



Accenture PPT Starter Pack

Contents

This slide starter pack has two main sections:

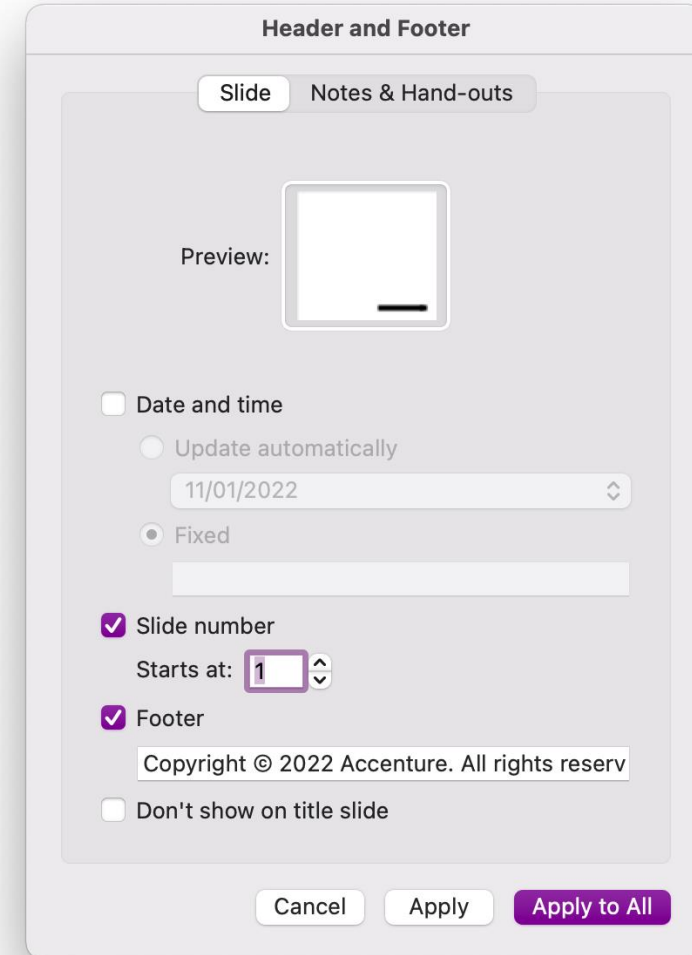
1. A new [Slide Kit](#) offers many different layout options that are available in the new PPT template master view. It also includes tips for creating an impactful presentation and provides an overview of the new colors, gradients, and fonts.
2. The extensive [Visuals Library](#), starting on page 63, contains a vast array of graphic tools to help illustrate your points and bring your presentations to life.



Working with footers

Copyright or other text

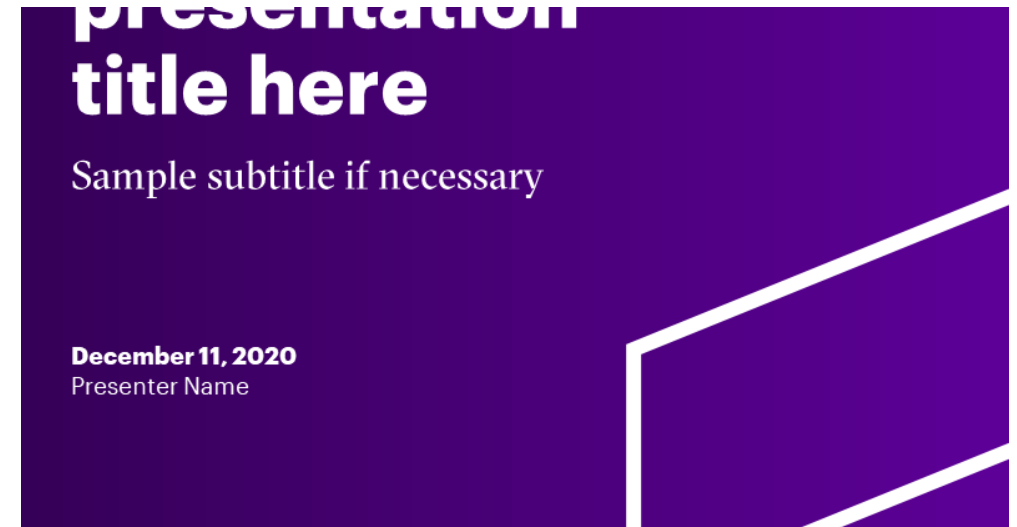
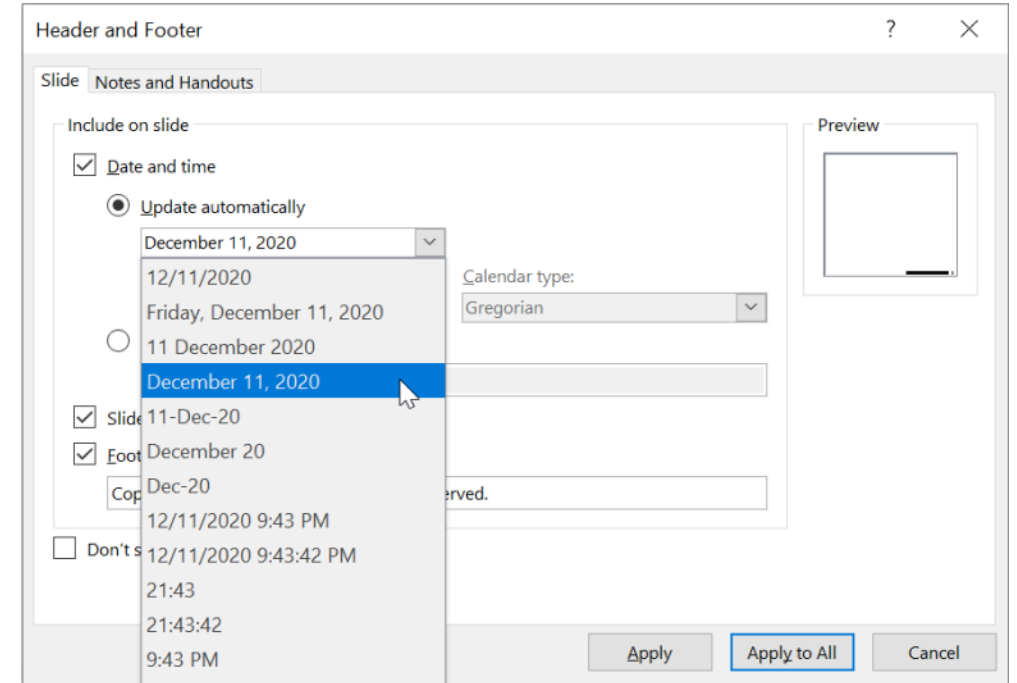
- From the Ribbon, click the Insert tab and click Header & Footer in the Text group
- In the dialog box (shown right), check the box next to “Footer,” if it isn’t already
- The default footer text reads “Copyright © 2025 Accenture. All rights reserved”
- Change the text or leave as the default
- Click ‘Apply’ to apply the footer only to the slide you’re currently working on; or click ‘Apply to All’ if you want it to appear on all your slides
- “Don’t show on title slide” can remain unchecked, the footer is not present on title slide masters



Working with footers

Presentation date on title masters

- From the Ribbon, click the Insert tab and click Header & Footer in the Text group
- In the dialog box check the box next to “Date and time” and select either an automatic or fixed date
- Automatic dates have a selection of formats available from the drop-down menu
- Note as shown, the date on title slides will reflect your date format selection or custom text input in the Header and Footer menu



Slide Kit

Getting started with this template

How are you using this PPT?

Live presentation vs. document

Avoid longform content on a Presentation deck; include headlines and key points, NOT your presentation script. Add extra information in the Notes section if needed.

Brand Guidelines and Asset Library

Our expansive asset library including fonts, photography, iconography and custom slides are available [on Accenture Brand Space](#).

See the [Brand FAQ](#) for more info.

Use of photography

Select background photographs from the approved photos in the image library. Choose photos based on relevance to the content being presented.

PPT tips

Guides and grids

Make use of Guides set within this template. View > checkmark 'Guides'.

Use indent

Use the indent buttons to increase or decrease text formatting levels.

Shortcut: Alt + Shift +
(Arrow Right to increase or Arrow Left to decrease).



How to make your story impactful

1.

Get to the point

Put benefits front and center with a minimum of distraction.

2.

Speak human

People are what matter most to us. Emotions are powerful things. Use them.

3.

Make it visual

Try to replace text with large images or numbers when possible. The majority of your slides' content (at least 60%) should be visual. Your audience can read.

4.

Kill your darlings

You may have a personal favorite that you spent hours refining. But if that slide doesn't advance the narrative or offer important new information, lose it.

5.

Don't bury the lede

It's a golden rule of journalism, and it holds true here, too.

6.

Be provocative

Don't be afraid to explore emotions and thoughts in the service of your idea.

7.

Use visual chapters

Doing the same thing page after page is a recipe for boredom. Mix it up. Give eyes and attention spans a break by sprinkling in bold thematic imagery.

8.

Be concise

Use 20 words or less. Ruthlessly edit yourself. Minimum text; maximum impact.

9.

Go easy on the eyes

Make your text 16-point or larger. Your audience (and their optometrists) will thank you. Text won't fit? Refer back to rule #8.



How to structure a great story

1.

The hook

Tell a personal story, make a startling assertion, or introduce a “what if” scenario that sparks imagination.

2.

Characters and context

Set the stage by introducing the people, places, things, and events that have led to this moment. Your audience is always the hero.

3.

A mission and destination

Paint a picture of what your audience wants to achieve and what they’re setting out to do.

4.

A “monster” or big challenge

Describe what’s in their way – what makes this journey difficult and what they will need to overcome to be successful.

5.

New “super powers”

Share the 3-4 capabilities or solutions that will help your audience defeat the monster and reach their destination.

6.

A climax or outcome

Reveal the ultimate outcome when the monster is defeated and the destination is reached.

7.

A new life with new action

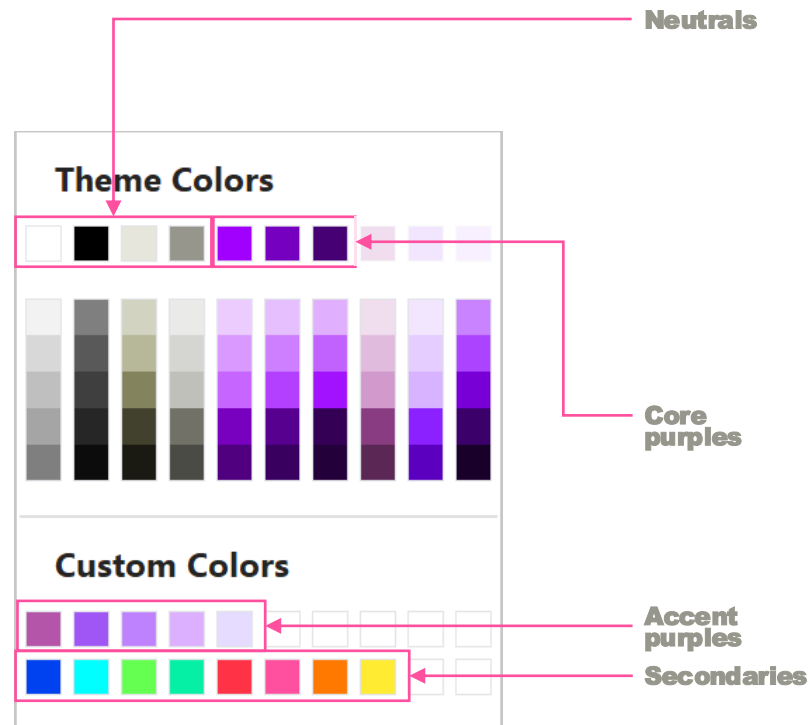
Tell your audience about the first step on their journey – the action you want them to take.



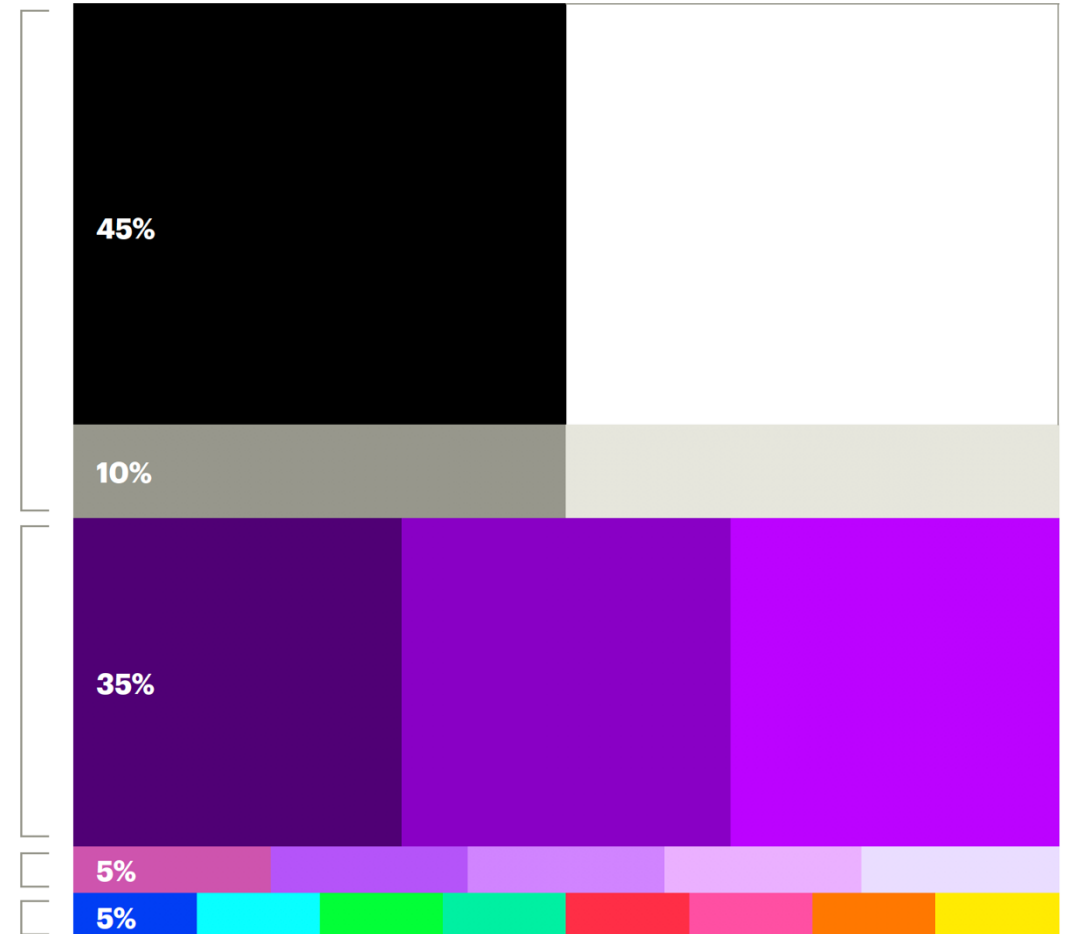
Colors and gradients

This template's color theme and custom colors palette include our neutrals, core purples, accent purples and secondary colors. Accent purples and secondary colors should be used with care, according to the proportions shown to the right.

For printing, choose slide layouts with white backgrounds.



Color relationship for everyday use



Fonts

**This is a headline
set in Arial Black
with Bold formatting**

This is a sub-headline
set in Palatino Linotype

This is your body copy text in Arial

This version of our template was created with **Arial** and **Palatino Linotype** system fonts for use when our core brand fonts, **Graphik** and **GT Sectra Fine** are not available, or when you can only use system fonts.

For optimum text accessibility on PowerPoint, we use Arial Regular.

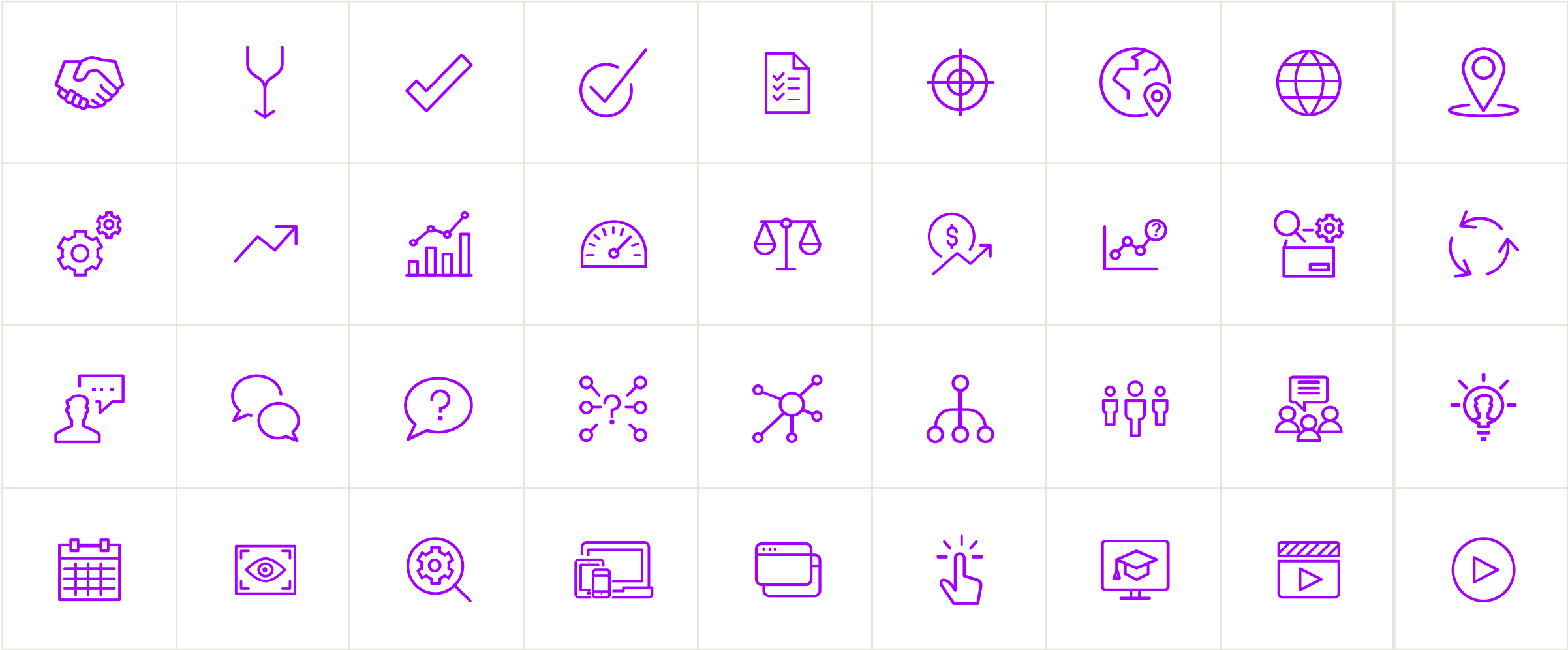
On some slide layouts (Covers and Dividers), we have added **Palatino Linotype** to add a bit of humanity and visual interest.

For the Arial templates, you can download and install **Graphik** and **GT Sectra Fine** fonts [here](#).



Iconography: Monoline

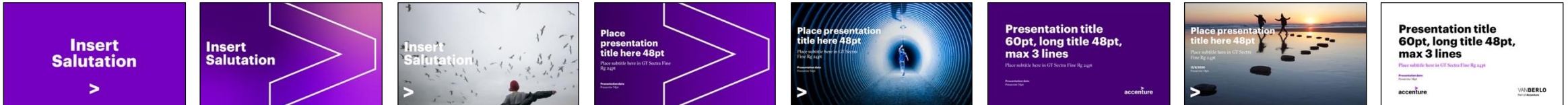
Our expansive asset library including fonts, photography, iconography and custom slides are available [on Accenture Brand Space](#). See the [Brand FAQ](#) for more information. Icon color can be changed using the Shape Fill menu.



