



LEADING IN THE NEW

VIDEO TRANSCRIPT

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Hello, I'm Omar Abbosh, Accenture's chief strategy officer, and Accenture's strategy is all about helping our clients lead in the new. What do I mean?

We believe all businesses have a core around which their whole effort is engaged. It's where their leadership grew up, it's where the bulk of their profit streams come from and it's essentially where they serve their customer needs.

Over time however, the world around the business changes—societal changes, demographic shifts, technology changes. These things affect how companies operate.

Companies that make it too slow in terms of movement from the core to the new are at very high risk of being disrupted. And our mission in life is to help prevent that—help our customers be the disruptors, not the disrupted.

We spend a lot of time analyzing in detail the nature of disruption. And, you do sometimes get explosive disruption where a whole industry can be put aside by a major new innovation, and other times, and much more commonly, it's a compressive disruption—a slow squeezing of the type of profit streams as new growth emerges adjacent to the original core business, but in a fundamentally different way.

For example, the emergence of techniques like artificial intelligence can have a seismic change on industries and roles and activities and jobs. And we view our role as helping clients bring new innovation into their enterprise to unlock trapped value.

So, in a way, we see ourselves as—and I'm speaking here personally from my personal hobby around mountaineering and rock climbing—as a kind of innovation Sherpa or a guide, helping clients navigate what can often be pretty tricky pathways.

It's all about how do you take all this modern innovation and apply it in a very practical way in today's business right now, in order to unlock value.

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