

Rotating to the New: Be the disruptors, not the disrupted

TRANSCRIPT

Omar Abbosh:

When we talk about rotating to the new only to elaborate a little bit. It turns out in business, that every company has a core business, and that core business is where 99% of their cash flows and profit streams come from, and indeed it's where all their top leadership form their careers, and frankly form their opinions about how that business works. Over time, the core business is joined by a new business that emerges nearby, caused by innovations, management practices, or technology, that allows new things to be done. You get this new business emerging over time that can sometimes conflict with or challenge that core business.

What we've learned over decades of research is that companies that move too quickly from the core to the new, tend to overreach and overstretch their financials and can damage their business. Worse, companies that move too slowly from the core to the new, tend to become obsolete, and go bankrupt. Accenture believes that this movement of core to the new is all about innovation, and our job is to help companies bring all the relevant new innovations into those businesses to help them unlock value, and see these disruptions ahead of time and they're the ones who bring the disruptions as the disruptors themselves, rather than becoming the disrupted.