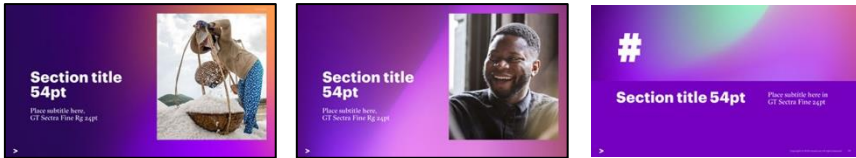
Slide Layouts

The following snapshots show some of the slide layouts included within this template. Access them through Home (Ribbon) > Slides > Layout or View (Ribbon) > Slide Master.

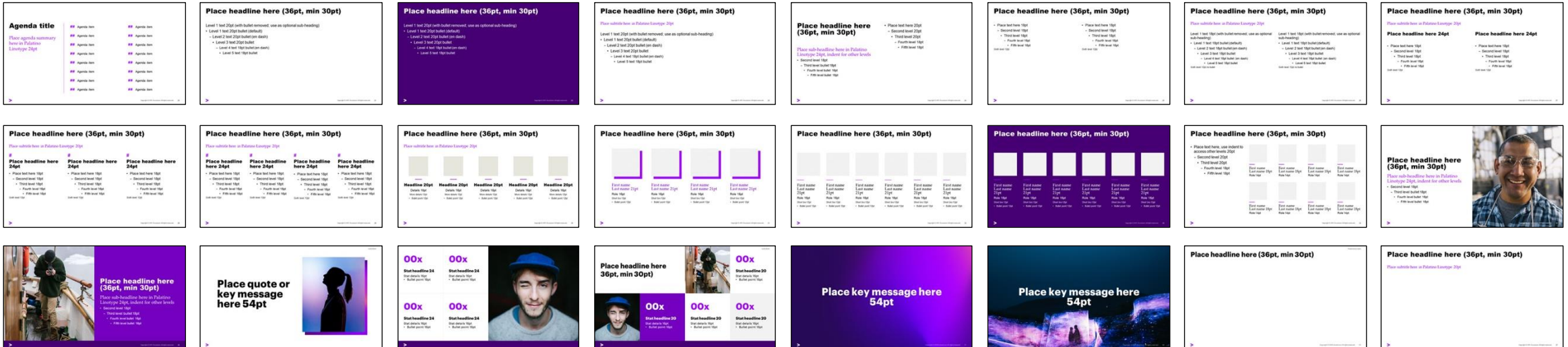
Intro & Covers



Section Dividers



Content Layouts



Get started

Insert Salutation



Insert Salutation

accenture

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**Insert
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V



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Presenter 14pt

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Presenter 14pt



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Presenter 14pt



Presentation title

60pt, long title

48pt, max 3 lines

Place subtitle here in Palatino Linotype 24pt

Presenter 14pt



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Linotype 24pt

Presenter 14pt



A sunset beach scene with two people walking on a path of rocks. The sun is low on the horizon, casting a warm glow over the ocean and the wet sand. The two people are silhouetted against the bright sky, and their reflections are visible in the shallow water. The path of rocks leads from the foreground towards the water's edge.

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The Accenture logo, featuring a stylized chevron symbol above the word "accenture" in a lowercase, sans-serif font.

accenture



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Presenter 14pt



Presentation title

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Section title

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Agenda title

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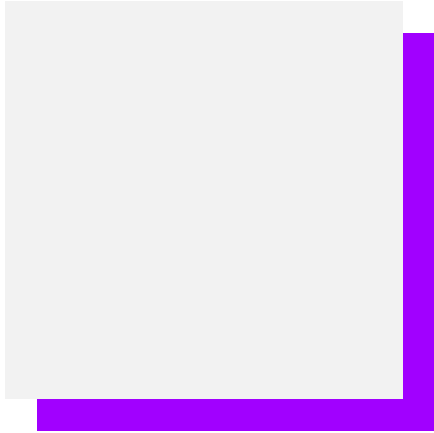
Headline 20pt

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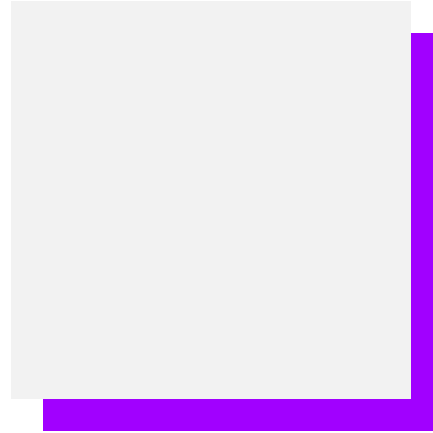


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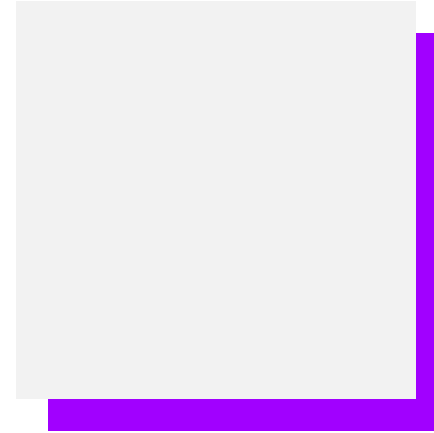


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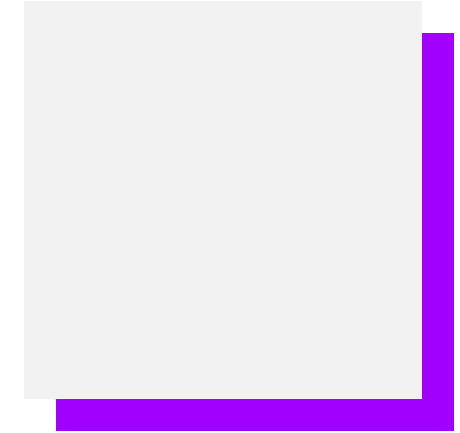


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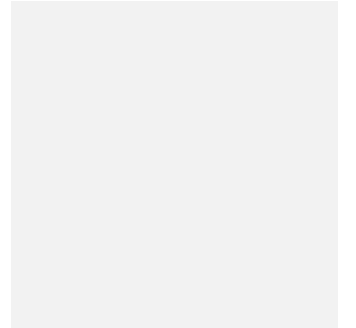
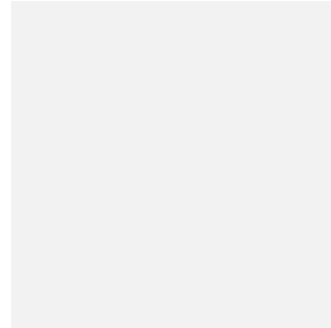
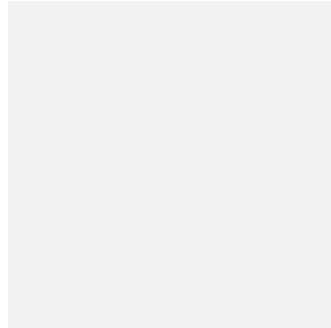
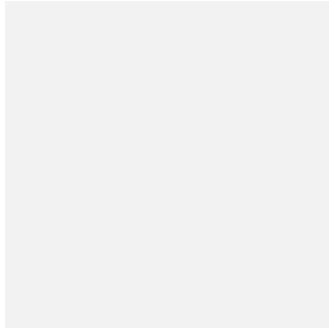
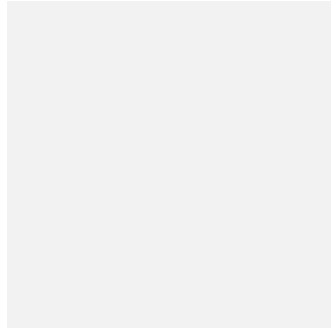
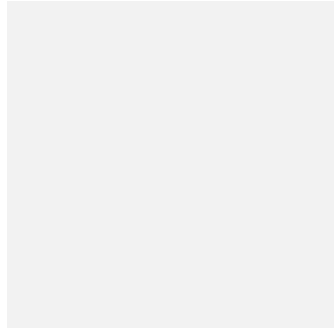
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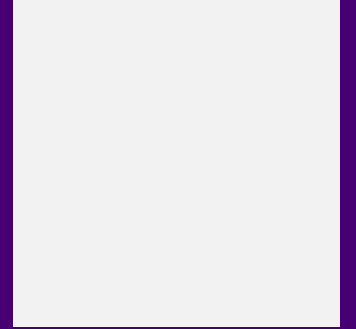
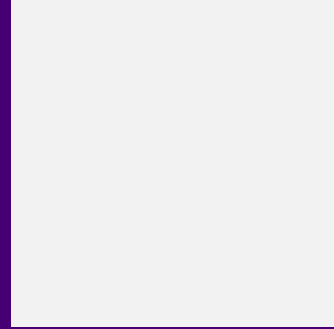
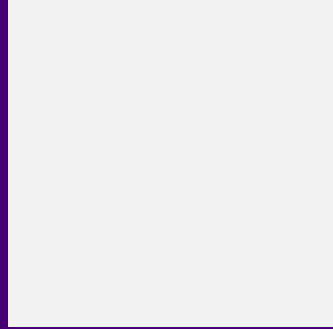
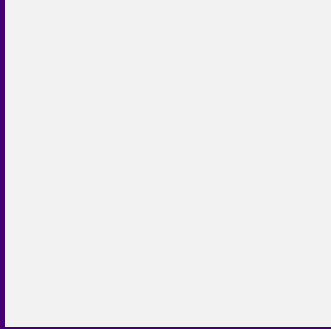
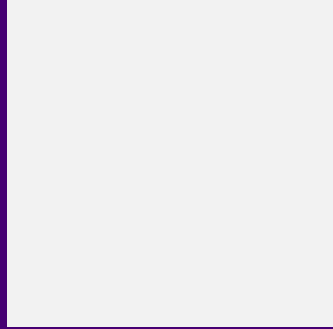
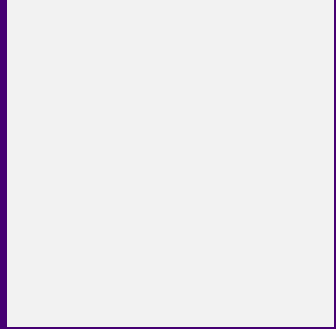
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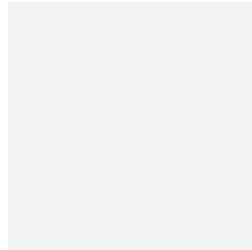
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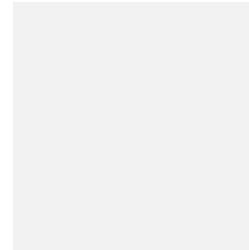
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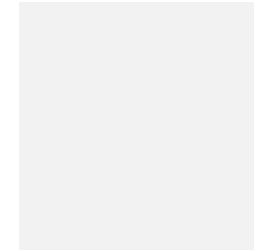
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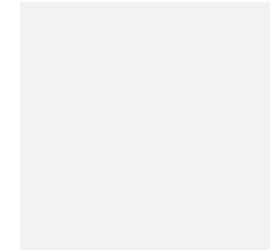
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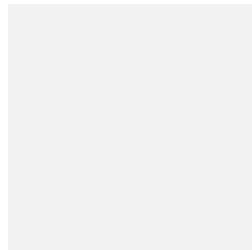
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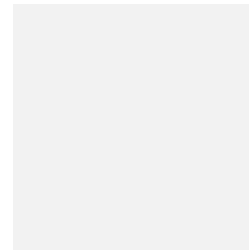
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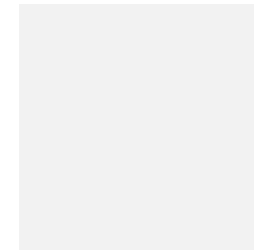
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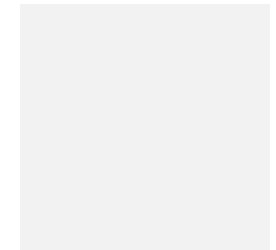
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Place headline here (36pt, min 30pt)

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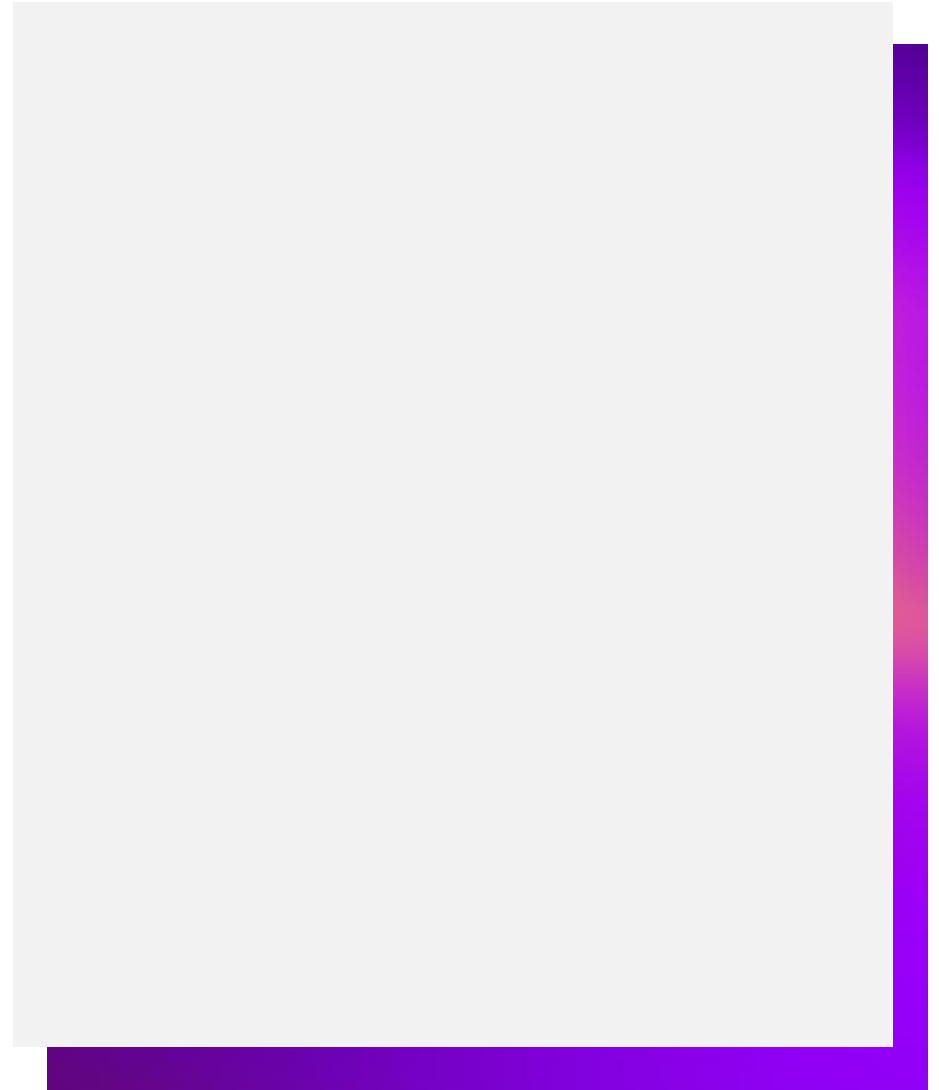


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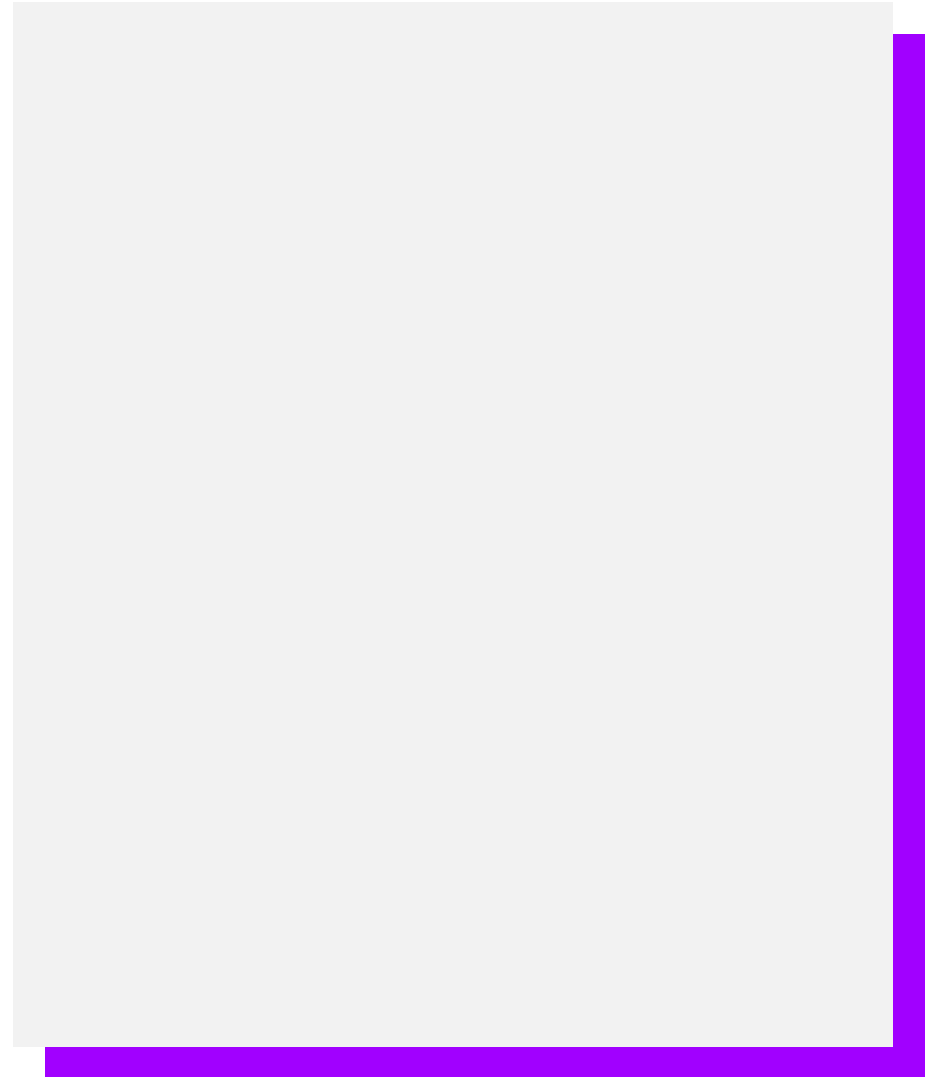
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Linotype 24pt, indent for other levels

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**Place quote
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**Place quote
or key
message
here 54pt**



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Stat headline

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Thank You

Visuals Library

Index

The visuals are organized into categories. Click on the chart type to go to that section of the presentation. Or, put the presentation in 'slide sorter' mode to see an overview of all the diagrams.

