better future can’t rely
On doing things the way
They’ve always been done

That future can be built by anyone
Anyone ready to think differently
The ones willing to ask why not
The ones who look, listen
and ask
Why can’t this be better?

Why can’t that
be you?

There’s no set vision of the future
Our future
It’s going to be the one
you live in
So who says you can’t be part of
Making a better one

There’s no one path to making a breakthrough
And there’s no one person responsible
It might start with a thought
An idea, an invention
But there’s no innovation
Without collaboration

It begins when different people
Bring different ideas
And different perspectives

Together
We need new ways of looking at old challenges
Fresh experience examining new problems
It's taking the tools that already exist
And asking that one question
To deliver results that have never been seen

No one is saying it's easy
But if you think it's not for you
Ask yourself
Who else can do what you can do?
Your experience
Your perspective
Your ideas
Will unlock a version of the future

We won't make progress by staying still
We won't improve the world
without creating something new
and we can't do that
Without you

Accenture