



SEE YOU IN THE FUTURE

VIDEO TRANSCRIPT

Business Futures

Omar Abbosh, Accenture Chief Strategy Officer: So, at Accenture where we live in a fairly fast-moving landscape of technology driven change, we use something called Business Futures to think about our strategic planning process context.

Mark Purdy, Accenture Research Managing Director: Historically we found that many organizations are really bad at scaling the future, right, and one of the reasons for that is that we often become fixated on specific trends. So, what we've tried to do with Business Futures is look at the collision of different trends.

Omar Abbosh: And what we've done here is look at several hundred trends where you can bring full (inaudible) data. We use machine learning and AI to look at thousands of different CEO speeches to see what are they talking about, and combine it with input of experts and different domains.

Athena Peppes, Accenture Research Manager: And then what we did is put all that rich input together to create full alternative plausible futures. The first future is the World of Techno-politics. And this is a world where technology and geopolitics collide. You've got rising populism, you've got rising anti-globalization sentiment and as a result, greater restrictions around the flows of people and data across borders.

Mark Purdy: The second future is called Redesigning Life and that future is all about how developments in biotechnology and data can be used to enhance human performance. The third future is called the Imagination Economy, and this is a world of virtual reality where, you know, extended reality technologies are breaking down the barriers of distance and physical capacity.

Athena Peppes: The fourth future is the Age of Insecurity. This is a world where hyper connectivity and the internet of things are creating important cost savings and innovative solutions but also increasing exponentially the number of vulnerabilities for organizations.

Ryan Shanks, Managing Director – The Dock Centre of Innovation: So, the creation of Business Futures was a great example of the innovation architecture coming to life. Led by research and collaboration with labs and then bringing in the Dock's perspective in terms of how we create immersive experiences with our clients. We typically spend one to two days with an executive team from a client. And what we do is we explore those four futures together with them and we create a tailored experience in terms of how we do that by teaming up with the experts in research, our facilitators in Business Future, our innovation designers from the Dock and client teams, and client account teams themselves. It helps us to tailor the content and the discussion and the whole experience to geography and industry that that client is coming from.



Mark Purdy: So, Business Futures is really a way of helping our clients to rotate to the new.

Ryan Shanks: Business Futures is the perfect tool for those organizations that are looking ahead onto a future horizon.

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