



ACCENTURE LIFE TRENDS 2023

VIDEO TRANSCRIPT

[00:00:03]

/Control and power

[00:00:04]

/Waves of crisis, one after the other, have come in to change people's day-to-day lives

[00:00:11]

/People have found belonging through interest groups on digital channels

[00:00:17]

/Hard-to-measure, intangible benefits of office life

//Have gone missing

[00:00:24]

/AI has become a co-pilot
Available to everyone as part of their creative process

[00:00:32]

/Status quo of how personal data is used
///--data lost to cookie restrictions--###
///--digital identity crisis--##
Long overdue change

[00:00:38]

A series of AI prompts appear on screen

[00:00:44]

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