

ACCENTURE, SLACK – FUTURE OF WORK TRANSCRIPT

VIDEO TRANSCRIPT

00:00:06:24 [Brian Elliott]

If you're a leader, it's time to reimagine how work gets done.

00:00:10:15 [Sevasti Wong]

Decades old orthodoxies are being challenged.

00:00:14:22 [Brian Elliott]

The pressures on organisations have never been greater.

00:00:17:10 [Sevasti Wong]

Employees are voting with their feet and moving to organisations that are more in line with their personal beliefs and purpose.

00:00:27:00 [Brian Elliott]

In our research, over 94% of people tell us they want flexibility not only in where, but importantly in when they work.

00:00:34:20 [Sevasti Wong]

Life-work balance is the new order of the day.

00:00:38:24 [Brian Elliott]

Customers expectations have changed too. We all expect the companies we work with to be responsive to our needs.

00:00:44:17 [Sevasti Wong]

And as hybrid working is being formalised, there is an even greater need for frictionless collaboration.

00:00:53:01 [Brian Elliott]

CEOs are realising the great employees and great employee experience drive customer experience and drive growth.

00:00:58:18 [Sevasti Wong]

And at the heart of that employee experience there needs to be a digital first strategy.

00:01:07:22 [Brian Elliott]

In the simplest terms, a digital first strategy is about connecting your people, your customers, your partners with the information and the tools that they need all in one place. It enables us to break down silos across teams, across time zones and with our customers.

00:01:23:02 [Sevasti Wong]

There are two things to typically get right. The first is your culture and the second is that the approach that you take to your platforms and new digital tooling.

00:01:34:07 [Brian Elliott]

In order to start with culture you need to think about not only your purpose as an organisation, but the principles that you want to operate by.

00:01:39:24 [Sevasti Wong]

How do you want people to think about co-creating cross boundaries and cross locations and time zones?

00:01:48:07 [Brian Elliott]

How do I share transparently to build trust so that people feel like they can succeed inside my organisation?

00:01:55:04 [Sevasti Wong]

How do you incentivise behaviours like experimentation and smart risk taking?



00:02:02:00 [Brian Elliott]

The right platform can help amplify the culture that you want to have. It enables you the flexibility to bring people together around the globe, both your employees and importantly your customers and partners. We're seeing companies across a wide range of industries adopt these new practises.

00:02:17:15 [Sevasti Wong]

Communication service providers are a brilliant example of where a digital first strategy is already paying off, allowing them to bring new products and services to market faster in an agile way.

00:02:34:16 [Brian Elliott]

Customer service teams that are working directly with their customers resolving issues 31% faster and reinventing core employee experience elements like new employee onboarding that's now happening 24% faster.

00:02:48:00 [Sevasti Wong]

If organisations can embrace a digital first strategy, they can unlock the value of their people and the broader ecosystem.

00:02:57:11 [Brian Elliott]

What's exciting is that we're seeing the future work already coming to life. Leaders are moving forward and adopting this new digital first approach.

00:03:04:10 [Sevasti Wong]

We can design work that people love and thrive in a never normal world.

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