Charts

- Horizontal Bar Charts
- Vertical Column Charts
- Pie Charts
- Line and Other Charts

Dynamic Concepts

- Balance/Imbalance
- Interaction/Feedback
- Separation/Synthesis
- Causes
- Conflicts
- Barriers/Resistance
- Forces/Influence

Processes

- Linear Flows
- Issue to Outcome Flows
- Circular Flows

Static Objects

- Circles
- Trees
- Boxes
- Text Objects
- Other Structures

Icons

- Presentation Icons

Standard Visuals

- Project Management
- Teams and People
- Evaluation
- Illustrative Graphs and Frameworks
- Useful Objects

Images

- Brand Space Image Library

HINTS FOR DRAWING CHARTS





Charts

Horizontal Bar Charts

Vertical Column Charts

Pie Charts

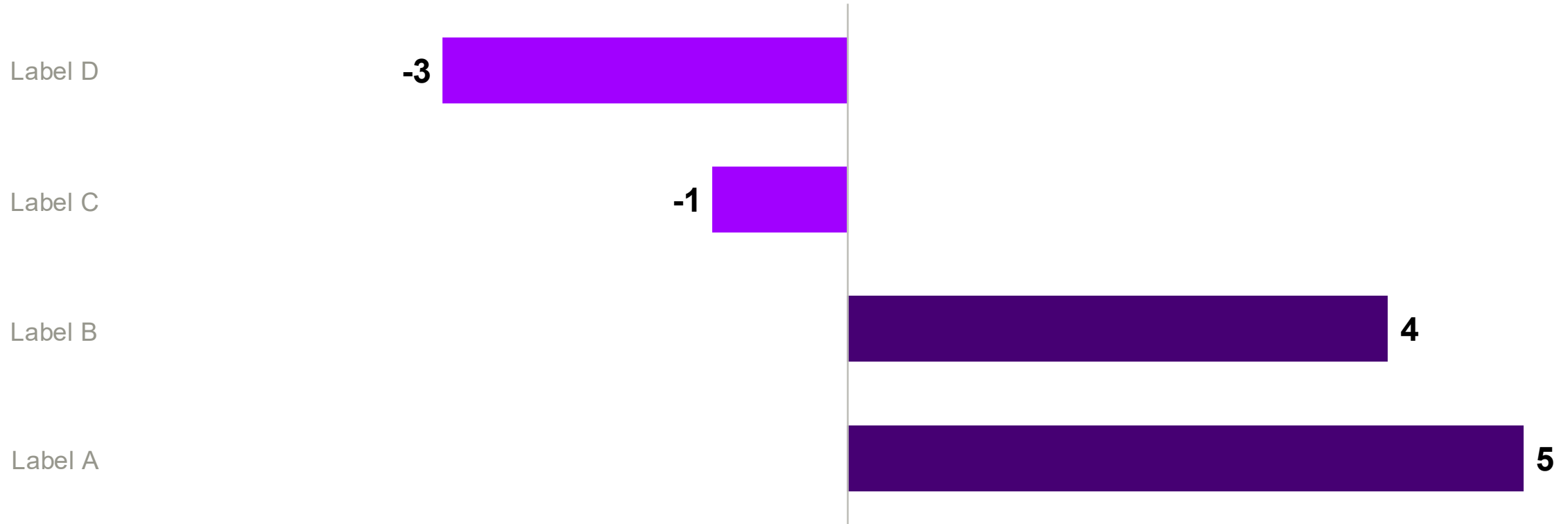
Line and Other Charts



Horizontal Bar Charts

Part of Charts

Deviation bar chart

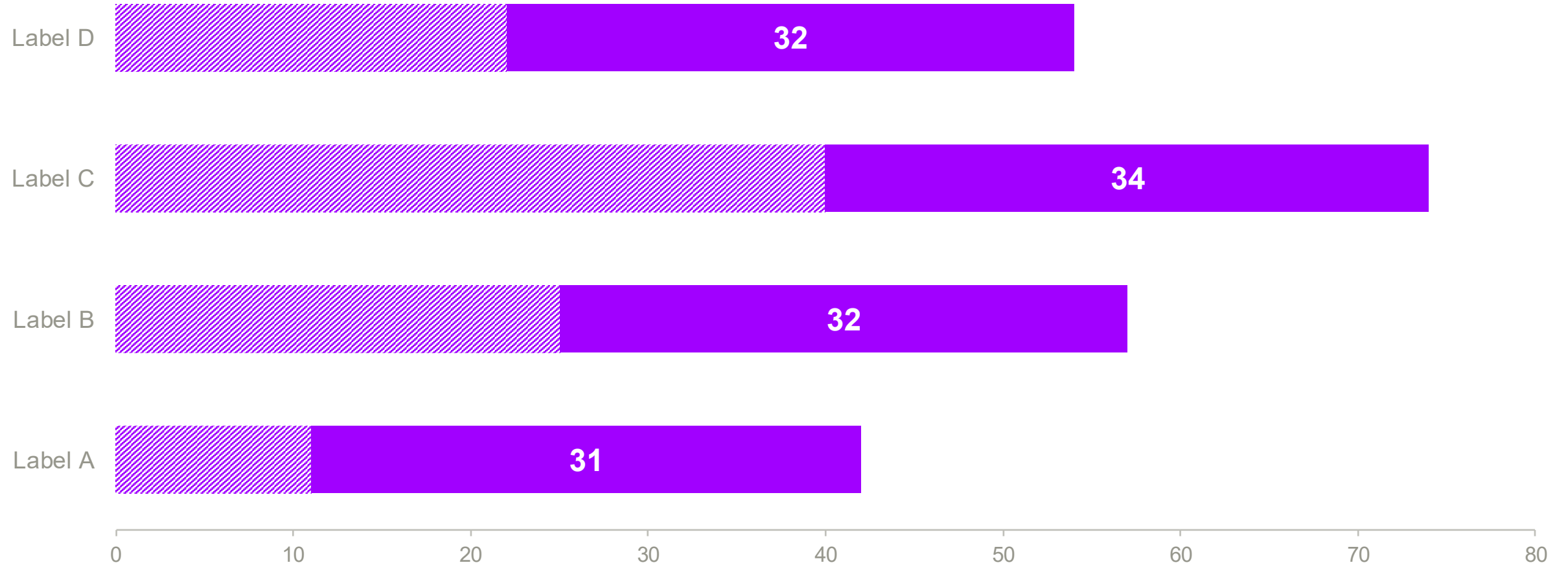


Hints:

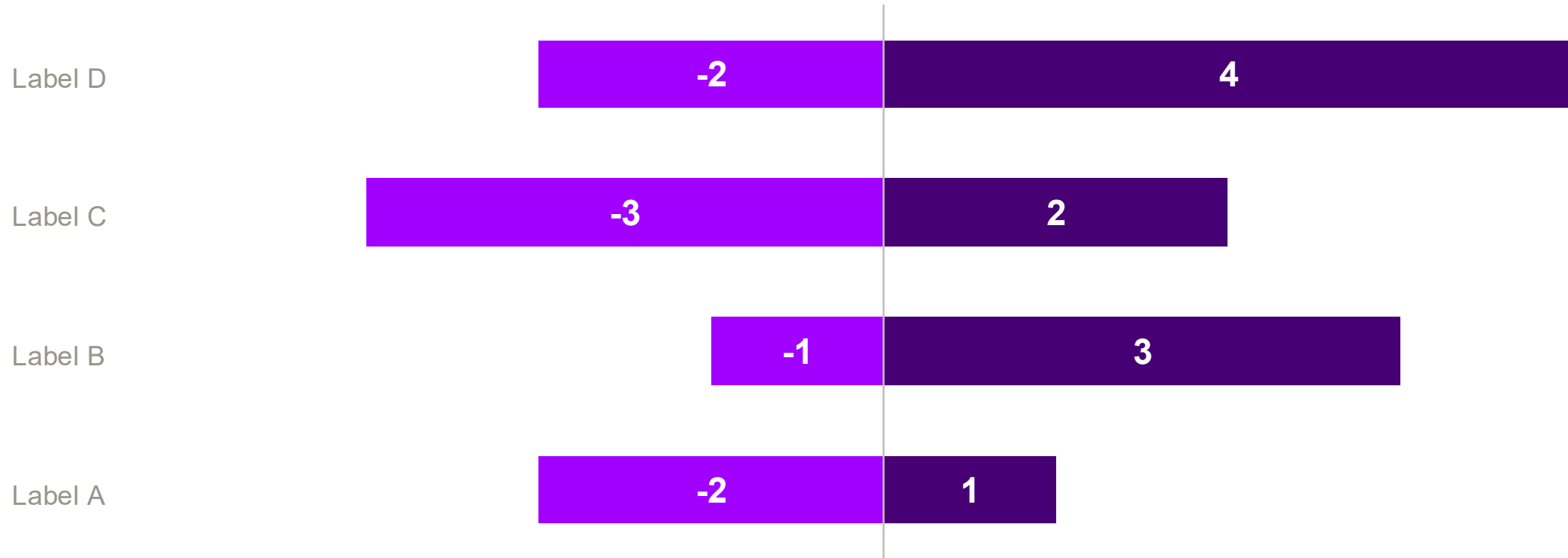
- 1 Insert rows as required (each will adopt a different color)
- 2 Double-click on a bar to change the color
- 3 Drag data values outside the rows manually
- 4 Add labels manually



Range bar chart



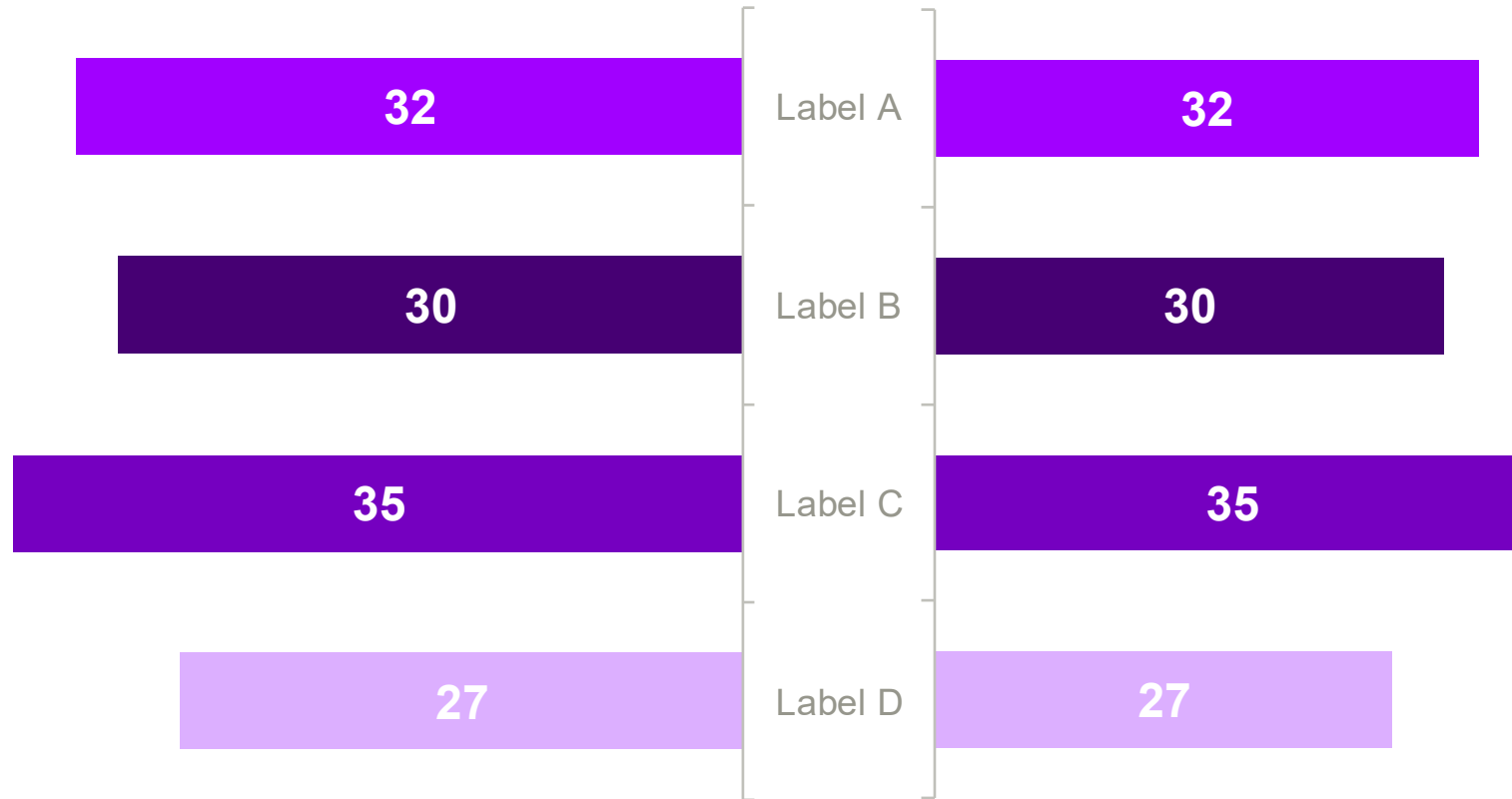
Sliding Bar Chart



Hints:

- 1 Insert rows as required (each will adopt a different color)
- 2 Double-click on a bar to change the color
- 3 Drag data values outside the rows manually
- 4 Add labels manually
- 5 To change the width of the rows select Chart Options and turn on the x-axis, then use Format Axis/Scale to set the length of the x-axis. Once the scale is set, use Chart Options again to remove the x-axis

Paired Bar Chart

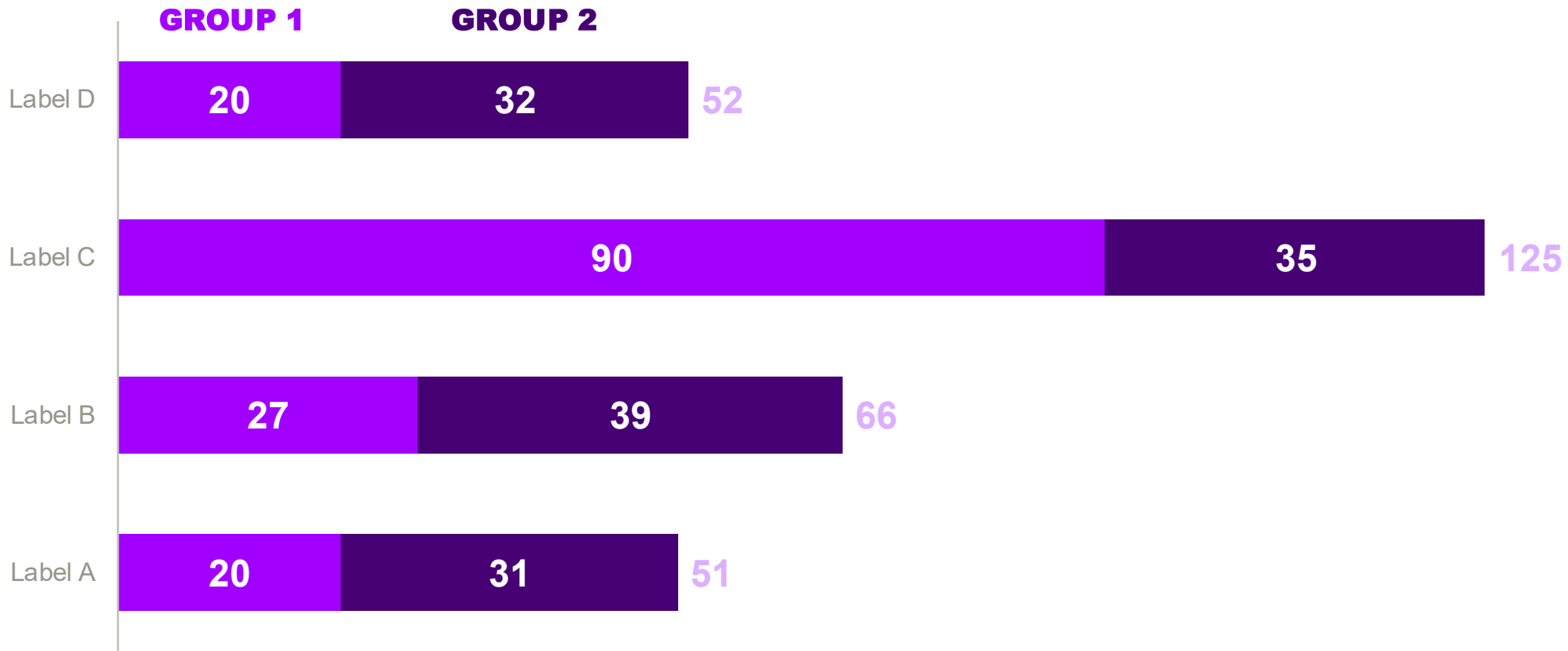


Hints:

- 1 This chart is made of two graphs. Start with the left one, it contains the axis titles
- 2 To change the width of the rows select Chart Options and turn on the x-axis, then use Format Axis/Scale to set the length of the x-axis. Once the scale is set, use Chart Options again to remove the x-axis



Sub-divided Bar Chart

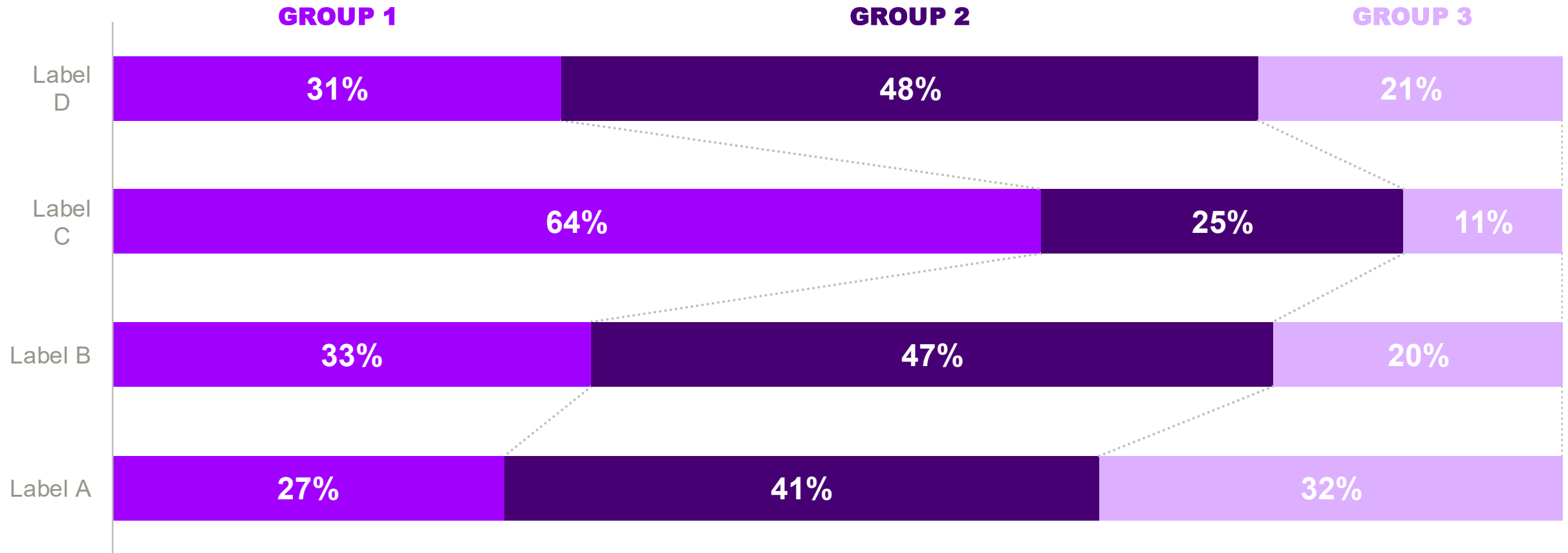


Hints:

- 1 Calculate the total and enter it in the "Sum" row (which is in a transparent bar)
- 2 Left align the total value (which is in a transparent bar)
- 3 Add the legend names manually
- 4 To change the width of the rows select Chart Options and turn on the x-axis, then use Format Axis/Scale to set the length of the x-axis. Once the scale is set, use Chart Options again to remove the x-axis



