

# O for 2: Innovation – novel to routine

## VIDEO TRANSCRIPT

Hey folks! I wanted to pass on something that came out of a conversation I had recently with a colleague. We were talking about innovation. Innovation is something I'm incredibly passionate about, and I love what we're doing at Accenture with their innovation architecture, and the things we're doing in our pension industry. There's a lot of things people forget when they think about innovation. I think they get tangled up in the innovative part of it and not the implementation part.

The concept that I want people to think about is transitioning from novel to routine, right? The faster you can do that, and the more industrialized you can make that, the more bang or more power you're going to get out of that innovation. What do I mean by that transition from the novel to the routine? A lot of times when people come up with something innovative, and they get to the point where it's practical and doable and they put that capability in place, they tend to admire it and think of it still as something innovative but at that point it's really not, right? You've got to transition from that being something innovative or novel or unique, to being routine right? That needs to become the standard practice or the baseline capability that you're now offering. Everything that you do needs to get structured and oriented around that, right? Your work force can't work with that as something novel. Your customer base maybe will for a while, but in today's environment that novelty wears off very quickly. You've got to get ahead of that, and think of it as, "hey this is something innovative we did, but it's now the baseline. It's no longer novel, right? It's routine. It's what we do. It's how we deliver things, and that capability is us." Then there's just, you repeat that.

There's more innovation coming, but the faster you can transition from novel to routine, either kind of mentally expectation-wise or in practice, that the better off you'll be.

Thanks!

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