

FJORD TRENDS 2021 WITH MARK CURTIS

VIDEO TRANSCRIPT

Do it yourself innovation

Do it yourself innovation is the 2nd trend for 2021, and this is all about human ingenuity in a time of extreme challenge and that is leading to a rebalancing of the way in which we approach innovation. So what's going on? Here is a shift from our traditional focus on devices going to people and actually it's much more about people creating innovation for themselves.

We've seen an explosion of entrepreneurship and business creation in many markets across the world and beyond that just fantastic stories about people banding together to create solutions for the problems they see in front of them. That's Colombian engineers creating low-cost ventilators solutions.

A company in the UK called hygiene hook creating new ways to open doors so you don't have to touch them and a student finding new ways to get meals to hospital workers. Crises think 2nd World War drive ingenuity. The 2nd World War created radar it created computers it created super glue.

What we're seeing right now is at a much sort of more At a much more grounded level is we're seeing humans beginning to take this crisis and adapt around its constraints by for example we saw the rapid rise in the use of Zoom. For example, for schools no one was really doing that before, but we adapted rapidly and used the technology for a new purpose but that new purpose is also about personal new purpose. That's why we saw the rise of step by step videos on You Tube in the middle of the year as people began to think about what are the new habits I want to create here? How can I do things better? And what that means is the adaptation cycle has got a lot faster.

We're not so much building our lives around technology, which we've been doing for the last 25 years, we've now got a flip point we're beginning to build the technology around our lives which is why we've seen innovative use of for example games platforms like fortnight to do live concerts like Travis Scott did. We're seeing the lines blurred between Innovation, creation, creator and customer and really what this means most importantly is a shift from prescriptive innovation, here it is in a box which I going to give to you the consumer, to suggestive innovation, here is a platform that you can use where you can actually create for yourself the innovation you want to see in the world around you.

And that's important because we've traditionally struggled in large organizations with getting the stamina needed to see innovation right through to the end possibly by using human ingenuity at the customer and employee level. We don't need to have quite so much stamina to get the finished product out there. What we need to do is get the affordance is out there the people can make it for themselves.

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It's particularly important to think about health in this context because we said back in the year back earlier in the year that every business will be a health business. We're going to see this trend, do it yourself innovation, play out in the health sector more than any other single sector as people try to seek ways to innovate around their health, their bodies, their minds and creating a better future for themselves all.

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