accenture

High performance. Delivered.

Cultivating a culture of Collaboration and Knowledge Sharing

Instilling the value of One Global Network

Steve Kaukonen - Accenture

Copyright © 2010 Accenture All Rights Reserved. Accenture, its logo, and High Performance Delivered are trademarks of Accenture.

Indicators of Strong Culture

Awareness & Understanding of the value of their contributions; the expectations; and how to apply

People feel recognized and rewarded

Incorporated into formal processes

Leadership engaged

Copyright © 2010 Accenture All Rights Reserved.

Approach to instill and cultivate a strong culture of knowledge sharing and collaboration

accenture

- Develop and execute a robust marketing & communications plan, leveraging the company's core value of 'One Global Network'
- Implement a reward & recognition program
- Integrate throughout the employee lifecycle within formal processes, including recruiting, new joiner programs, learning & performance management
- Become 'missionaries' of collaboration and knowledge sharing to leadership

Copyright © 2010 Accenture All Rights Reserved.

Our Map for Today

Copyright © 2010 Accenture All Rights Reserved.

Theme centered around the core value of One Global Network

- The area of collaboration and knowledge sharing touch on multiple core values
  - Client Value Creation
  - Stewardship
  - Best People
- But the one that brings it all together is ‘One Global Network’
  - Leveraging the power of global insight, relationships, collaboration and learning to deliver exceptional service to clients wherever they do business.
- Developed a Key Messaging platform
  - Based on common messaging

Copyright © 2010 Accenture All Rights Reserved.

Focused on 3 key messages

Individual

Begins with You

Accenture

Staying Relevant and Responsive to Our Clients' Strategic Agenda

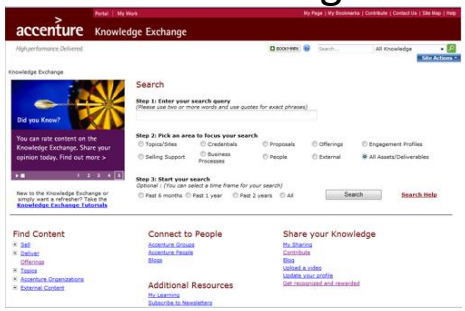
Clients

Bringing our Clients the Best of Accenture Every Day

Copyright © 2010 Accenture All Rights Reserved.

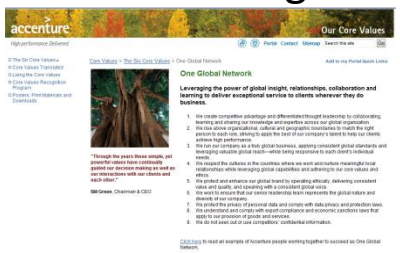
Marketing and Communications

KX Front Page

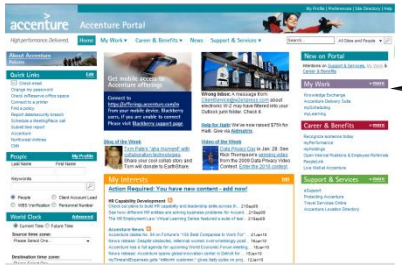


Foam Board Campaign

One Global Network 'Enablement' Page - KX



Portal Highlights



- Multi-faceted, Multi-layered approach
- Consistent Message

Community Meetings

Communication Kits

Media Exchange

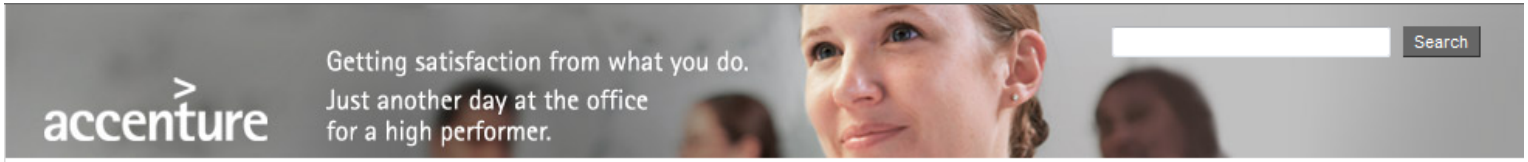
'My Story'

Integration with Employee Lifecycle

- **Recruiting Process**
  - Key Messages/Key Behaviors
  - Accenture Careers site
- **New Hire Orientation**
- **Integration with key milestone schools**
  - Exercises built in to leverage collaboration & knowledge sharing resources
  - Courses developed to encourage natural collaboration
- **On Demand Tutorial Materials**
- **Performance Management**
  - Objective Setting
  - Feedback/Input

Copyright © 2010 Accenture All Rights Reserved.

accenture Recruiting Example



High performance. Delivered.

