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## Partnerships with PURPOSE

Focus on Oxfam International

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## Focus on Oxfam International

### LUCY BUZZONI: (on-camera)

The client I was working with was Oxfam and their main mission is to reduce world poverty. Oxfam's main challenge was that they have a confederation structure. They had a five year strategic plan they wanted to achieve but they didn't know how this would work with some of their small and medium affiliates. They brought in Accenture Development Partnerships to help them figure out what was that business model, business strategy and business plan to deliver this.

What we did first of all was create a standardized template and model for what the business strategy and business plan should look like and circulated that across all the affiliates. We then realized we need to take a more tailored approach as we went to build these plans. So we work with each affiliate to understand what were their main challenges, and what areas did they want to explore in more depth with us. Through this, we managed to visit each affiliate site and then take them through the key areas they were struggling with across the component parts of the business plan.

We were dealing with 10 different affiliates across 9 different countries so there was a huge amount of cultural and linguistic differences. I had to learn how to approach different cultures, how to understand the best way to get results from different cultures and different ways of working.

In terms of results, we achieved two main things. The first was the plans themselves. We worked with these 10 affiliates and helped them to deliver 10 really robust plans that they're really happy with and that they're bringing to life today. The second major thing we achieved was being able to roll these plans up to a level of insight. With the data from 10 different affiliates, we could analyze these plans and put forward a point of view to Oxfam International. We put forward a point of view which showed where there synergies, where there were conflicts, where there were risks and some of the major considerations that the wider confederation might want to take forward.

I definitely feel like I have some great new skills that I can bring back to the commercial practice now, not only in terms of how to create and entire business model and a holistic strategy (which is quite an exciting proposition for any organization third sector or commercial) but also the ability to influence and frame problems in different ways to the executive members of your organization.

In talking to people about getting involved with the Accenture Development Partnerships, make sure that you're excited by the mission of the charity you want to work for. That makes a massive difference when you're putting in the hard hours and you're trying to work with them on their business problem.

On a personal level, this truly was a once-in-a-lifetime experience for me.

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