Six signals stand out as essential to the future success of organizations.

01. Learning From the Future

- The number of job listings seeking workers with predictive skills has grown twice as fast as overall job posts.
- 77% of C-suite respondents to our survey have increased their use of internal and external real-time data over the last 12 months.

02. Pushed to the Edge

- 88% of survey respondents said they have already decentralized decision-making or are planning to do so.
- 71% of survey respondents said that markets will become more segmented.

03. Sustainable Purpose

- Responding to the call for businesses to serve stakeholders broadly, organizations are building sustainability into the fabric of their operations—and making social responsibility sustainable.
- Companies with consistently high ratings for environmental, social and governance (ESG) performance outperform lower ESG performers in terms of total shareholder returns.

04. Supply Unbounded

- To meet growing customer needs for fast, flexible, cost-effective, and sustainable order fulfillment, companies are restructuring their supply chains and moving production to the point of demand.
- The additional trade growth that could be created in 2030 by technologies overcoming the physical limits of distance.

05. Real Virtualities

- As virtual environments enhance our physical worlds and redefine our sense of place, innovative organizations create new ways for people to work, consume and socialize.
- Growth in the share of published patents that mention augmented or virtual reality over the past five years.

06. The New Scientific Method

- As scientific disruption enables the creation of better, cheaper, and more sustainable products and services, leading companies will become scientific companies—and apply science to tackle the world’s fundamental challenges.
- The additional economic growth that could be realized through accelerated testing and development in R&D by 2030.

Sources

- Survey data is based on responses from 2,650 C-suite executives from 18 countries and 20 industries, collected in March-April 2021.
- Job listings seeking workers with predictive skills is based on analysis of data from Burning Glass.
- Relationship between ESG performance and total shareholder returns is based on analysis of Arabesque S-RAY® and S&P Capital IQ data.
- Estimates of impact of new technologies on trade growth, and economic impact of accelerated testing and development in R&D are based on economic modelling conducted in partnership with Frontier Economics.
- Growth in patents mentioning AR or VR is based on analysis of the Google Patents database.

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