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VIDEO TRANSCRIPT

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Big Bang Disruption is critical for companies to understand because it changes the stages of business development. Traditional business development was done across a bell curve, and we used to think of the Roger Everett adoption curve of technology: innovators, early adopters, middle and late adopters, and laggards, the folks that came late.

Today, we see four stages to the Big Bang Disruption model.

The Singularity, which comes out of our Big Bang Theory of the universe, is where heat and light and energy all get together, and where all the right things come together in a mass that's densely packed. You can think of a garage in Silicon Valley. There, people are experimenting. Things are happening. There's a lot of fomenting.

Then there's the Big Bang explosion, which is a rapid scaling of the business. Companies have to be prepared for rapid scaling, what we call Catastrophic Success.

Then, oftentimes because you hit saturation, companies have to be prepared for a dramatic decline—not the slow sort of natural maturing of a business that we're used to, but rather an actual steep decline in the business. Not just because competitors come in, but because we've actually managed, through technology, to saturate the market very quickly, something we really haven't had the capability to do before.

Then the last stage is something we call entropy, again, with the universe sort of model, but that really just means the end game and it's really understanding how we're going to sunset out of an industry and how companies are going to move from this rapid decline into the next business, into the next Big Bang.