Sub-divided 100% Bar Chart

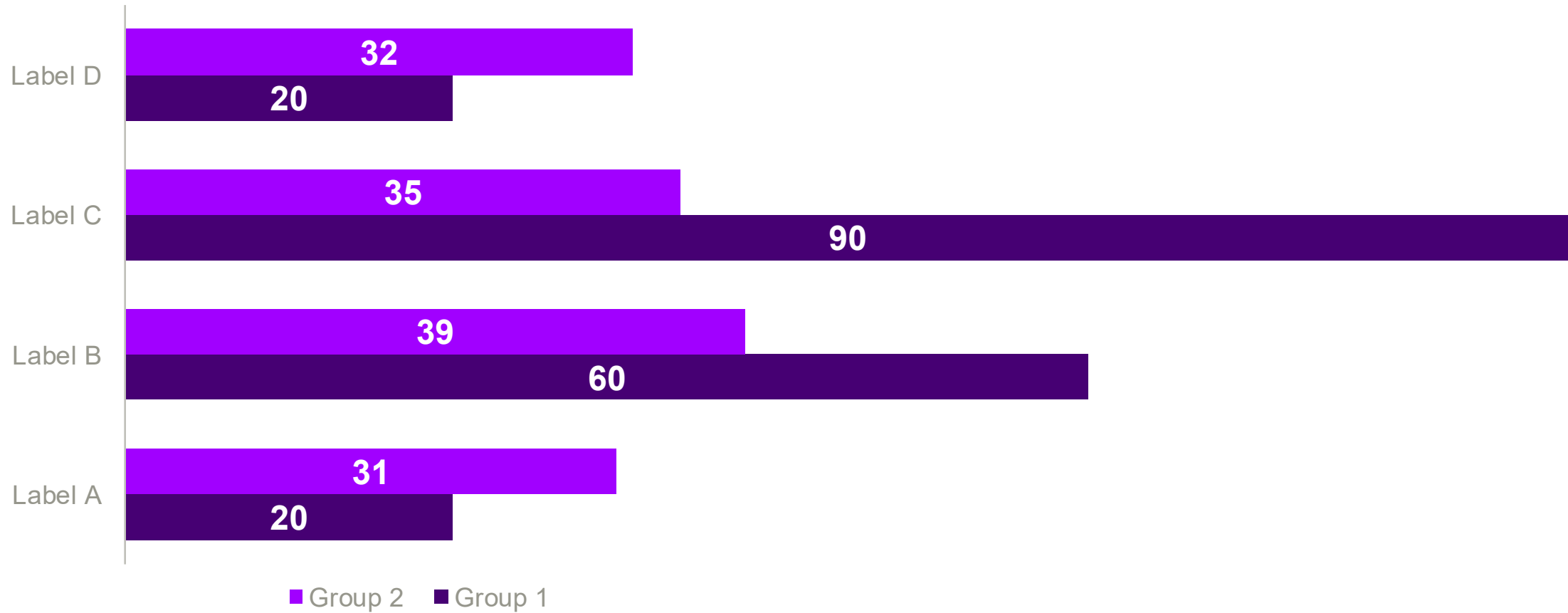


Hints:

- 1 Select Format Series Lines to add/remove trend lines
- 2 Edit Group names manually



Grouped Bar Chart



Hints:

- 1 Select a data series by clicking with the right mouse button on the bar
- 2 Choose an overlap in the options menu
- 3 Add group names manually

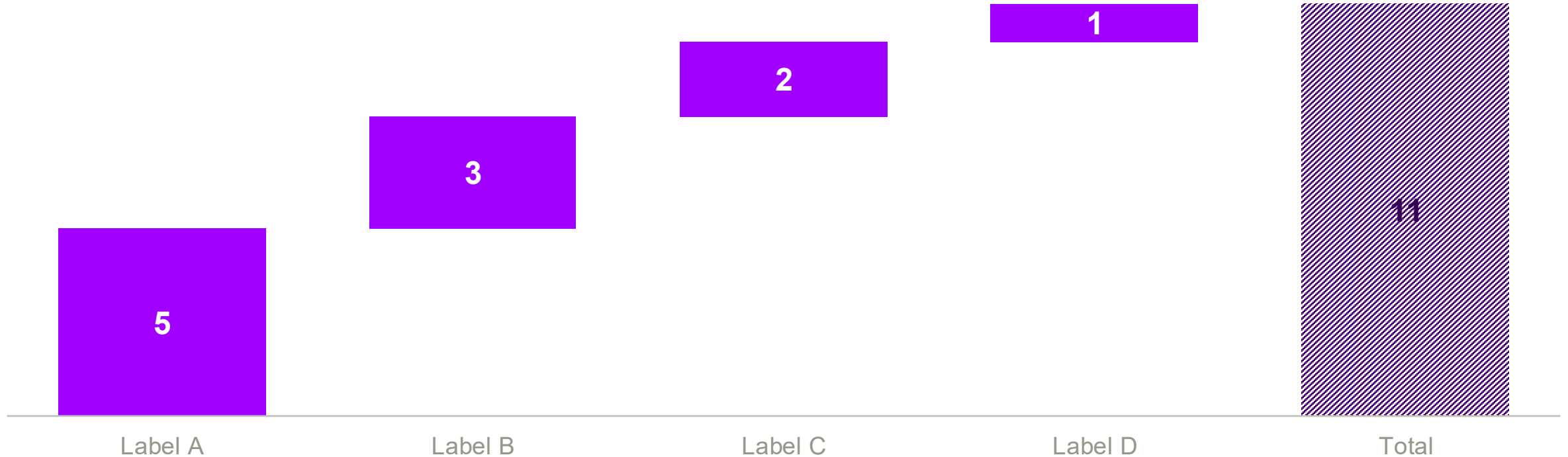




Vertical Column Charts

Part of Charts

Waterfall Chart 1

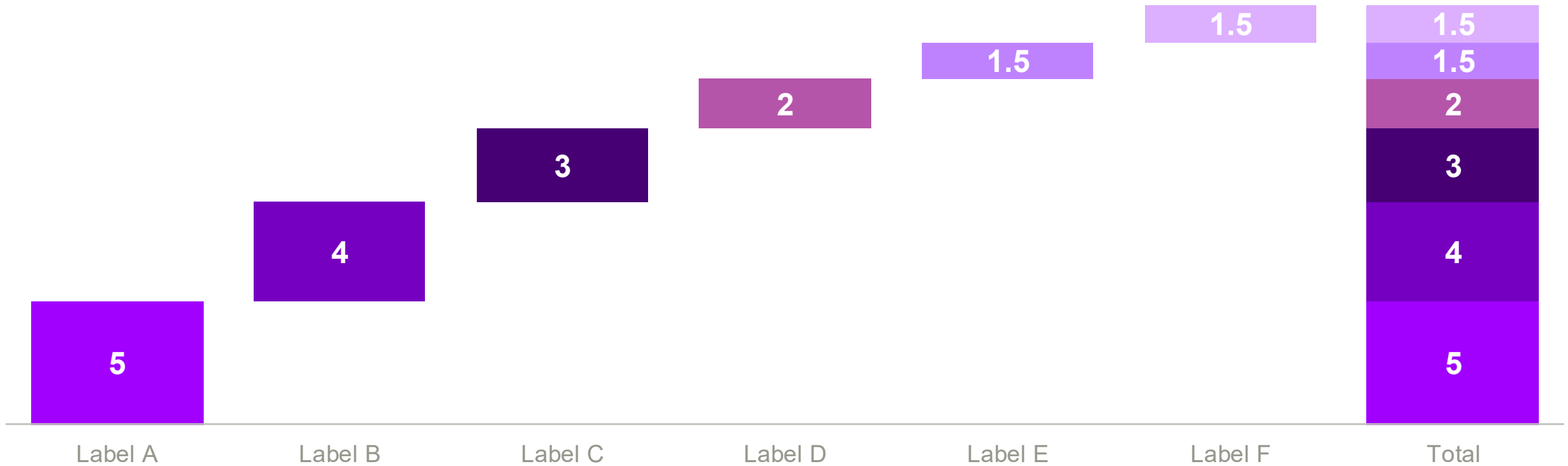


Hints:

- 1 Calculate and enter the value corresponding to the area below the column in the row marked "Space"
- 2 Enter the height of the column in the row marked "Column" row
- 3 Add/remove columns and rows as required
- 4 Add series lines between the columns manually, if required
- 5 To change the height of the columns select Chart Options and turn on the y-axis, then use Format Axis/Scale to set the length of the y-axis (check the "Automatic" button). Once the scale is set, use Chart Options again to remove the y-axis



Waterfall Chart 2

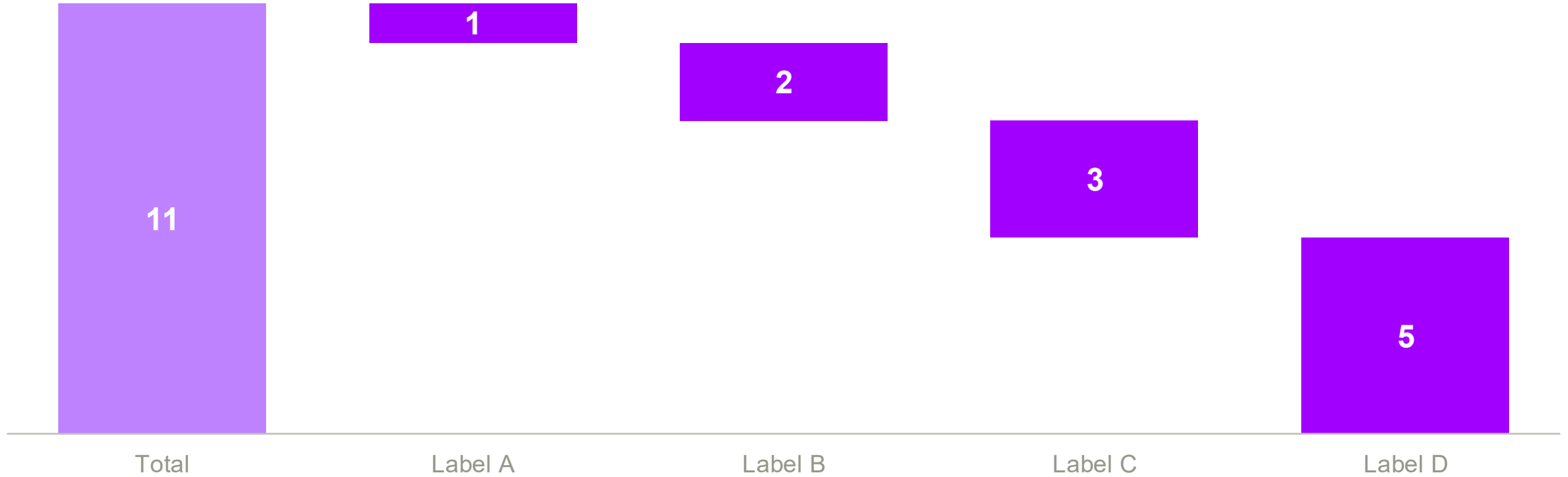


Hints:

- 1 Calculate and enter the value corresponding to the area below the column in the row marked "Space"
- 2 Enter the height of the column in the row marked "Column" row
- 3 Add/remove columns and rows as required
- 4 Add series lines between the columns manually, if required
- 5 To change the height of the columns select Chart Options and turn on the y-axis, then use Format Axis/Scale to set the length of the y-axis (check the "Automatic" button). Once the scale is set, use Chart Options again to remove the y-axis



Waterfall Chart 3

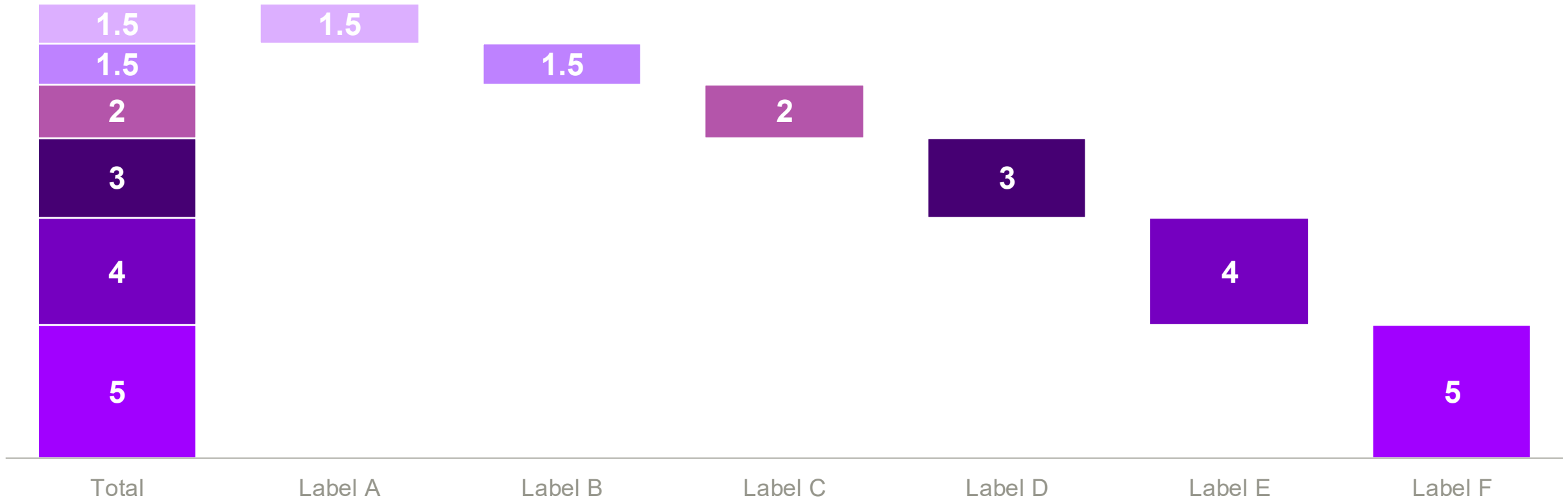


Hints:

- 1 Calculate and enter the value corresponding to the area below the column in the row marked "Space"
- 2 Enter the height of the column in the row marked "Column" row
- 3 Add/remove columns and rows as required
- 4 Add series lines between the columns manually, if required
- 5 To change the height of the columns select Chart Options and turn on the y-axis, then use Format Axis/Scale to set the length of the y-axis (check the "Automatic" button). Once the scale is set, use Chart Options again to remove the y-axis



Waterfall Chart 4

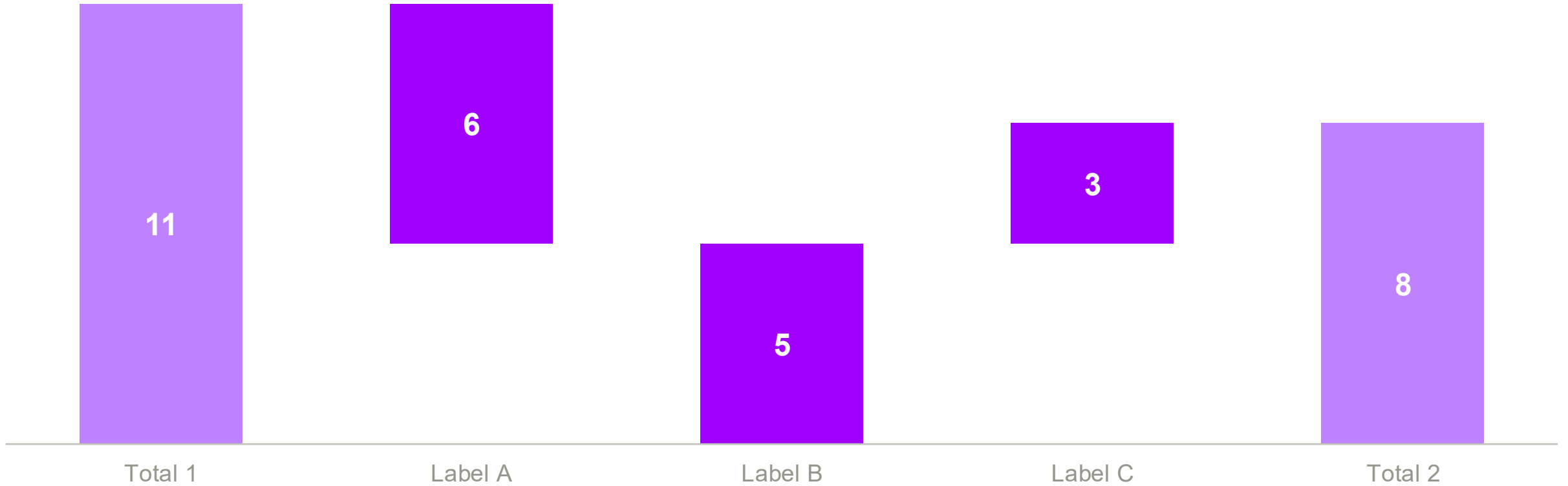


Hints:

- 1 Calculate and enter the value corresponding to the area below the column in the row marked "Space"
- 2 Enter the height of the column in the row marked "Column" row
- 3 Add/remove columns and rows as required
- 4 Add series lines between the columns manually, if required
- 5 To change the height of the columns select Chart Options and turn on the y-axis, then use Format Axis/Scale to set the length of the y-axis (check the "Automatic" button). Once the scale is set, use Chart Options again to remove the y-axis



Waterfall Chart 5

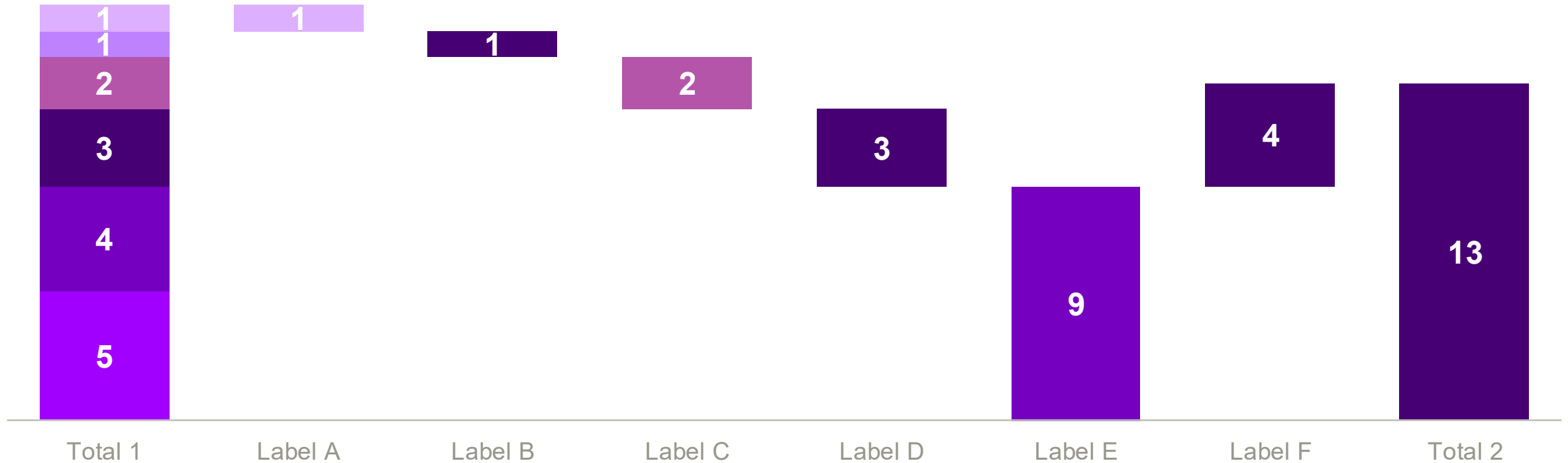


Hints:

- 1 Calculate and enter the value corresponding to the area below the column in the row marked "Space"
- 2 Enter the height of the column in the row marked "Column" row
- 3 Add/remove columns and rows as required
- 4 Add series lines between the columns manually, if required
- 5 To change the height of the columns select Chart Options and turn on the y-axis, then use Format Axis/Scale to set the length of the y-axis (check the "Automatic" button). Once the scale is set, use Chart Options again to remove the y-axis



