



# MODERN CEO PRIORITIES: EMPATHY, TRANSPARENCY AND TRUST

## VIDEO TRANSCRIPT

[Text on screen] Accenture AWS Business Group. AABG Week. Faster gets you further. Keynote.

**Christie Smith** [00:00:09] We did some research that looked at talking to 600 CEOs, and post pandemic, and asked them what has changed the most and what they're focused on today. They came back with three areas. One was empathy; that they have to demonstrate empathy on a much more personal, authentic level than they ever have before. Transparency was the second one, is making sure that they are talking to their employees, their customers, their ecosystem partners, exactly about what they're doing in their business. And not just all the tailwinds, but the headwinds as well. And trust was the last one. You know, we talk about earning trust as something like I remember when I was in college, I bet you had this experience to where you had a professor who said, all right, you have an 'A'. Now, just do all the work and earn it. You know, that is certainly a truism in our work with certainly our clients. We have to earn their trust. But sometimes working in this remote environment, as we've

been in, deciding to trust has been extremely important in that we can't build relationships like we used to. Pandemic has absolutely eliminated that. So really kind of opening ourselves up for that vulnerability of deciding to trust first so that we can engage in a deeper relationship in the virtual world has been really something important to us.

[Text on screen] Faster gets you further. Accenture AWS Business Group.

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