Home | About Accenture | Working Here | Career Development | Meet Our People | Locations | Search Jobs | Contact Us

Global Careers ▸ Working Here ▸ Teamwork and collaboration

Your selections: Where would you like to work? Anywhere | What would you like to do? Anything ▸ Go

Teamwork and collaboration

At Accenture, you can work with people from a wide range of cultural, educational and geographic backgrounds—people who are able to challenge conventional thought, offer unique perspectives and generate innovative ideas. You can enjoy sharing information and exchanging knowledge with these people. Together, you can experience the satisfaction of finding innovative ways to enable clients to reach their goals and achieve high performance.

Whether your team works at the individual client, country or global level, you will find colleagues who share your ambitions and achievements. Very often, your workmates turn into lifelong friends.

Accenture's Knowledge Exchange and communities will help you engage in knowledge sharing. The Knowledge Exchange will be especially helpful for you to:

- Get answers to selling and delivery questions from experienced peers and colleagues.
- Keep up to date on a given topic of interest by subscribing to alerts of new content.
- Share ideas by blogging about a topic and get feedback from others.
- Use wikis to contribute knowledge to a community of practice and develop ideas as a group.

Search for jobs at Accenture

Open Positions

▸ ANSS - Storage Engineer (Jr) - Ashburn, Va
Full-time
VA - Reston

▸ ANSS - Storage Engineer - Ashburn, Va
Full-time
VA - Reston

▸ Data Center Hardware Technician - Sterling, VA
Full-time
VA - Reston

▸ View all (2472)

Related Links

▸ Read our latest Careers News

▸ Try our interactive tool to learn more about careers at Accenture.

▸ See Accenture people at work and play

▸ Glossary of Terms

Copyright © 2010 Accenture All Rights Reserved.

accenture

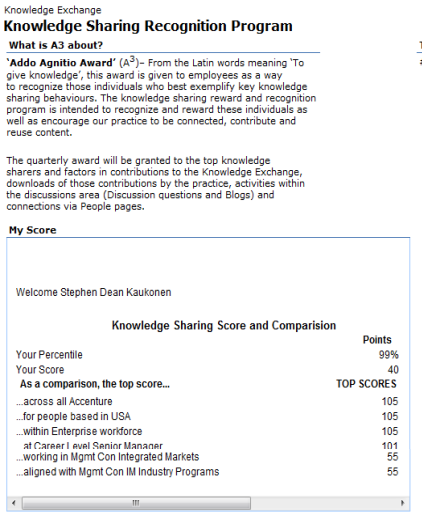
New Hire Orientation Example

- Orientation – Presentation that covers the basics principles behind collaborating and sharing knowledge
- Postcard Series – Collaboration Corner
  - Opt-in 5 postcard series dedicated to collaboration & knowledge sharing
- New Joiner Site/Group
- New Joiner call series – monthly calls
- Project Manager Toolkit
- 'Red Carpet' curriculum

Copyright © 2010 Accenture All Rights Reserved.

Recognition & Reward

- Addo Agnitio Award - Recognize individuals who best exemplify key knowledge sharing behaviors.
- Quarterly award granted to the top knowledge sharers and factors in how well someone is:
  - Connecting to People and Content
  - Contributing
  - Collaborating
- Recognized with:
  - Celebrating Performance e-card and 100 points
  - Note from Senior Executive who oversees Knowledge Management, as well as Executives within the recipients area
  - Recognized in group specific communications
  - Special 'flair' on their People Profile
  - Recognized with feedback in their annual review documentation



Knowledge Exchange

Knowledge Sharing Recognition Program

What is A3 about?

'Addo Agnitio Award' (A^3)– From the Latin words meaning 'To give knowledge', this award is given to employees as a way to recognize those individuals who best exemplify key knowledge sharing behaviours. The knowledge sharing reward and recognition program is intended to recognize and reward these individuals as well as encourage our practice to be connected, contribute and reuse content.

The quarterly award will be granted to the top knowledge sharers and factors in contributions to the Knowledge Exchange, downloads of those contributions by the practice, activities within the discussions area (Discussion questions and Blogs) and connections via People pages.

