

A large, solid blue chevron graphic pointing to the right, serving as a background for the text.

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# Introduction to Accenture Strategy

Video Transcript

Julie: Functional  
Strategy Senior  
Manager.

Carys: Technology  
Strategy Senior  
Manager.

*Carys:* I'm Carys and part of our Accenture Technology Strategy practice. I joined Accenture about 10 years ago, having studied economics at university.

*Julie:* My name is Julie Graham, I am part of our Functional Strategy practice in Operations and I also joined Accenture about 10 years ago at the Vancouver BC practice.

### **Why did you join Accenture?**

*Carys:* The reasons why I joined Accenture? Accenture was for me a really, really well respected firm, global firm, it was going to provide me with a really solid foundation to enter the business world, opportunities for travel, it really, really excited me as a company.

*Julie:* Similar reasons why I joined Accenture. I was really interested working with a lot of the top businesses, so Accenture is known worldwide for having the opportunity to work with different clients, fast-paced environment. And also the opportunity just to experience new things and work with different clients across the world.

### **What is Functional Strategy?**

*Julie:* Functional Strategy is actually broken into a number of subdivisions, so within it there is operational strategy, there's also our talent and organisational performance strategy, and then there's the enterprise value operations. So I personally work in the functional strategy with a twist on operations which is supply chain and within that really focussing on our client supply chain and logistics. So looking at anything from an end-to-end business practice in terms of it could be a development-related opportunity, it could be a pricing-related opportunity, but really focussing on their supply chain operations.

### **What is Technology Strategy?**

*Carys:* Technology Strategy is also broken down into two areas – our enterprise architecture and applications strategy group and our IT Strategy group which is where I sit. Within Technology Strategy we're primarily focussed on working with the CIO looking at technology organisations and where they're going in the future, so a lot of IT visioning, a lot of strategy for the next 3 to 5 years, actually looking at how organisations want to use technology to help them achieve their business objectives in the future.

### **Describe your ideal entry level candidate**

*Julie:* An ideal candidate, apart from being a strategic thinker, I really want someone that has sharp analytical skills. They're easy to adapt to changing situations, they're quite focussed and willing to get their hands into any and every situation they're thrown into.

*Carys:* Yeah, I would fully agree. For me one of the obvious things that I look for in my Analysts is an interest and appreciation for technology and how it's impacting organisations in today's world. I want my Analysts to be proactive and a key one is around their ability to communicate and build relationships, seeing as we are often working with C-Suite.

### **Tell us about your current role**

*Carys:* At my current project I'm working with a global insurance broker and we're actually doing their technology vision for the next 3 to 5 years. So that has involved really getting under the skin as to what their current challenges are, where they're going in the future, what their business objectives are. So they're looking at cost reduction, they're looking at mergers and acquisitions – so we've really had to take a view as to where they're headed as to where the industry is going as well, so what are the key technology trends that they need to be aware of, to help them understand where they should be going with regards to their technology in the future.

*Julie:* I'm currently working with one of the largest consumer goods and services clients in the world. I'm currently working on a strategic cost reduction programme and it's focussing on looking at their budgeting process and trying to help take costs out of the business, so a lot of our interaction is actually with the CFO and the financial team, looking through each of the cost elements and some of the analysts in our team are helping to support in those roles by going through the key financials, pulling out interesting facts into bits in terms of what everything in terms of the actual expenses and trying to compile a vision for the future in terms of what are the costs that the business want to be responsible for and what are the areas and opportunities they can take out going forward.

## **How do you continue to grow and develop your specialism?**

*Carys:* So in terms of extra-curricular activities I'm involved in, I actually lead our Strategy group with the Analyst Consulting Group. So, as part of that role I oversee a number of Analysts who are strategy aligned. We look at coordinating events for them, looking at strategy specific training that they can get involved in, and just really helping them to have access to the people and resources that are going to help them in their role as analysts but then also beyond in their careers at Accenture.

*Julie:* So in addition to supporting Carys on the strategies of community, I also am a member of the women's diversity network, so looking at leadership of women within business – so whether it's participating in forums or attending events or looking at opportunities within the community including volunteering, I also participate in that.

## **Why choose Accenture?**

*Carys:* I would choose Accenture for a career in strategy because within Accenture Strategy we have business strategy, functional strategy and technology strategy, and for me that's a really really powerful combination of people, skills that is a real differentiator for our front lines.

*Julie:* And I think if you just look at the networking exposure of the individuals as well as the company's and who you have the opportunities to work with it's a no-brainer in terms of where you're going it's just the opportunity to open the gate to the rest of your future.

## **Thanks for watching**

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