



CREATING VALUE ACROSS CORE AND NEW BUSINESS ACTIVITIES

VIDEO TRANSCRIPT

If we want everything to stay the same, then everything must change. This is a fantastic quote from an award-winning novel and it regards the decline of the Sicilian aristocracy nearly 200 years ago.

So innovation in the face of disruption is not a modern phenomenon and a lot has been written about the challenges and the disruption that is facing the modern broadcast industry, and yet the legacy business still continues to be incredibly strong. So how do you prepare your business for the future? How do you prepare for something we call the wise pivot the day that comes when you decide that your new revenue streams will become your new core. Business leaders need to make courageous decisions. They need to innovate, not just in shiny new digital revenues but to innovate and help them take costs out of their current core business and to grow that core business and that, in doing so, to free up the investment capacity to go after scaling new business opportunities.

This, combined with changing your operating model and culture, to drive, pervasive and

continuous innovation is what's needed to learn how to fail fast and to learn about what's happening, contextually in your industry, so that it will be very clear when that day comes to make your wise pivot.

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