

# Case Study Executive Summary

Accenture  
Solutions  
Delivery  
Academy

In collaboration with



PROFESSIONAL  
EDUCATION



## *Accenture's Big Idea: Team with a University to Re-engineer Learning*

### Challenge

- The need for global technology teams to provide scalable, consistent service
- To reinforce position of Accenture's career development offerings as a key differentiator in attracting and retaining IT talent

### Solution

- Team with MIT's Professional Education organization to design, launch, and maintain a global employee certification program for Accenture's IT workforce
- Create the *Accenture Solutions Delivery Academy* to deliver the programs and courses that would lead to certification

### Results

- More than 20,000 Accenture employees in 50+ countries taking part in one of the four certification programs
- Strong positive correlation between program participation and increases in employee engagement, retention, and performance

High quality training, delivered at the right time to the right audience, is a critical success factor for Accenture's global IT business. When it became clear, therefore, that Accenture's training initiatives could be providing a more significant competitive advantage, workforce leadership challenged senior executives to rethink how to best leverage Accenture's global reach, industry reputation, and internal capabilities to reinforce the company's position in the talent market.

Paul Richardson and Eric Buhrfeind, both Accenture Senior Executives, came up with an innovative program that was called at first, simply, "The Big Idea."

The Big Idea was easy, conceptually. Accenture would team with a respected, global university to create a learning experience that would bring more structure and greater visibility to the unique career development opportunities Accenture provides for its employees at the first three career levels of the IT workforce. This new experience, which would include an internal certification program, would add to Accenture's employee value proposition for potential new hires, while also demonstrating to existing employees that their development is a priority for the company.

Accenture's collaboration with Massachusetts Institute of Technology Professional Education (MIT PE), part of the School of Engineering, has been a success. Together these two organizations created not just the Accenture Solutions Delivery Academy, but also a whole new way for business and academia to collaborate that is a win-win for all involved.



Cutting-Edge  
RESEARCH

- Best practice profiles
- ROI impact briefs
- Quantitative analysis connecting decisions to outcome
- Video guides from leading companies on "how to"

Implementation Support  
TOOLS

- Diagnostics and decision support
- Best-in-class functional benchmarking
- Portfolio optimization
- Budget and spend
- Vendor selection

True Peer  
INTERACTION

Peer-only webinars  
Benchmarking site visits  
Cross-membership executive forums  
Annual awards

2009 Networking Opportunities

Q1: Webinars

- Do you know your Learning Brand?
- What are Top Performers doing?
- Innovative Leadership Development – Mars

Q2: Webinars

- Learning Governance – Textron
- What does Learning/Web 2.0 mean?
- Learning Brand cohort – What did we learn?

**Corporate University Xchange** is a private membership of senior learning and talent executives, founded in 1997. We believe that the most valuable advice for senior executives comes from peers who have wrestled with and successfully overcome similar challenges, and we make this exchange of information happen through our research, events and peer-to-peer networking.

Resources available to CorpU members include:

- The Learning and Innovation Excellence benchmarking study which measures how well learning and talent functions meet the needs of their companies
- CorpU's Learning Brand, a holistic voice-of-the-customer survey for the learning function
- Case Studies of the work done by leading edge practitioners
- Tools that support the learning decision-making process

For more information about joining CorpU, see our website, [www.corpu.com](http://www.corpu.com).