Waterfall Chart 6

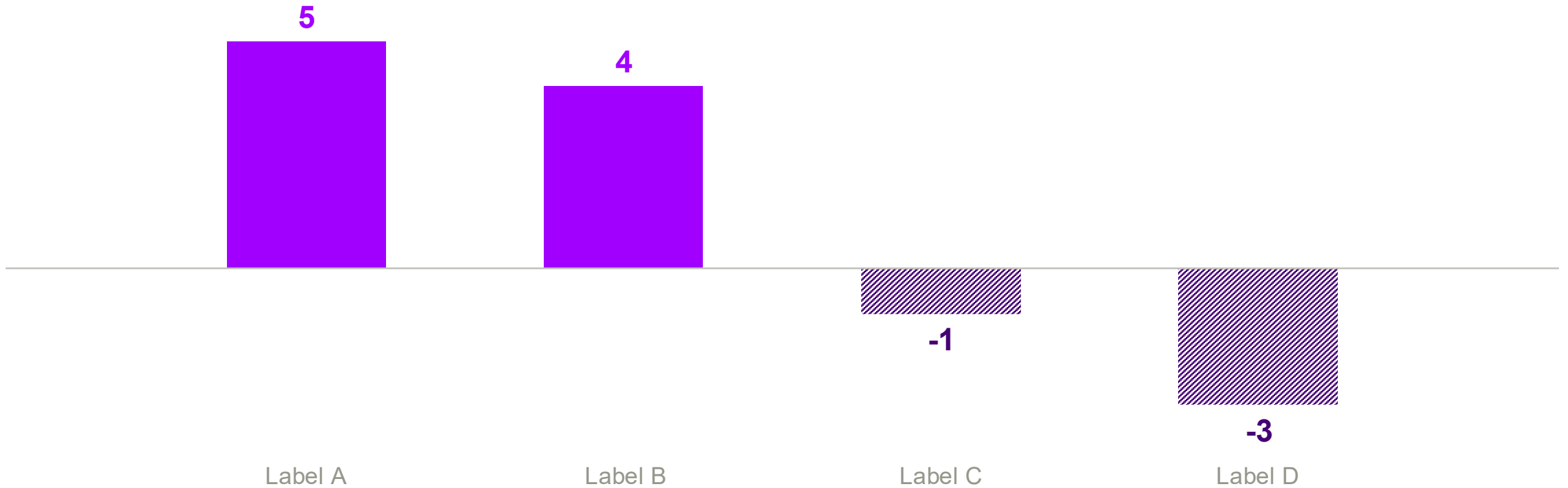


Hints:

- 1 Calculate and enter the value corresponding to the area below the column in the row marked "Space"
- 2 Enter the height of the column in the row marked "Column" row
- 3 Add/remove columns and rows as required
- 4 Add series lines between the columns manually, if required
- 5 To change the height of the columns select Chart Options and turn on the y-axis, then use Format Axis/Scale to set the length of the y-axis (check the "Automatic" button). Once the scale is set, use Chart Options again to remove the y-axis



Deviation Column Chart

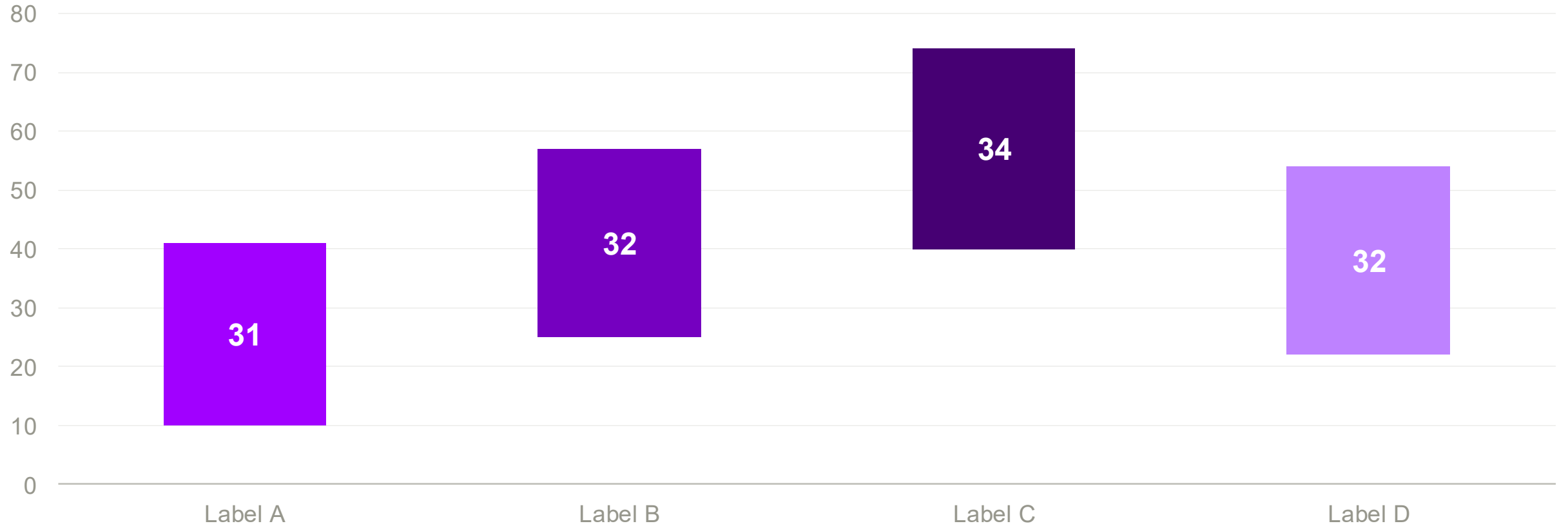


Hints:

- 1 Select a data series by clicking with the right mouse button on the bar
- 2 Choose an overlap in the options menu
- 3 Add group names manually



Range Column Chart

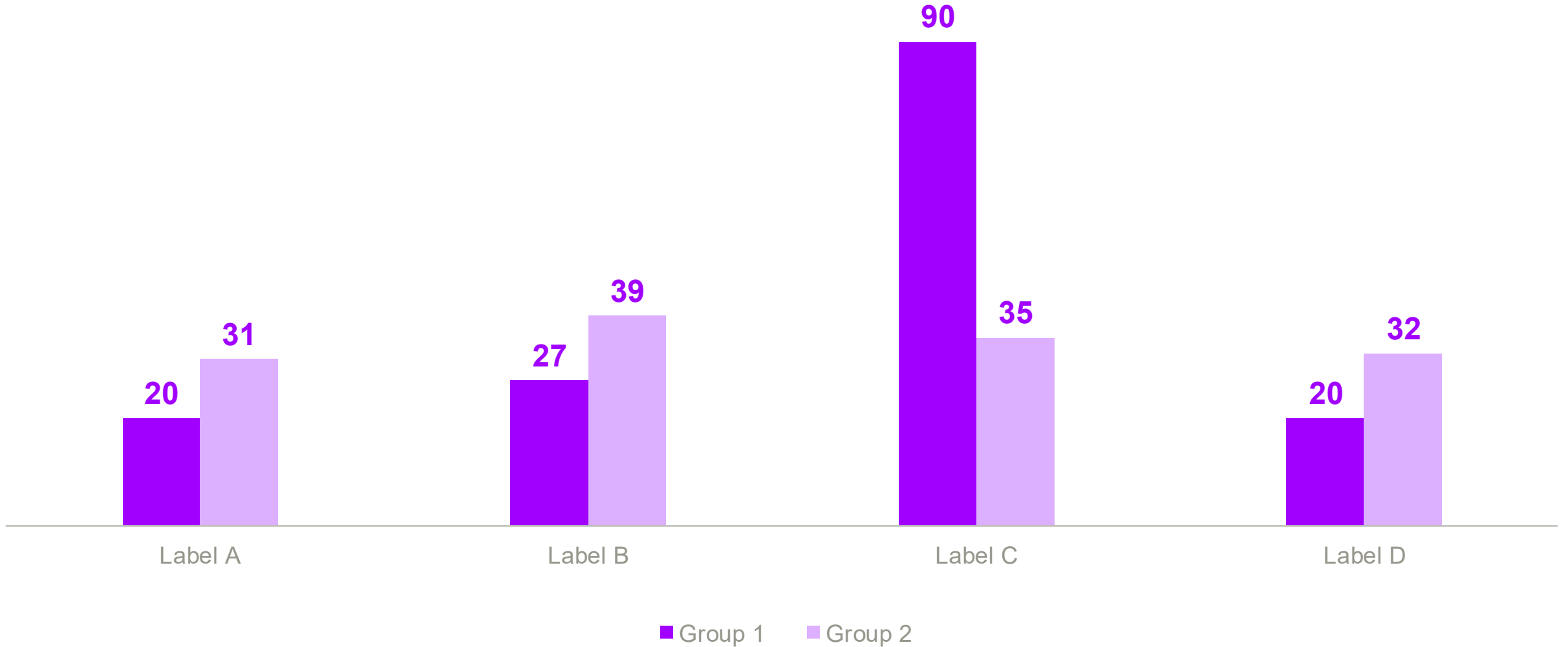


Hints:

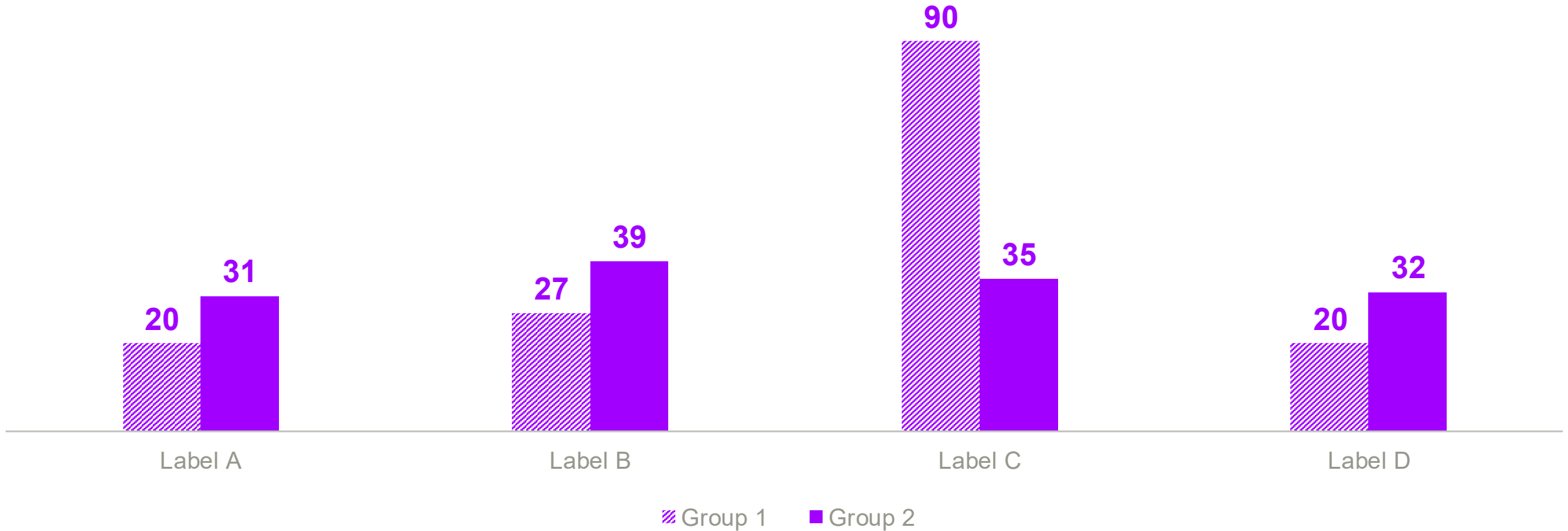
- 1 Enter the number for the space between the x-axis and the bar in the "Space" row
- 2 Enter the height of the bar in the "Group 2" row



Grouped Column Chart 1



Grouped Column Chart 2

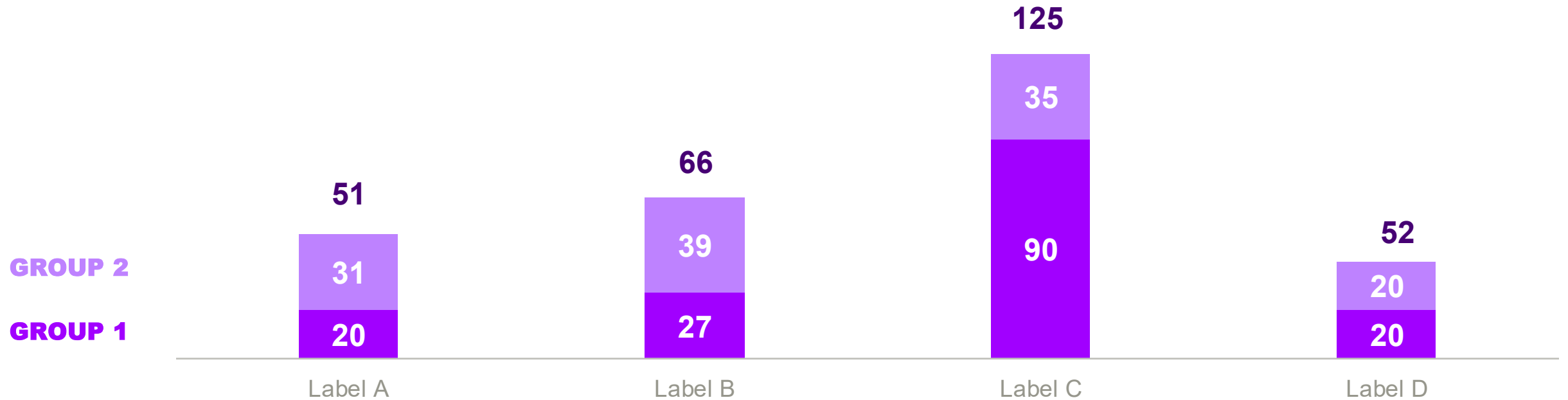


Hints:

- 1 Select a data series by clicking with the right mouse button on the bar.
- 2 Choose an overlap in the options menu



Sub-divided Column Chart

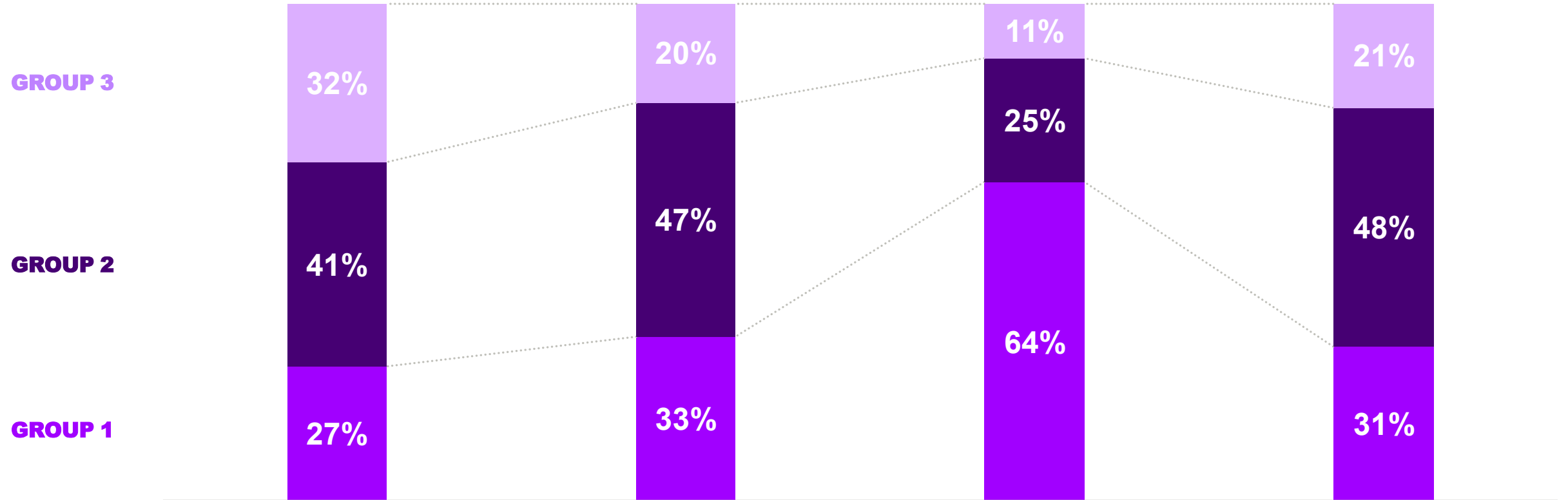


Hints:

- 1 Calculate the total and enter it in the "Sum" row (which is a transparent bar)
- 2 Bottom align the total value (which is a transparent bar)
- 3 Edit group names manually
- 4 To change the height of the columns select Chart Options and turn on the y-axis, then use Format Axis/Scale to set the length of the y-axis. Once the scale is set, use Chart Options again to remove the y-axis



Sub-divided 100% Column Chart

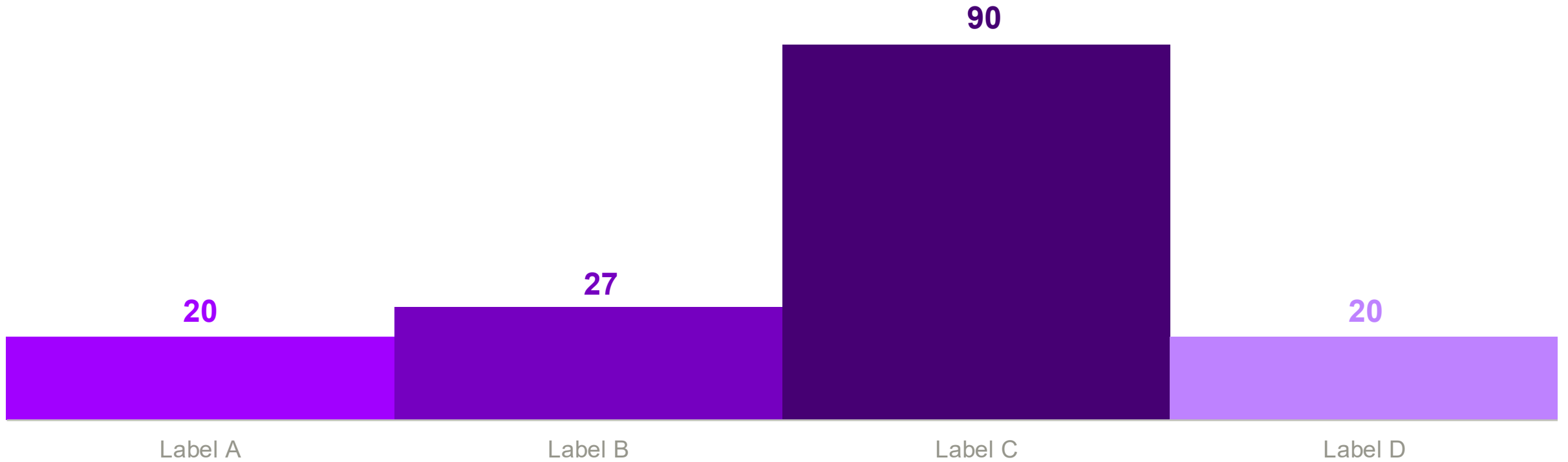


Hints:

- 1 Select Format Series Lines to add/remove trend lines
- 2 Edit Group names manually



