



# PIVOT TO THE FUTURE

## VIDEO TRANSCRIPT

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What do you do, in an era that really is defined by digital and artificial intelligence-type technologies and modern ways of working, agile operating models, broad ecosystems of collaboration; how do you make an old economy company perform incredibly well in that world?

*We're not done with disruption. Or perhaps more accurately, it's not done with us. The changes and challenges it brings may be too much for some businesses. Others will prosper.*

*Those that succeed will do so because of disruption, not despite it. They will harness it; use it to innovate and embrace its powers to drive increased profits. They will master an innovative strategy Accenture calls "the wise pivot."*

*Pivot to the Future is for leaders that want to reinvent their organizations and be relevant to the future.*

The role of the CEO and the CXO team and their courage is critical, and bigger than people like to admit.

*Written by Omar Abbosh – and co-authors Paul Nunes and Larry Downes – Pivot to the Future describes how professional services giant Accenture pioneered the wise pivot when it was squeezed from all sides. Its leaders had to rethink long-held beliefs about conventional wisdom that turned out to no longer be so wise.*

*Accenture used the wise pivot strategy, again and again, for its own courageous reinvention, doubling its market cap in only five years.*

The ideas and the practical actions in the book are all born of an environment that is very fast-changing. Accenture's business itself is about servicing companies in the era of digital and artificial intelligence, where the underlying innovation is moving extraordinarily rapidly.

*But Pivot to the Future is not just the story of Accenture.*

*It is a story built on Accenture's real-world client work and its rigorous two-year study of thousands of businesses across 30 industries.*

*This book includes numerous case studies and shows how some of the world's most prestigious companies are reinventing themselves.*

And again, it's that old adage that senior-level executives are not the people with the monopoly on the ideas. And actually, the trick is about unleashing the innovative power of folks up and down the hierarchy, and making innovation everyone's problem in the company.

*With this book as your guide, you'll have a battle-tested and replicable formula. A rigorous strategy. And the confidence ... to turn from constant disruption, to continuous reinvention.*

*Pivot to the Future. Are you ready? Pre-order your copy today.*

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