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Accenture Technology Vision 2016

People First: The Primacy
of People in the Digital Age

[Overview—Video Transcript](#)

People First: The Primacy of People in the Digital Age Overview—Video Transcript

Today, new technologies are the fundamental building blocks of business.

But to unlock their full potential, you have to take the right perspective.

Accenture's Technology Vision 2016,

brings five new trends that will change your perception, allowing you to create a digital culture geared for continuous adaptation.

Because today, change must be built into an organization's DNA.

But how?

By empowering the one part of your business that is hard-wired for evolution.

Your people.

So, what breakthroughs will require us to see differently?

Machines are joining the workforce,

Working with people to create new products and services, as well as bringing complementary skills that will make them trusted co-workers.

The workforce will become more fluid, embracing a shape-shifting skillset that is highly technology savvy.

So that together they can be prepared to tackle unpredictable challenges.

People are using technology platforms, to create entire ecosystems.

These take on a life of their own and drive entirely new growth strategies for businesses.

Digital disruption is no longer a surprise.

Platform ecosystems are blurring industry boundaries, meaning the knock-on effects of innovation can be predicted and overcome.

Digital ethics and cybersecurity are becoming fundamental to trust.

It is no longer just a question of data protection, but of the morality of its usage and freedoms.

With full awareness of these disruptions ahead, you can evolve to meet the challenge.

Explore Accenture's Technology Vision, to learn how to create a digital culture which empowers people to adapt and become agents of change.

