Cultivating a culture of Collaboration and Knowledge Sharing

Instilling the value of One Global Network

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

- 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
Our Map for Today

Awareness & Understanding

Recognition

Formal processes

Leadership
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
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
Marketing and Communications

KX Front Page

Foam Board Campaign

One Global Network
‘Enablement’ Page - KX

Portal Highlights

Communication Kits

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

Media Exchange

Community Meetings

‘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
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.
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
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
‘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
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
Questions