Step-column Chart

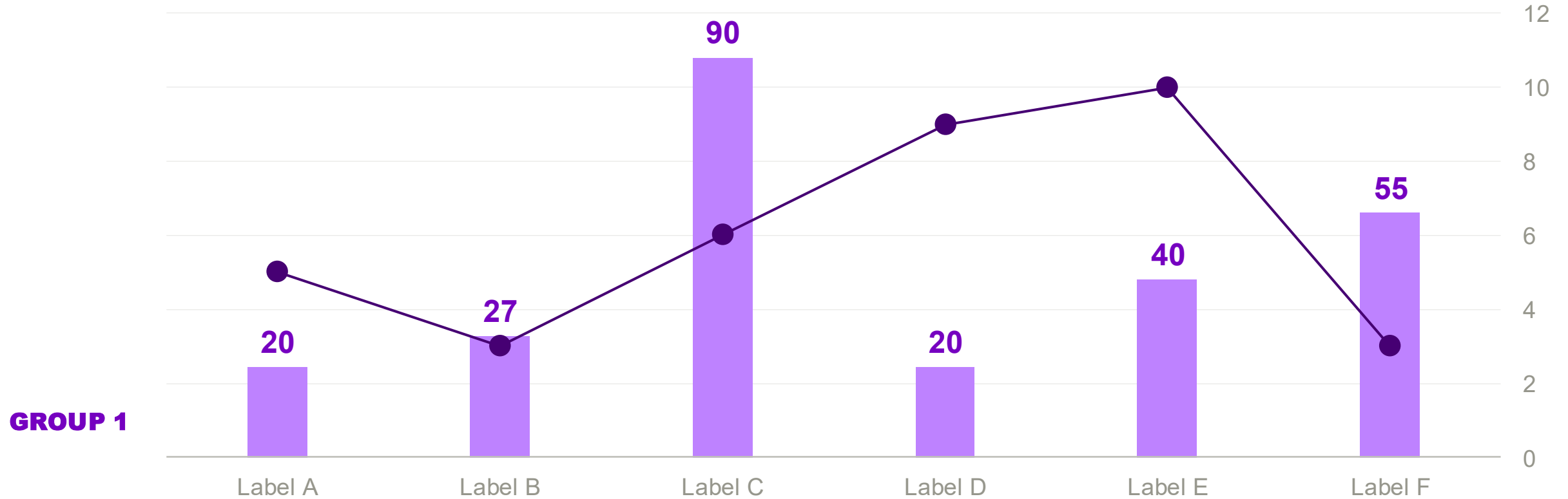


Hints:

- 1 Insert columns as required (each will adopt a different color)
- 2 Double-click on a bar to change the color
- 3 Drag data values outside the columns manually



Combination Column-line Chart 1

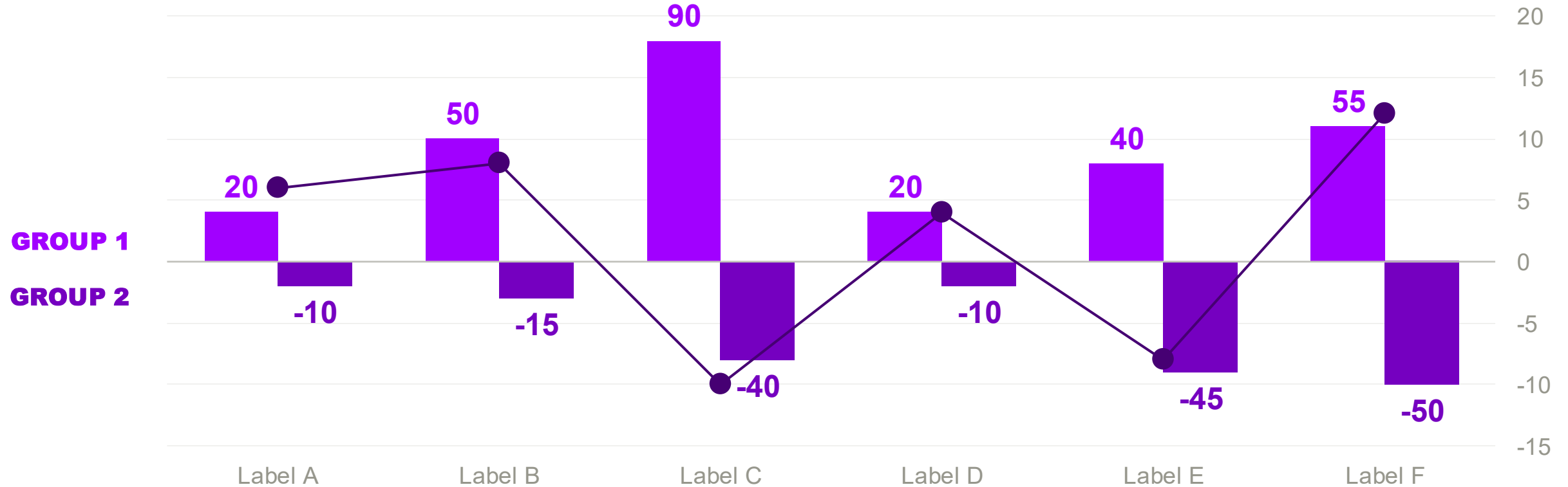


Hints:

- 1 Insert columns as required
- 2 Double-click on a bar to change the color
- 3 Drag data values outside the columns manually



Combination Column-line Chart 2



Hints:

- 1 Insert columns as required (each will adopt a different color)
- 2 Double-click on a bar to change the color
- 3 Drag data values outside the columns manually
- 4 Right axis is for the line





Pie Charts

Part of Charts

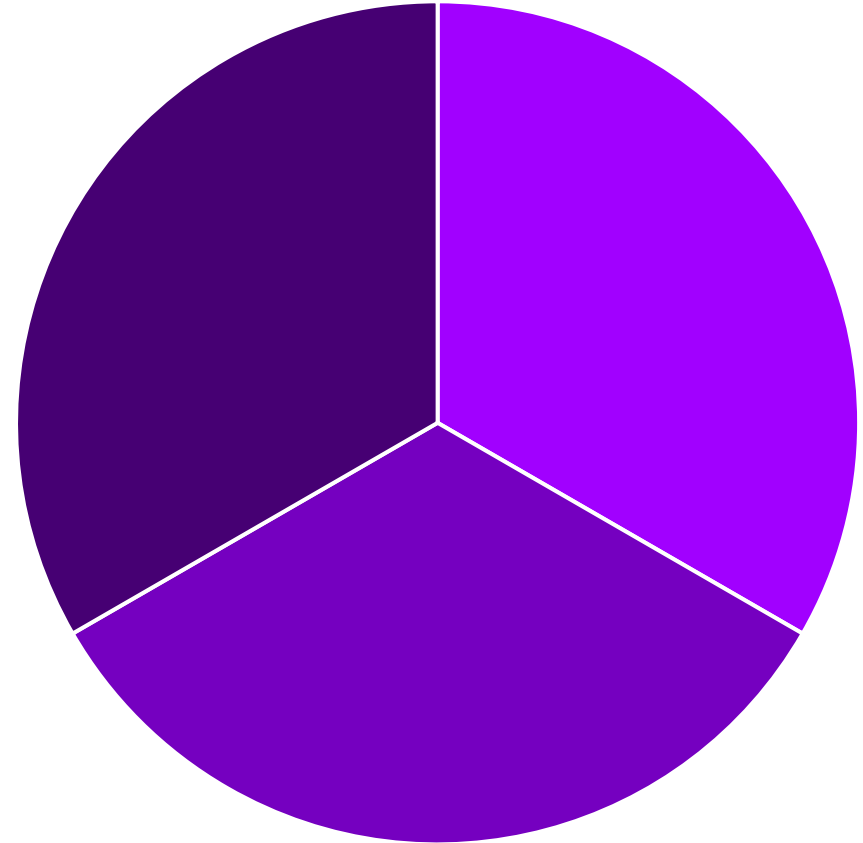
Quick Manual Pie Chart

Instructions:

1. Click onto the purple parts of the pie chart
2. Adjust filling size by moving the markers
3. Group pie chart, adjust size and copy it into your presentation

Important:

- Only use this object in cases you quickly need a pie chart with illustrative data
- It is preferable to use PowerPoint chart objects with real, underlying data
- See the Charts library in the Visuals menu of the toolbar



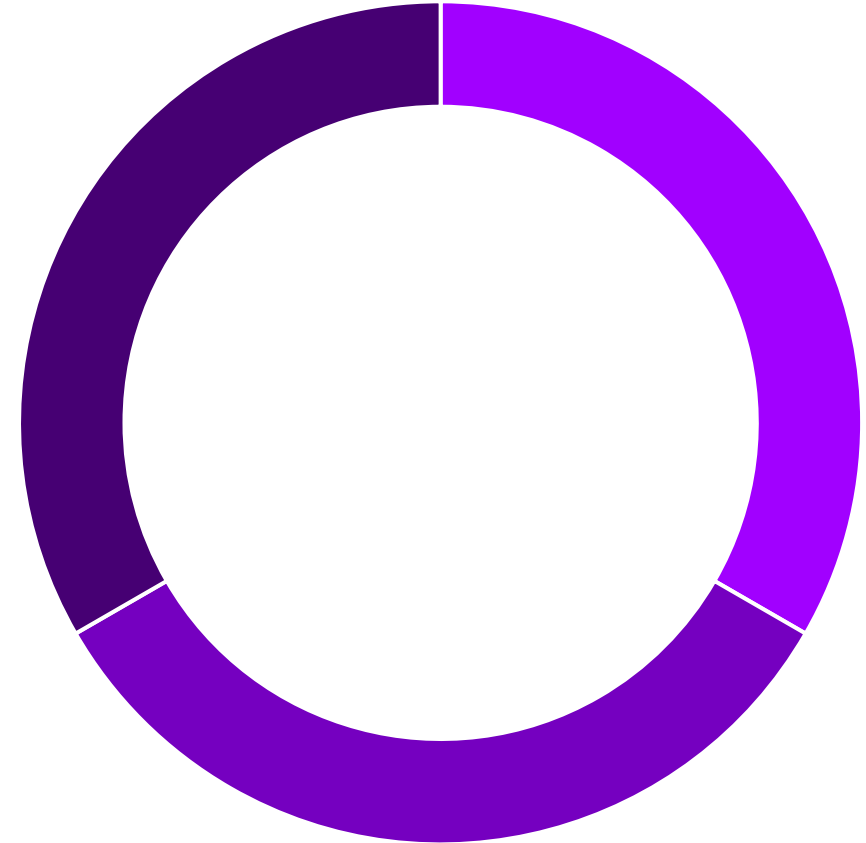
Quick Manual Doughnut Chart

Instructions:

1. Click onto the purple parts of the pie chart
2. Adjust filling size by moving the markers
3. Group pie chart, adjust size and copy it into your presentation

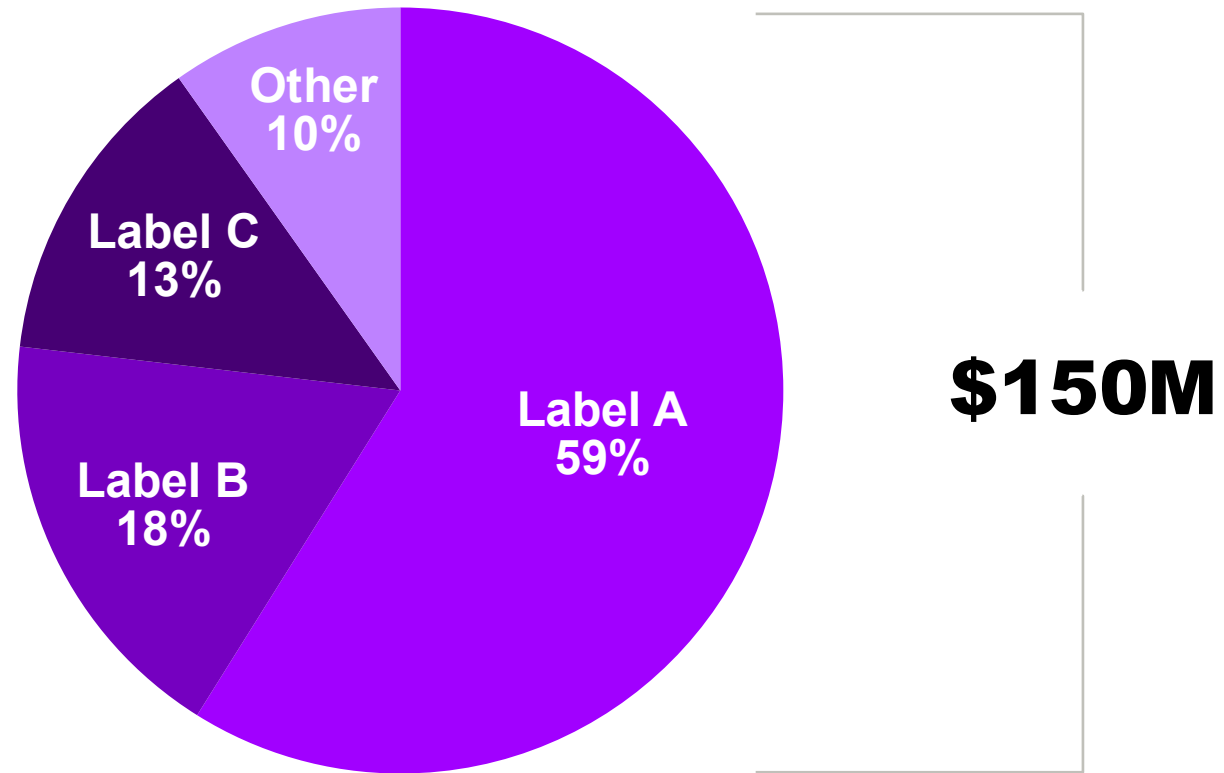
Important:

- Only use this object in cases you quickly need a pie chart with illustrative data
- It is preferable to use PowerPoint chart objects with real, underlying data
- See the Charts library in the Visuals menu of the toolbar



Pie Chart

Chart Title



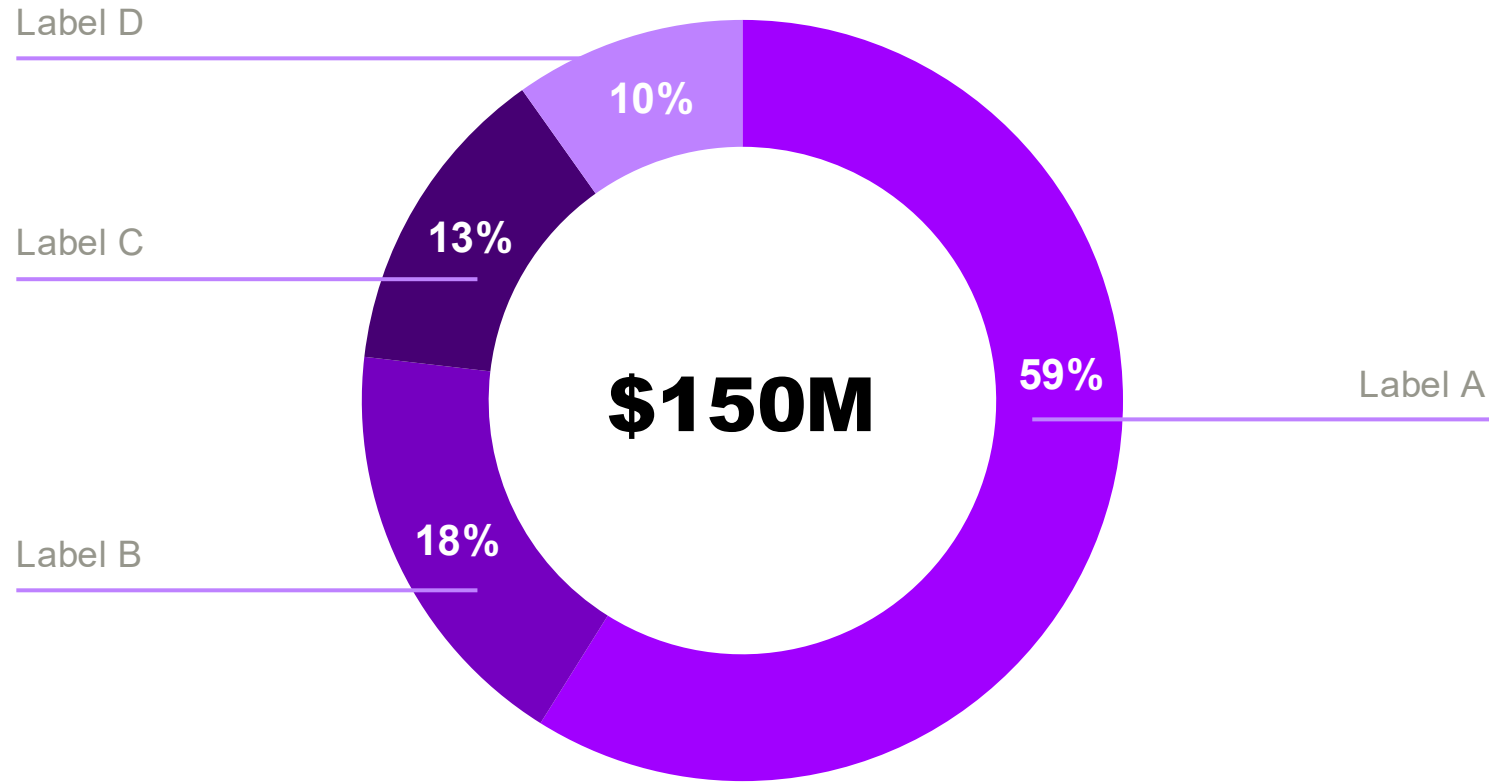
Hints:

- 1 Insert columns as required (each will adopt a different color)
- 2 Double-click on a slice to change the color
- 3 In the options menu you can choose the rotation of the chart



Doughnut Chart

Chart Title



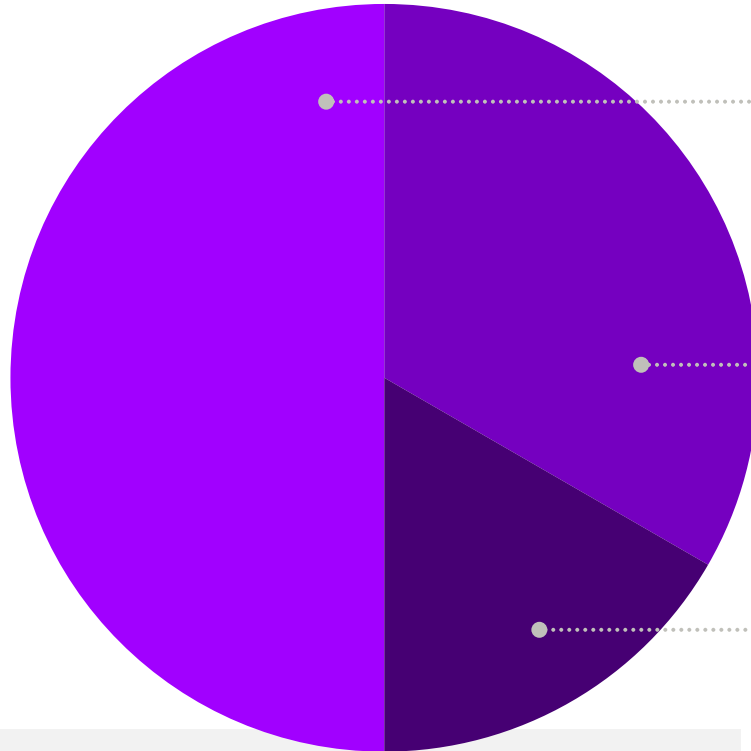
Hints:

- 1 Insert columns as required (each will adopt a different color)
- 2 Double-click on a slice to change the color
- 3 In the options menu you can choose the rotation of the chart

