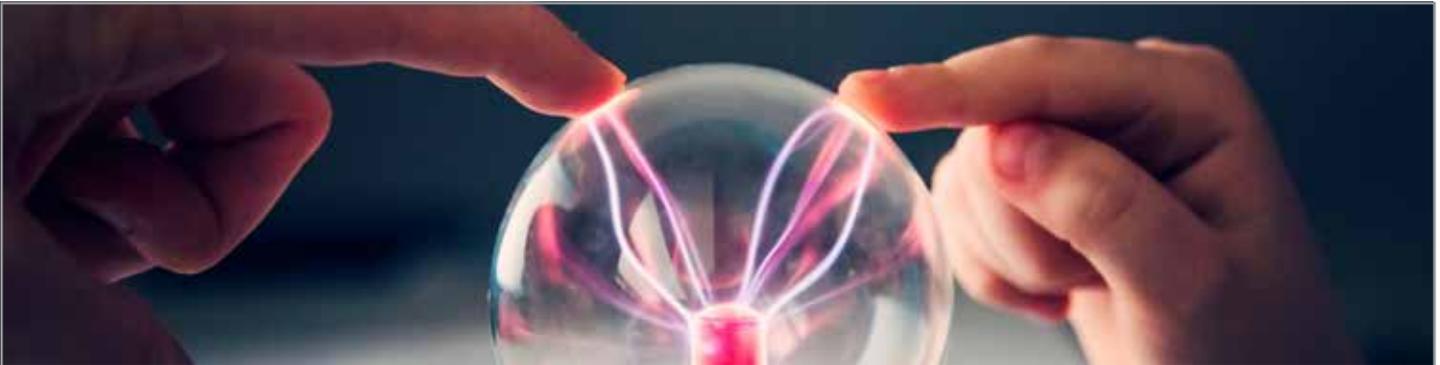




Building a better  
working world

# Americas tax innovation: Internal briefing document

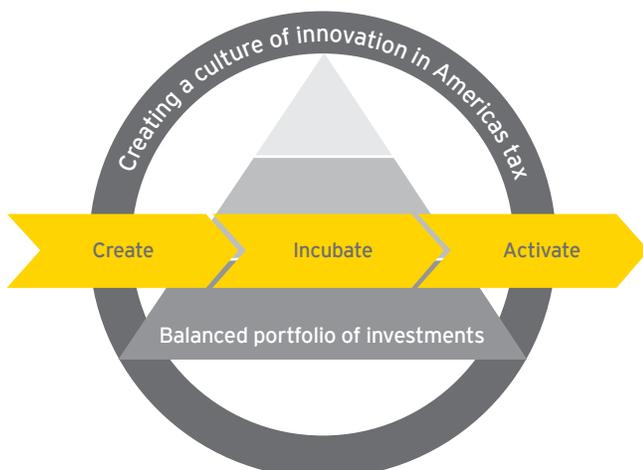


## Why

- ▶ Americas Tax is investing in an innovation movement within our practice to discover and take to market new ideas.
- ▶ To compete in today's marketplace, we must be the most forward-thinking, dynamic, and insightful Tax practice. Being innovative is no longer optional; it has to be a key component of our strategy.
- ▶ Just as EY is known for being the best place to work and for serving leading entrepreneurs, our goal is to encourage fresh, innovative thinking, so we can become known as **the firm with the best ideas**.
- ▶ To deliver on our promise of building a better working world, we need fresh, innovative thinking to be **the tax practice with the best ideas**.

## How

- ▶ This is a culture change and we understand this won't happen overnight. Now is the time to encourage people to think differently, with the goal of stimulating **a culture of innovation** throughout Americas Tax.
- ▶ Our Americas Tax Innovation movement will include a core team of Tax leaders from across the practice, providing a home for people to take their new ideas. The team will drive activities in three areas:
  - Create.** Our idea discovery phase, including events and programs to encourage innovative thinking and discover new tax services; e.g., focus groups, client interviews, crowdsourcing activities, working with Think Tanks, sector teams and analyzing business trends.
  - Incubate.** Once new ideas are discovered, then we'll vet and prioritize those ideas with the most promise.
  - Activate.** This is when we build out the ideas with the highest potential, pilot with clients, and, ultimately, take them to market.
- ▶ There are numerous ways all people can play a meaningful role in the Innovation movement, from substantial involvement, to part-time assistance, participation in single day opportunities, or virtual participation in one-off events.
- ▶ Most importantly, **think differently!** We welcome your ideas, and look forward to seeing the great stuff you come up with.



### How to learn more:

- ▶ Email [tax.innovation@ey.com](mailto:tax.innovation@ey.com)
- ▶ Join the Americas Tax Innovation Yammer group
- ▶ Visit our dedicated CHS (search for "Americas Tax Innovation" from the EY homepage)

## About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. For more information about our organization, please visit [ey.com](http://ey.com).

© 2014 Ernst & Young LLP.  
All Rights Reserved.

1407-1292739

ED None

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax, or other professional advice. Please refer to your advisors for specific advice.