My Score

Welcome Stephen Dean Kaukonen

Knowledge Sharing Score and Comparision

	Points
Your Percentile	99%
Your Score	40
As a comparison, the top score...	**TOP SCORES**
...across all Accenture	105
...for people based in USA	105
...within Enterprise workforce	105
...at Career Level Senior Manager	101
...working in Mgmt Con Integrated Markets	55
...aligned with Mgmt Con IM Industry Programs	55

Want to increase your score?

If you want to increase your scores, collaborate and share knowledge in one of the following applications:

Discussions, Blogs and Wikis - share knowledge or post questions in the Discussions site with colleagues from all over the world;

Accenture People - complete your profile, including bio, picture and your expertise in Accenture People, so that other colleagues can contact you;

Contributions in the KX - contribute content to the KX to share your project experiences with others;

Search in the KX - search for content in the KX to reuse.

Did you know...?

... the A3 program has recognized 193 individuals and rewarded over 15,000 Celebrating Performance points over the past two years?

... there were 3,448 new contributions uploaded to the Knowledge Exchange in Q1?

... there were 4,574 questions posted to discussion boards and 5,967 responses in Q1?

... there were 48,863 invidividuals with pictures on their people profile page and 27,091 with completed bios in Q1?

Top 20 Global

#	NAME	CAREER LEVEL	COUNTRY	Scores
1	Morley, John	Consultant	United Kingdom	85
2	Anderson, Gregory L.	Senior Manager	USA	80
2	Gartside, David	Senior Executive	United Kingdom	80
2	Jaeger, Erik P.	Manager	USA	80
5	Czyrka, Karol M.	Senior Manager	USA	76
6	Carroll, Chad	Consultant	USA	75
7	Clarke, Ben	Senior Manager	United Kingdom	73
7	Kobe, Mark G.	Manager	USA	73
9	Borre, John F.	Senior Manager	USA	70
9	D'Hondt, Wim	Manager	Canada	70
9	Fou, Wei Man	Senior Executive	USA	70
9	Hoglund, Thomas W.	Senior Executive	USA	70
9	Koops, Dirk-Jan	Senior Executive	Netherlands	70
9	Krull, Joseph	Senior Manager	USA	70
9	Newman, Timothy	Senior Executive	United Kingdom	70
9	Reich, Aaron S.	Manager	USA	70
9	Reznik, Gene	Senior Executive	USA	70
9	Scullin, Patrick	Senior Executive	USA	70
9	Solomon, Araya	Senior Manager	Canada	70
9	Timmermans, Kris	Senior Executive	Belgium	70
22	Vaidhyanathan, Venkatraman	Manager	India	68
23	Khanna, Tara	Senior Manager	USA	67
24	Blanchard, Stacy	Senior Executive	USA	65
24	Callet, Serge	Senior Executive	France	65
24	Costonis, Michael	Senior Executive	USA	65
24	DeGovanni, Gina C.	Senior Manager	USA	65
24	Heynderickx, Nathalie	Manager	Australia	65
24	Hough, Jason C.	Manager	USA	65
24	Krieg, Edwin	Manager	USA	65
24	Krieg, Kari L.	Manager	USA	65
24	Morrison, Nan	Senior Executive	USA	65
24	Pierce, David Joseph	Senior Executive	USA	65
24	Sotkiewicz, Marc A.	Senior Executive	USA	65
24	Tener, Amy Erikson	Senior Executive	USA	65
24	Tobolski, Joseph F.	Senior Executive	USA	65
24	Van der Ouderaa, Edwin	Senior Executive	Belgium	65

Copyright © 2010 Accenture All Rights Reserved.

accenture

'Missionaries' of collaboration and knowledge sharing to leadership

- Communicate Success
  - Develop Collaboration and Knowledge Sharing success stories to communicate impact to leadership
- Make it personal
  - Communicate level of collaboration/knowledge sharing involvement related to specific groups
- Motivate to act

Copyright © 2010 Accenture All Rights Reserved.

Key Learning's

- Consistent Messages/Build off Corporate messaging
- Multi-Faceted
- Delivery at Point-of-need
- Network Internally
- Look for win-win
- Pilot then scale quickly

Copyright © 2010 Accenture All Rights Reserved.

accenture

Questions

Copyright © 2010 Accenture All Rights Reserved.