



Jordan Sim is an Analyst with Consulting Technology, within Deloitte's Online practice in our Sydney office. Here he offers some insight into what innovation means to him.

What does innovation mean to you?

Innovation is part of our DNA at Deloitte. Innovation allows us to legitimately act and think like we were as kids but within a corporate environment. It allows you to 'shake off the suit' and be creative, inquisitive and challenging – all the characteristics that we had as kids but seem to gradually lose with age.

How do you display innovation in your work?

I don't actively seek to display innovation in my work. What I do though, is observe and attempt to innovate my thinking style. This allows me to identify alternate opportunities and offer new solutions.

Why is Innovation important in the workplace?

Within the context of business, I think innovation is important as it shows that the business is not sitting in one place. It is a change of state, which can be either positive or negative. Either way it demonstrates the business has been active/pro-active and more than likely, lessons are learnt.

What does Deloitte have in place to develop and promote innovation in the workplace?

Deloitte has multiple initiatives to promote innovation in the workplace. There's the Innovation Academy, where employees can submit and rate ideas. There are also Innovation Cafes which bring individuals from different service lines together to generate new ideas and solutions for our clients.

Although these initiatives exist, the most important thing that Deloitte has is a senior leadership team which acknowledges the value of innovation and strongly encourages it within the workplace. Without this belief and support, innovation would not be where it is today.

Deloitte defines innovation as “fresh ideas that create value. It's about coming up with solutions to problems that are timely, relevant and valuable. It's also about more than the idea – it's about making the idea a commercial reality.”

What's one of the most innovative projects/ assignments that you have been involved in?

One of the most memorable innovative projects I was involved in was the Flight Centre Innovation Initiative. Innovation cafes were run nation wide and we were able to directly engage with the Chief Financial Officer (CFO) of Flight Centre, Andrew Flannery over a private Yammer Innovation group.

Why did you choose Consulting as a service line?

I wanted to work on multiple clients in multiple industries within the web/online space. Deloitte's Online Practice addressed this need.

What do you like most about working in the Sydney Office?

I love the people that I work with. I've worked in different offices around the country and even with some of my international colleagues. Hands down, my experience with all of these Deloitteians has been great. However, my career started as a summer vacationer within the Sydney Office, and I've 'grown up' with the Online team.

Get to know Jordan a bit better...

What is on your must-do list?

The list is epically long, but the top item right now is learning the subtle intricacies of Malaysian cooking.

If you could go anywhere in the world, where would you go?

A small village town just off Granada, Spain.

If you could invite four famous people over for dinner who would you choose?

Dwayne Wade, Wayne Cordeiro, Heidi Klum, Tetsuya Wakuda.

What would you choose as your last meal?

Some fresh sashimi and a good quality Sencha green tea.

Who do you admire and why?

Tetsuya Wakuda. For a man who came from nothing but has achieved some of the most acclaimed awards in his industry, Tetsuya Wakuda remains a humble, hard-working man. Humility is such a rare quality these days and it's a core value of mine.