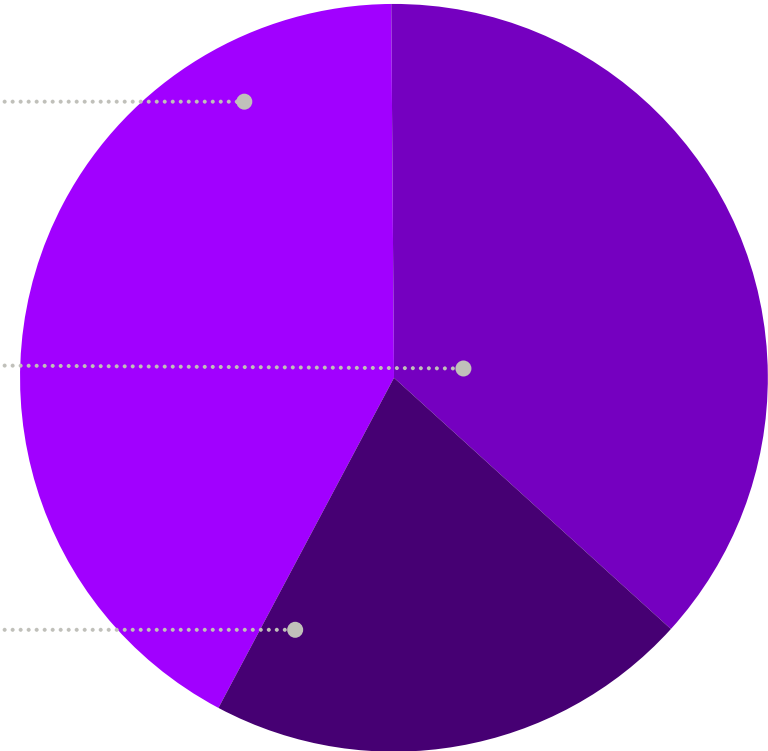


Double Pie Chart

100% = \$150M



100% = 10,500 customers

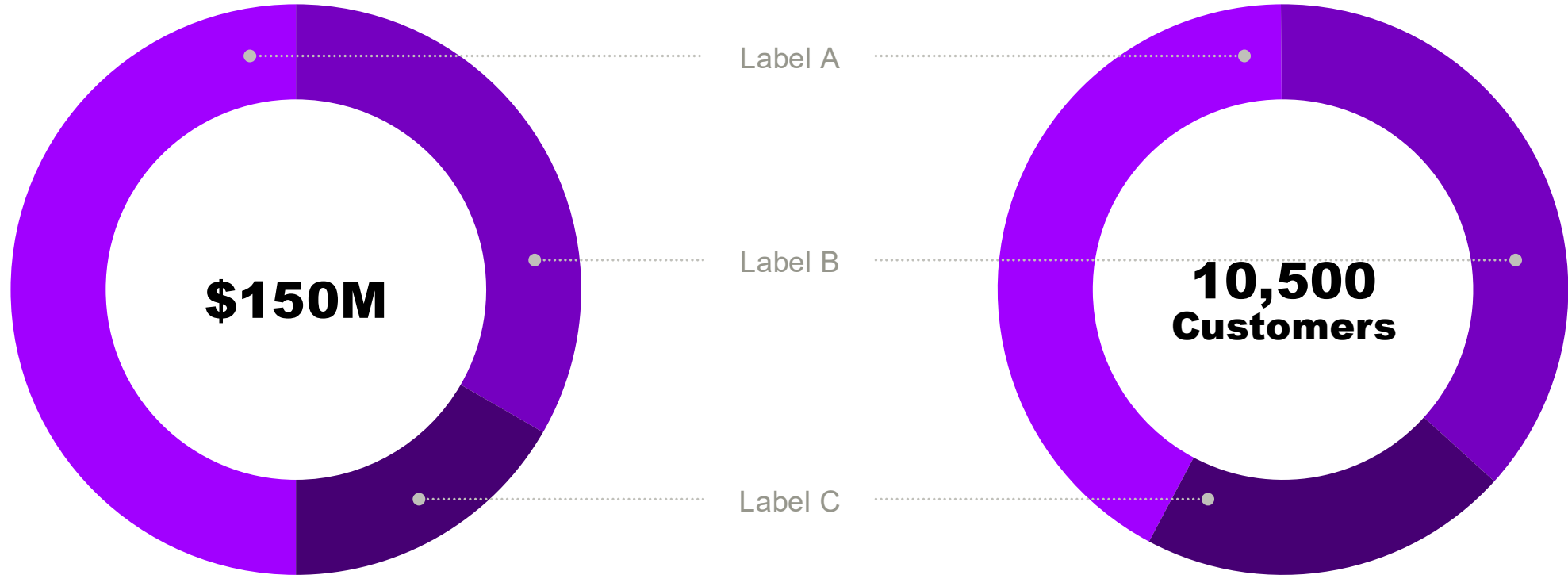


Hints:

- 1 This chart consists of two separate pie charts
- 2 Insert columns as required (each will adopt a different color)
- 3 Double-click on a slice to change the color
- 4 In the options menu you can choose the rotation of the chart



Double Doughnut Chart

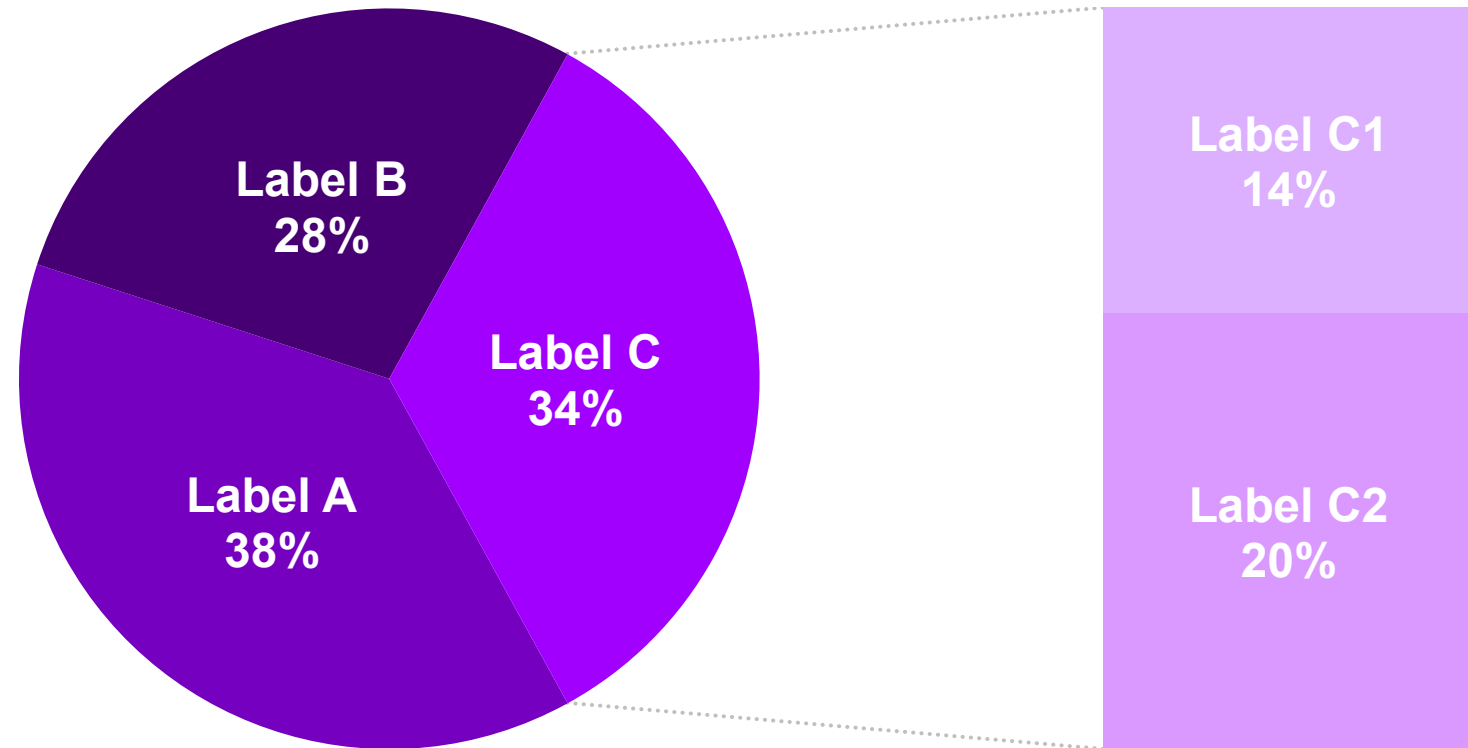


Hints:

- 1 This chart consists of two separate pie charts
- 2 Insert columns as required (each will adopt a different color)
- 3 Double-click on a slice to change the color
- 4 In the options menu you can choose the rotation of the chart



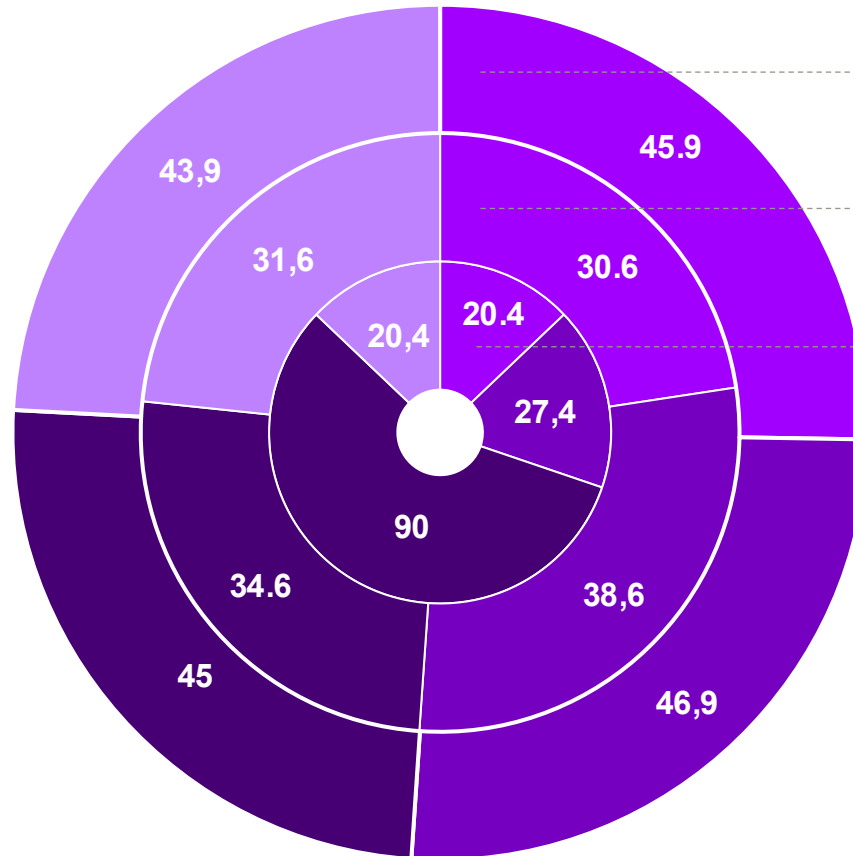
Combination Pie and Column Chart



Hints:

- 1 Insert columns to add slices in pie as required (each will adopt a different color)
- 2 Double-click on a slice to change the color
- 3 To insert segments in bar chart:
 - Double-click on chart, click on either bar segment
 - Right mouse -> Format Data Point...
 - Select Options tab, increase the number after “Second plot contains the last...”
 - Insert columns as required

Combined Pie Charts (Labeled)



Graph 1

Graph 2

Graph 3

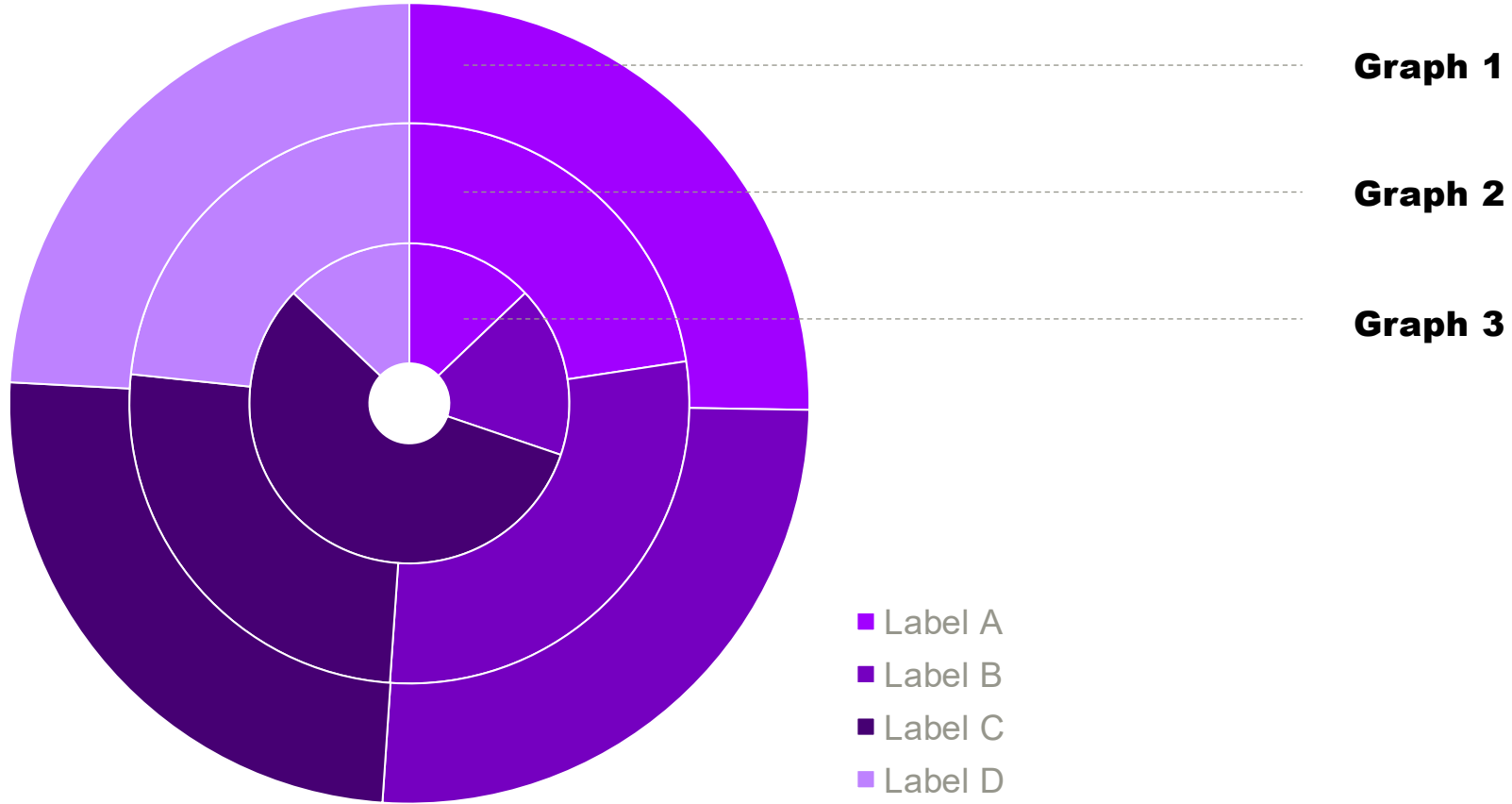
- Label A
- Label B
- Label C
- Label D

Hints:

- 1 Insert columns/rows as required (each slice will adopt a different color)
- 2 Edit and add (if necessary) graph names manually



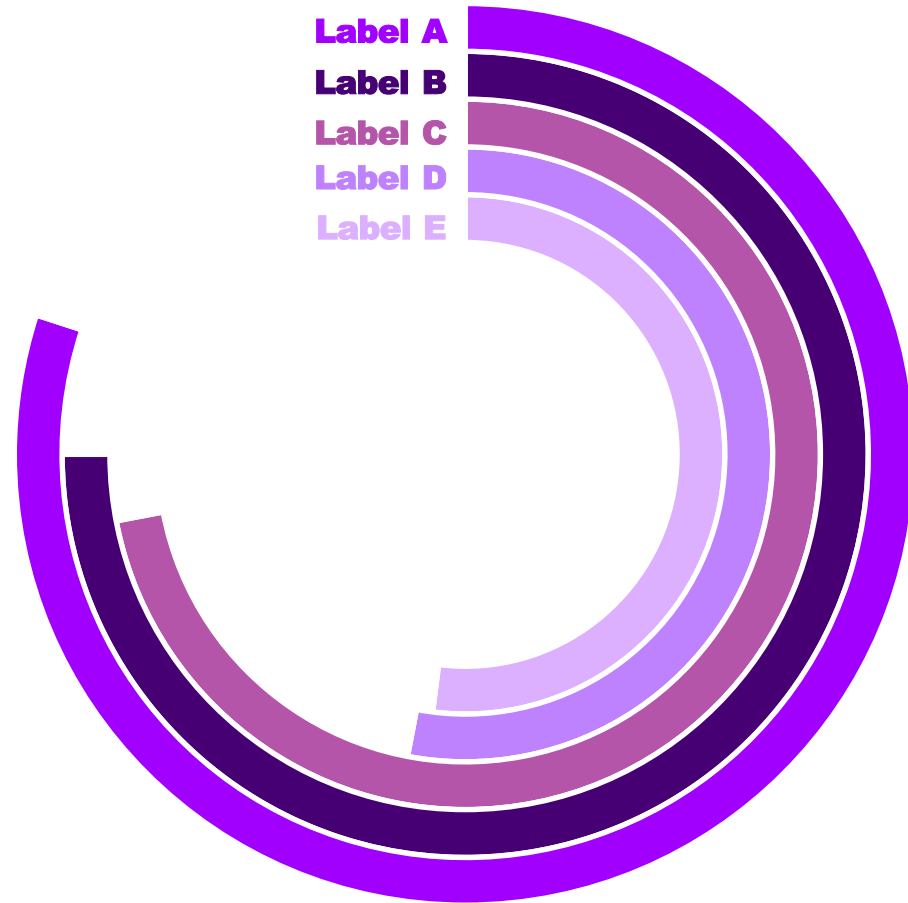
Combined Pie Charts (Non-labeled)



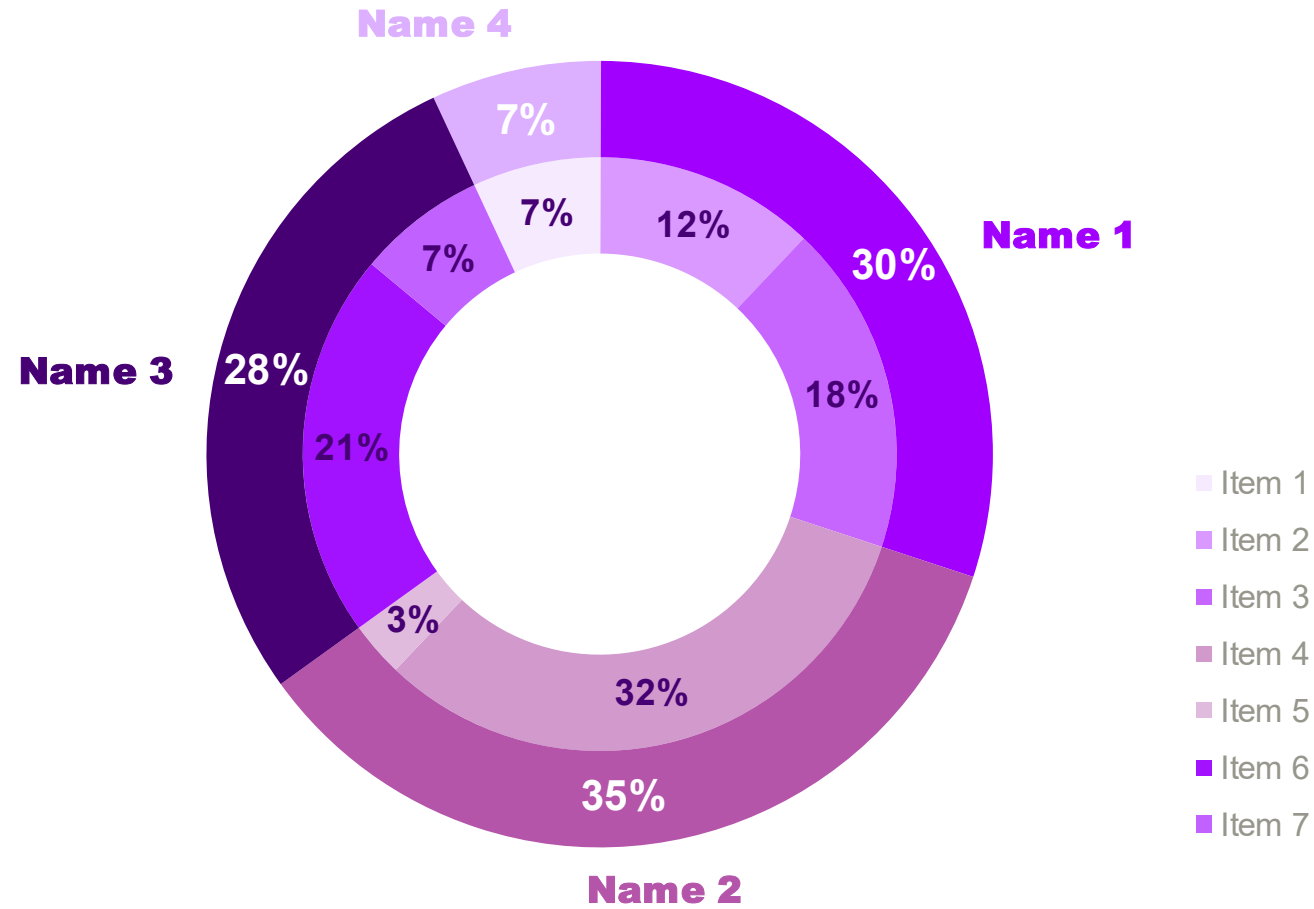
Hints:

