

HUMAN + MACHINE UNLEASH THE COLLABORATIVE POTENTIAL

VIDEO TRANSCRIPT

Human + Machine – Unleash the collaborative potential.

The machine transacts, iterates, predicts, evolves. The human leads, improvises, creates, judges.

“There is a tyranny of the OR and a genius of the AND” – Jim Collins, Author.

The background of the video shows a robotic hand joining hands with a human hand.

This is not a matter of choice.

This is a matter of collaboration.

When Human + Machine is harnessed, missing skills can be unleashed.

Humans can complement the work of machines. Whilst machines can give humans superpowers to amplify their work.

Many are already converting to this way of working...

Human + Machine collaboration could increase revenue by 38% by 2022. ¹

61% business leaders agree that the intersection of Human + Machine will help them achieve their strategic priorities. ²

Unilever’s recruiters use AI to analyse body language and tone in interviews...reducing time to hire from 4 months to 4 weeks and application review time by 75%. ³

Virgin Train implemented natural language processing to assist in collating, analysing, and responding to complaints responding to 20% more complaints, with 75% reduction in manual work. ⁴

General Electric uses AI to create a digital twin of every asset in its factories. This data allows the business to reimagine maintenance, R&D and operations. ⁵

GE say their digital twins will increase their wind farm output by 20%, providing value of \$100m. ⁶

Hitachi introduced AI bosses to analyse warehouse workers’ routines and amplify new, efficient ways of doing the job. In a pilot alone, they say an 8% rise in productivity. ⁷

To maximise the potential of Human + Machine, you need the right culture for the journey. You need agility across your whole organisation.

Zara follows its fast-fashion strategy to keep up with rapidly changing fashion trends. Based on customer demand Zara offers roughly 12,000



styles a year and brings new items to market within 1 to 2 weeks. ⁸

The Google Innovation Team's mantra is: "The faster we are, the better we become." ⁹

Mistakes will be made, but if they are learned from they should be embraced, not punished.

Intuit rewards failure by hosting company-wide award ceremonies recognising failed ideas which brought the most valuable learnings. This encourages a culture of risk-taking and sharing openly. ¹⁰

"We learn much more from failure than we do from success" – Alan G. Lafley, ex-CEO of P&G

Conflict should be valued, and consensus should not be forced.

In January 1986, seven people died after the explosion of NASA Challenger. A culture of consensus meant that the team disregarded the machine warning of unsafe weather conditions. ¹¹

NASA's managers have since instituted steps to actively encourage conflict by enforcing devil's advocates...encouraging people to amplify the voice of machines.

Machines will not hide insights for their own gain, humans must now be able to do the same.

Tech start-up Buffer has made all employees' salary information public and uses a simple formula to show why each person earns what they do. ¹²

Could you be more open with your teams?

Employees should be empowered with the ability to innovate, ideate and experiment.

Google's 20-Percent-Time policy allowed employees to dedicate 20% of their working hours to personal projects to benefit Google. Projects developed included Gmail and Google Maps. ¹³

Human + Machine collaboration has the potential to revolutionise...far greater than any one leader or group of leaders.

To fully embrace Human + Machine you need the culture to: Act fast, Embrace failure, Value conflict, Be open and honest, Empower employees.

We are only at the beginning.

Human + Machine is becoming fundamental in organisations.

What could Human + Machine do for you?

Source:

1. <https://www.accenture.com/gb-en/insights/future-workforce/big-disconnect-ai-leaders-workforce>
2. <https://www.fortuneindia.com/ideas/humans-and-machines-will-collaborate-in-workplace-of-the-future/101668>
3. <https://www.fortuneindia.com/ideas/humans-and-machines-will-collaborate-in-workplace-of-the-future/101668>
4. Accenture interview with Andrew Anderson, CEO of Celaton (software provider to Virgin Trains)
5. <https://hbr.org/sponsored/2015/07/how-the-digital-wind-farm-will-make-wind-power-20-more-efficient>
6. Accenture interview with Bill Ruh, CDO of GE
7. <https://www.dataversity.net/fascinating-artificial-intelligence-story-robot-boss/>
8. <https://www.dataversity.net/fascinating-artificial-intelligence-story-robot-boss/>
9. <https://nbry.wordpress.com/rapid-innovation-model-v1/>



10. <https://medium.com/lhbs-collection/10-genius-examples-of-how-to-encourage-employee-innovation-8794d2bec5ad>

11. 10. <https://medium.com/lhbs-collection/10-genius-examples-of-how-to-encourage-employee-innovation-8794d2bec5ad>

12. <https://www.adp.com/spark/articles/2018/12/how-to-use-transparency-to-improve-employee-engagement.aspx>

13. <https://www.adp.com/spark/articles/2018/12/how-to-use-transparency-to-improve-employee-engagement.aspx>

Copyright © 2020 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.