

ACCENTURE PUTS DESIGN AT HEART OF CONSULTING

**I W W I W W I W I
(I WANT WHAT I WANT WHEN I WANT IT)**



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The Accenture Team: Ms Marina Laube, Mr Andreas Volz and Mr Zohaib Burney. Photo: AH

© To achieve excellent solutions “You always start with the person,” said Accenture's Digital Manager Marina Laube. Working together closely ensures the best possible outcome for all involved parties. To satisfy today's society attitude to digitalisation, the IWWIWWI (I want what I want when I want it), it is crucial to go through different steps to do so.

The aim of Accenture is to turn dreams into reality and to put design at the heart. For these reasons, they pursue the ‘Design Thinking Methodology’.

Design Thinking is a way of problem seeking and problem solving that allows us solve complex challenges. To do so, they follow five steps: Discover, Describe, Ideate Prototype (Ideate & Prototype), Test and Implement.

“Achieving more together” is the slogan of Accenture for its workforce. This also relates to their core consulting business for companies seeking digital solutions. Mr Andreas Volz, Senior Manager at Accenture, stressed “we are passionate about our clients, they are key to our business.”



Delegates order their thoughts in the “Design Thinking” approach. Photo: AH

Ms Laube enabled delegation members to actually experience what it means to steer one's thinking and to have a creative mind and took students and supervisors through an interactive exercise on Design Thinking. The result of the exercise was fascinating and for many delegates it was extremely inspiring how quickly so many different good ideas can be developed and how they approached to design their thoughts for the customer's needs.

Design Thinking is enhanced by moving away from a traditional approach and rather have a people-centric approach with experience, with collaborative and cross-functional teams, be iterative and agile. The approach should give the feeling of play instead of work.

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KEY LEARNINGS

LARS MALLIEN – INTERNATIONAL MANAGEMENT



Unique

Lars Mallien
Photo: AH

My personal highlight was the presentation by Mr. Jonathan Mansour of Schindler, who gave us an insight into how innovative solutions of corporations enhance efficiency or shape behaviour of their customers. It was not only an educational week but also significant for my further academic engagement in digital management. I'm eager to explore the companies on the on-site seminar in India.

TAMARA STRICKER – BUSINESS ADMINISTRATION



Inspired

Tamara Stricker
Photo: AH

I was highly impressed and fascinated by the enthusiasm and energy of Suki Dusanj. She gave us a personal insight into India's culture since she brought her own wedding dress and jewelry. Maybe we will be lucky and pop into a wedding in India. During this thrilling week, I got carried away with my thoughts and anticipation for the on-site trip.