



TRANSFORMING WITH CONFIDENCE. TURNING INNOVATION INTO RESULTS

VIDEO TRANSCRIPT

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Duncan Wardle: The next decade will be the most disruptive of our lives. The companies who have just iterated versus innovated, unless they start using their own creativity to innovate, they're going to be in real trouble.

Kati Riikonen: A great advice for companies to turn innovation into the results is that first of all, when they do a lot of piloting and experiments, that they really make a conscious decision, which one of those they are going to let die, and which one of those pilots and experiments they're going to scale.

Martin Thorn: We all talk about innovation. What's very difficult is really when you are in the busy world, take the time for innovation. I think how, especially Lucy, she opened up the room and also took a bit of provocative stand, I think was a very nice way of saying we need to have this as one of the top priorities in our day to day operations.

Sid McGrath: We need to start thinking more about innovation from a human perspective, thinking about the people that buy from their companies, the employees that work for those companies, not just thinking about customer transactions all the time.

Anna Ullman: Innovation in our industry I would say, is mainly driven by changing customer behaviors, and also in the consciousness of the decisions they are making.

Ninoush Habashian: We are in a changing market that we need to try and try. And sometimes you fail, but when you make that happen, then you also get that confidence in you and you do it better and better.

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