



High performance. Delivered.

Are You the Weakest Link? Strengthening Your Talent Supply Chain

Do recent college grads see big career opportunities with big companies?

This savvy group is practical, job-ready and looking for work. In fact, 72% of them have already completed an internship, apprenticeship or co-op. And 82% considered job availability before selecting a major.

However, only 15% say they want to work for a large company.

So what can large employers do to attract the best and the brightest?

1. **Get small.** Offer challenging work and a culture of growth and advancement.
2. **Get digital.** Increase investment in digital and social channels to appeal to this networked generation.
3. **Engage earlier.** If you don't have an internship program, it's time to start one.
4. **Show your social consciousness.** Highlight your company's environmental and social activities.
5. **And differentiate on talent development.** Provide ongoing learning for new workers hungry for experience.

Learn more about how to compete for today's top talent with our full report:

[Are You the Weakest Link? Strengthening Your Talent Supply Chain.](#)

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 323,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

About Accenture Strategy

Accenture Strategy operates at the intersection of business and technology. We bring together our capabilities in business, technology, operations and function strategy to help our clients envision and execute industry-specific strategies that support enterprise wide transformation. Our focus on issues related to digital disruption, competitiveness, global operating models, talent and leadership help drive both efficiencies and growth. For more information, follow [@AccentureStrat](https://twitter.com/AccentureStrat) or visit www.accenture.com/strategy.