



LEADING IN THE NEW: ACCENTURE INNOVATION CENTERS

VIDEO TRANSCRIPT

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The world is changing at an unprecedented rate and what we do here helps our clients remain relevant.

We have Innovation Centers all over the world that are focused on particular technologies or specific industries, but here in London we focus on breakthrough thinking.

What breakthrough thinking means is that we run a one-day experience with our clients to help them tackle a strategic challenge or a key question that they're facing an issue with.

We help them reach that breakthrough moment by bombarding them with lots of stimulus and helping them get to the other side so that they can look at it with a different lens and come up with a different outcome.

We have client visitors from all different industries from finance, retail, health and public service. Typically, the leadership team so the executive board, the C-suite.

The types of questions that we would tackle here are topics such as: What does the customer of 2025 look like? How will our mission evolve over the next five years? What do we need to do now to respond? And how do we unlock value from data?

So, really big strategic questions impacting the organization and what we do is open the door to

helping them answer those questions.

We start the morning by exploring the changing landscape. What are the disruptions impacting their industry? Their market? What does that mean for them? How are they positioned to respond?

We then get them to look at what other organizations are doing and perhaps use that to learn from and leap frog. Then we get them to consider the decisions they need to make now to be able to prepare for that future.

Clients used to come in with question around why should I change or what is disrupting my industry? My market? And we're seeing a really big shift from the why and the what now that organizations are aware of those things a lot more, to how questions, how can I change?

So we're responding to help them with those how questions now.

A recent example of a client that we've had in was a global mining client that came in to tackle a question around the future of work and how HR can unlock value.

It was a really great session in the center. They came up with lots of different ideas in new level alignment across the leadership team and that then lead on to some other work with The Dock and a number of sprints to start thinking about prototyping and trialing some of those ideas.

It has increased the level of engagement with



that client and strengthened the relationship we have with them.

Before the leadership teams come into the Innovation Center I think they're slightly nervous about what they're going to experience and what Accenture is going to do to them.

You see them go through an almost complete 180 on the day and they leave full of energy bursting with ideas, really excited about what they can now do with this challenge that they've been facing for a really long time and might have been stuck with.

The best part of working here is when you actually see that client's mind start to shift. You can pinpoint that moment when they have that breakthrough in a workshop.

That's why we do what we do because we know that when that happens on the day, that's when they start to achieve these really great outcomes.

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