

# UNLOCKING THE TRANSFORMATIONAL POWER OF INNOVATION VIDEO TRANSCRIPT

[Music]

Technology - it's disrupting the nature of work organizations and society at an exponential rate. For public service organizations the need to innovate and stay ahead of change couldn't be greater. With the right approach, future-minded public service leaders are driving bold innovation and unlocking new transformational value, fostering cultures of innovation and scaling faster. This kind of transformational change is attainable. There are three key elements.

One: creating innovation - take a new continuous approach to cultivating Ideas. One where you ideate, innovate, collaborate, then scale. While new ideas may develop organically, public service leaders must deliberately convene creative thinkers and digital champions to continuously develop and drive from ideation to prototype.

Two: building a culture of innovation. Work to cultivate ambition, conviction, and entrepreneurship inside an ecosystem of passionate, diverse people who aren't afraid to fail.

Three: scaling innovation. Scaling at speed is key to achieving true, organization-wide transformation, but it takes structure and discipline. Lean on a cross-capability team of experts to help master your move from pilot to production.

Ultimately, leaders should look to innovative technologies – either standalone or combined – to help solve their issues. Tapping into artificial intelligence, blockchain, virtual reality, extended reality and augmented reality, the Internet of Things, and quantum computing will ensure organizations can compete and differentiate themselves and provide the best service for citizens in the post digital era. Transformation is more attainable than you think. Contact us today to kickstart your innovation journey.

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