

TOP500 STUDY 2022

VIDEO TEASER

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VIDEO TRANSCRIPT

Intro:

How do companies operate successfully and achieve growth even in difficult times - Specifically post-covid.

Setting 1 - Scene 1:

As an import- and export-oriented country, Switzerland automatically is impacted by foreign market impacts. Nevertheless, some companies not only managed to weather the storm, but did so very successfully. Seizing opportunities in last year's economic climate and turning them into competitive advantages.

Setting 1 - Scene 2 incl. B-Roll:

In our Top500 study, we identified how Swiss growth champions leverage ecosystems. An ecosystem we define as a network of cross-industry players who design, create and build market-creating customer experiences. A strategy, that we are very familiar with at Accenture - for ourselves and also in the work with our clients.

Setting 2 - Scene 3:

Our study explores the key criteria for well-functioning ecosystem partnerships, the challenges and benefits they bring, and how Swiss leaders are embracing the model to create sustainable success. As a small teaser, let me elaborate on one of our findings:

Winners use ecosystem partnerships 3 times more than their peers, generating 12 to 16 times the economic profit. Quite remarkable, isn't it?

Outro:

I invite you to discover more insights and trends in our new Top500 study, aptly titled «Venture Beyond». Please, have a read!