- 1 Insert columns/rows as required (each slice will adopt a different color)
- 2 Edit and add (if necessary) graph names manually

Multilayer Chart



Multilayer Doughnut Chart

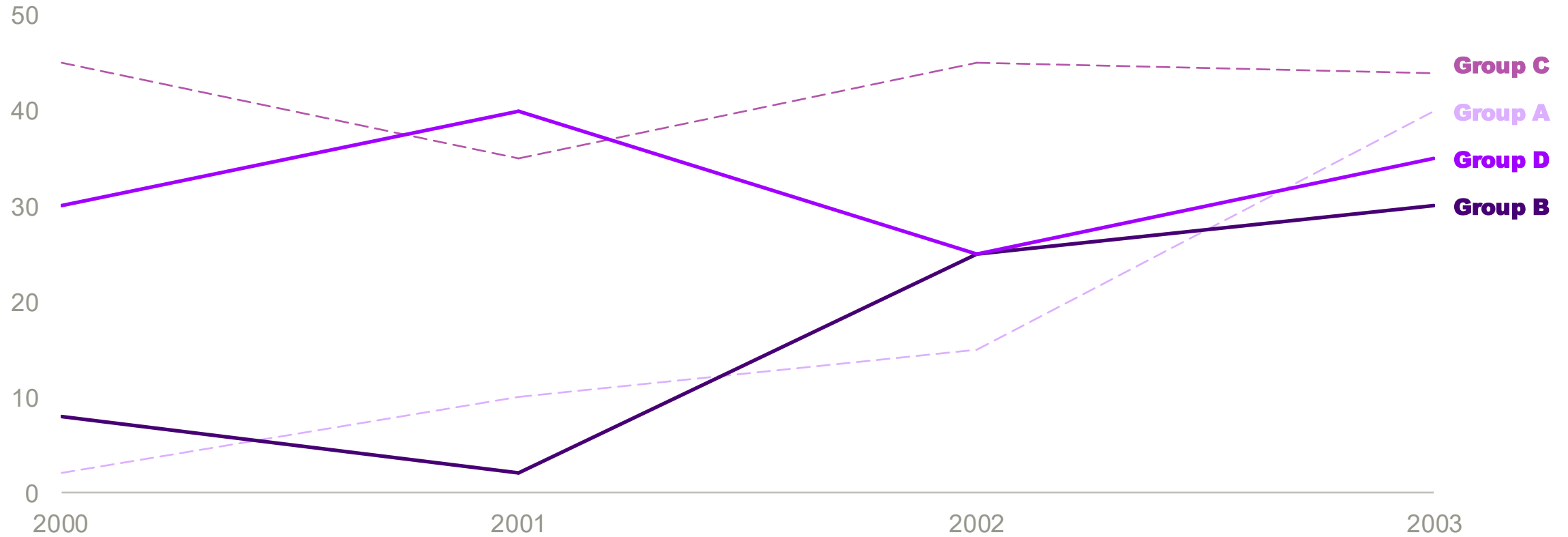




Line and Other Charts

Part of Charts

Line Chart

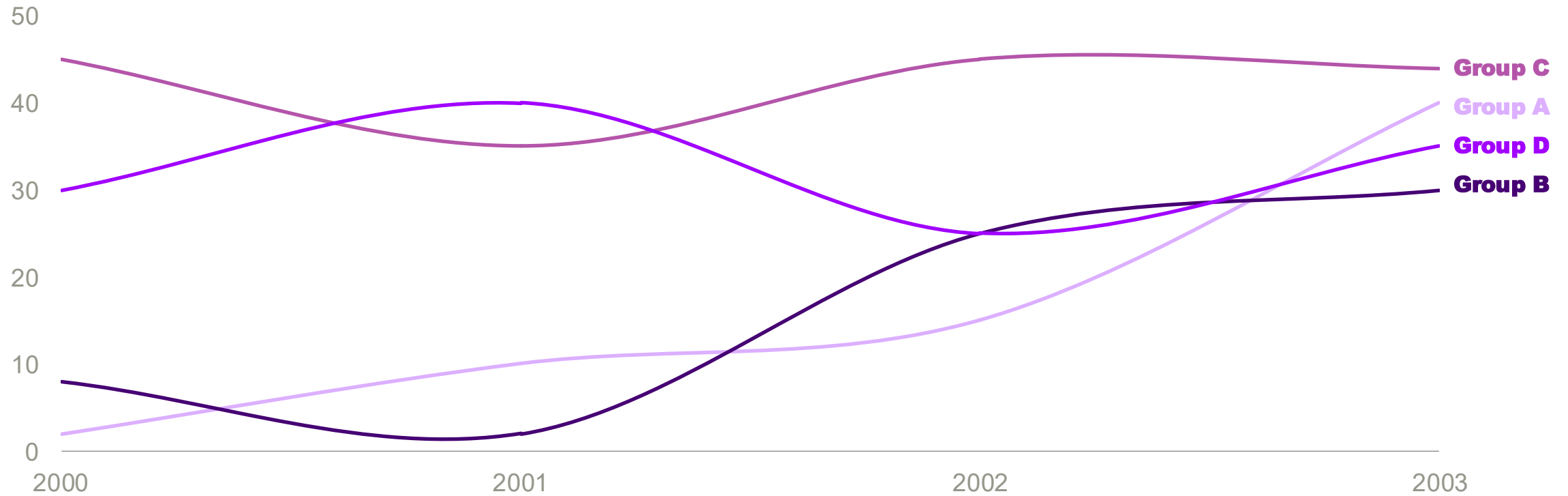


Hints:

- 1 Insert columns/rows as required (each line will adopt a different color)
- 2 Double-click on a line to change the color
- 3 Edit the y-axis label manually
- 4 Edit the labels manually



Smooth Line Chart

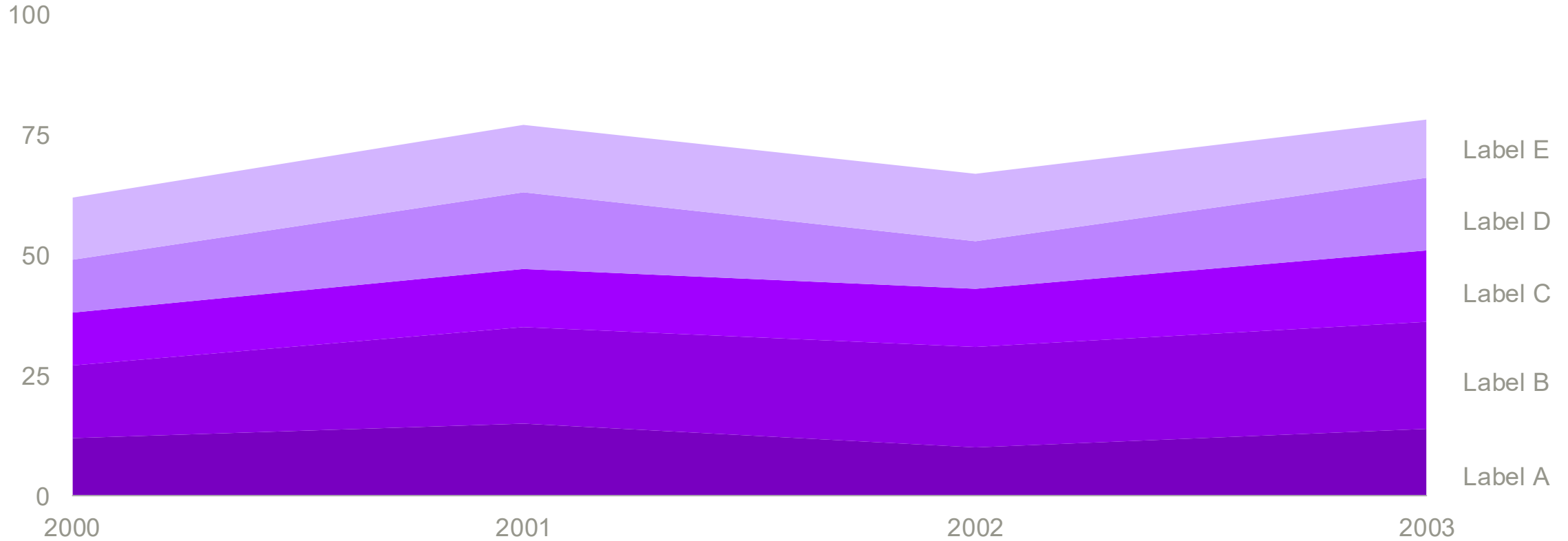


Hints:

- 1 Insert columns/rows as required (each line will adopt a different color)
- 2 Double-click on a line to change the color
- 3 Edit the y-axis label manually
- 4 Edit the labels manually



Area Chart

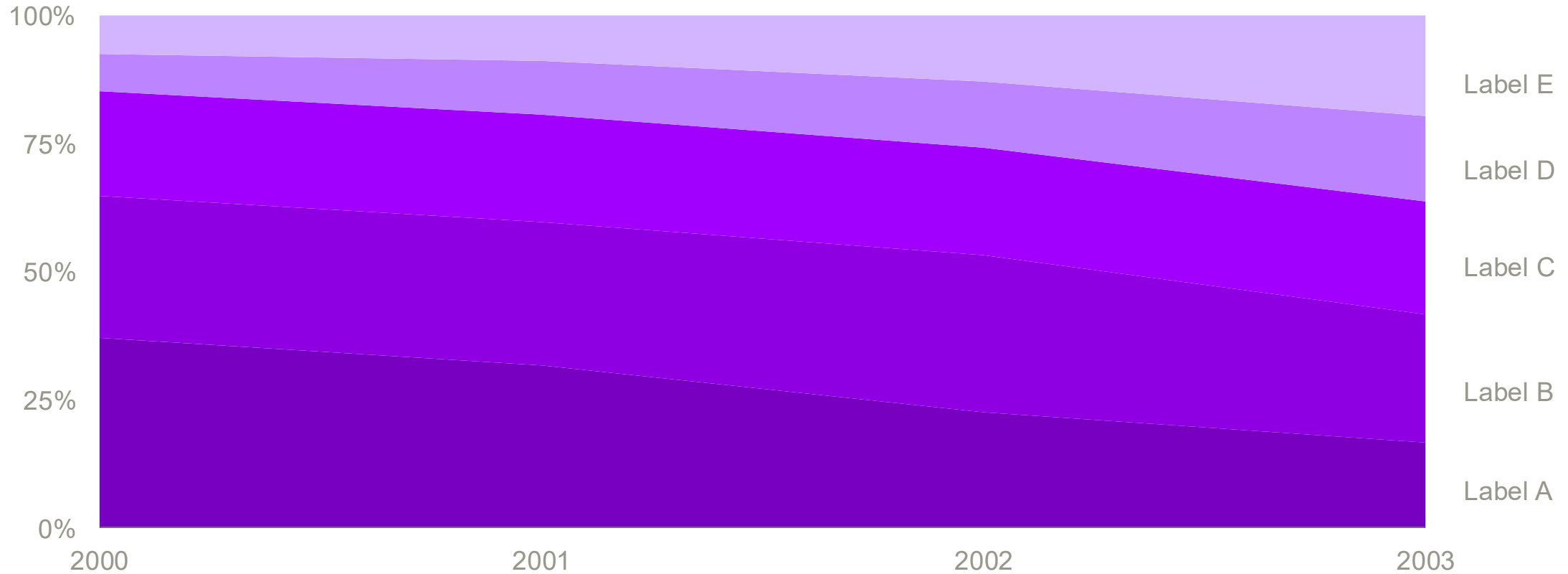


Hints:

- 1 Insert columns/rows as required (each line will adopt a different color)
- 2 Double-click on a line to change the color
- 3 Edit the y-axis label manually
- 4 Edit the labels manually



Area Chart 100%



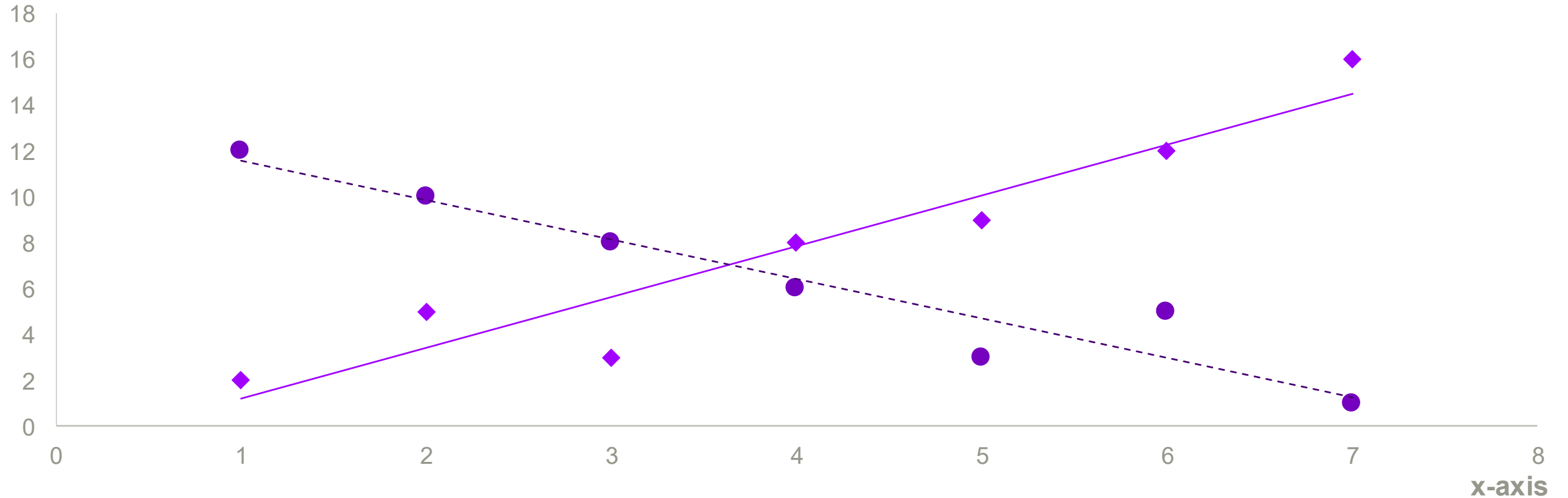
Hints:

- 1 Insert columns/rows as required (each line will adopt a different color)
- 2 Double-click on a line to change the color
- 3 Edit the y-axis label manually
- 4 Edit the labels manually



Grouped Correlation Chart

y-axis

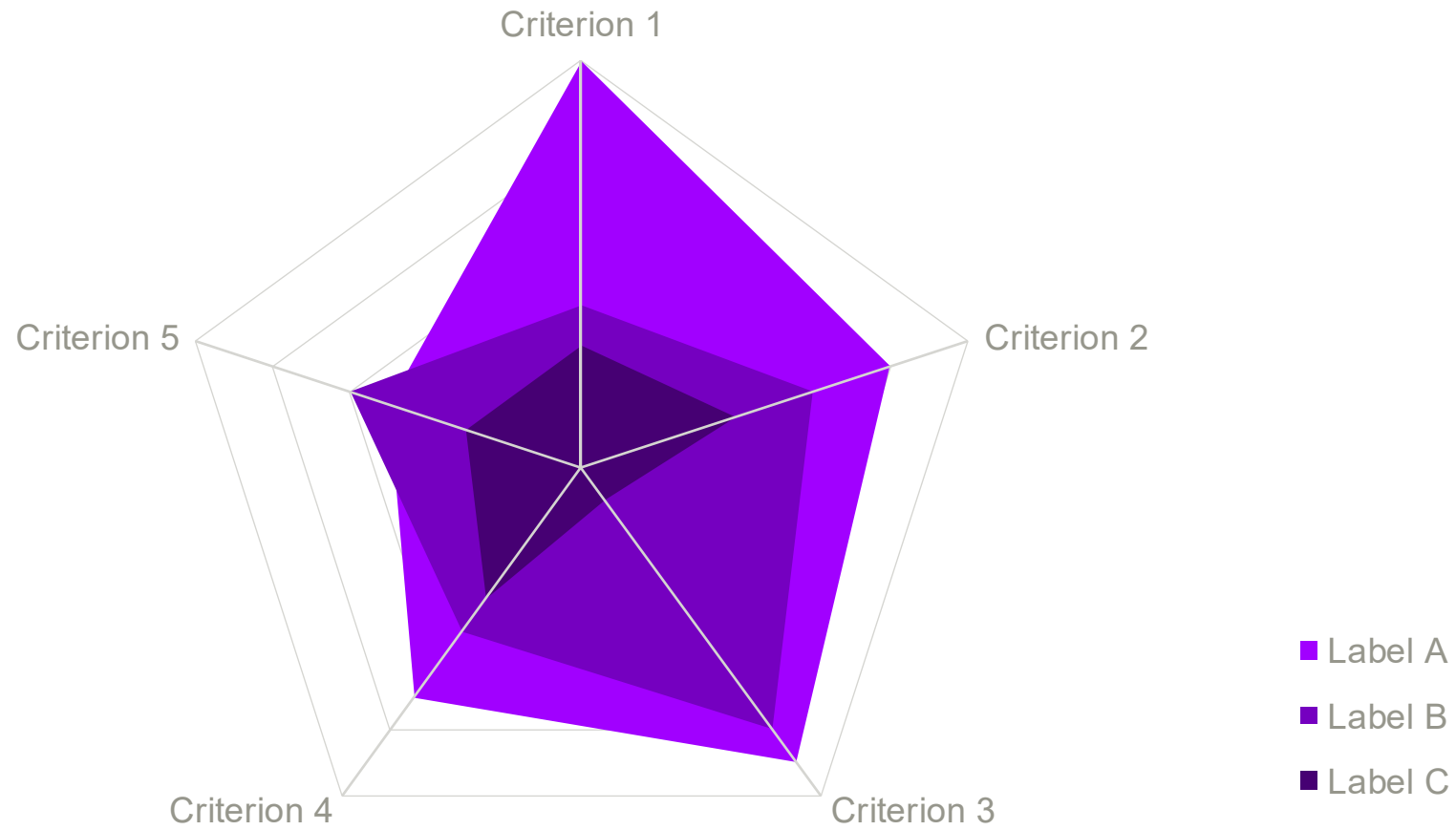


Hints:

- 1 Insert columns/rows as required (each area will adopt a different color)
- 2 Double-click on a line/dot to change the color
- 3 Edit the axes labels manually
- 4 Select "Trend lines" in Data Point Options to add or remove the trend line



Radar Chart 1

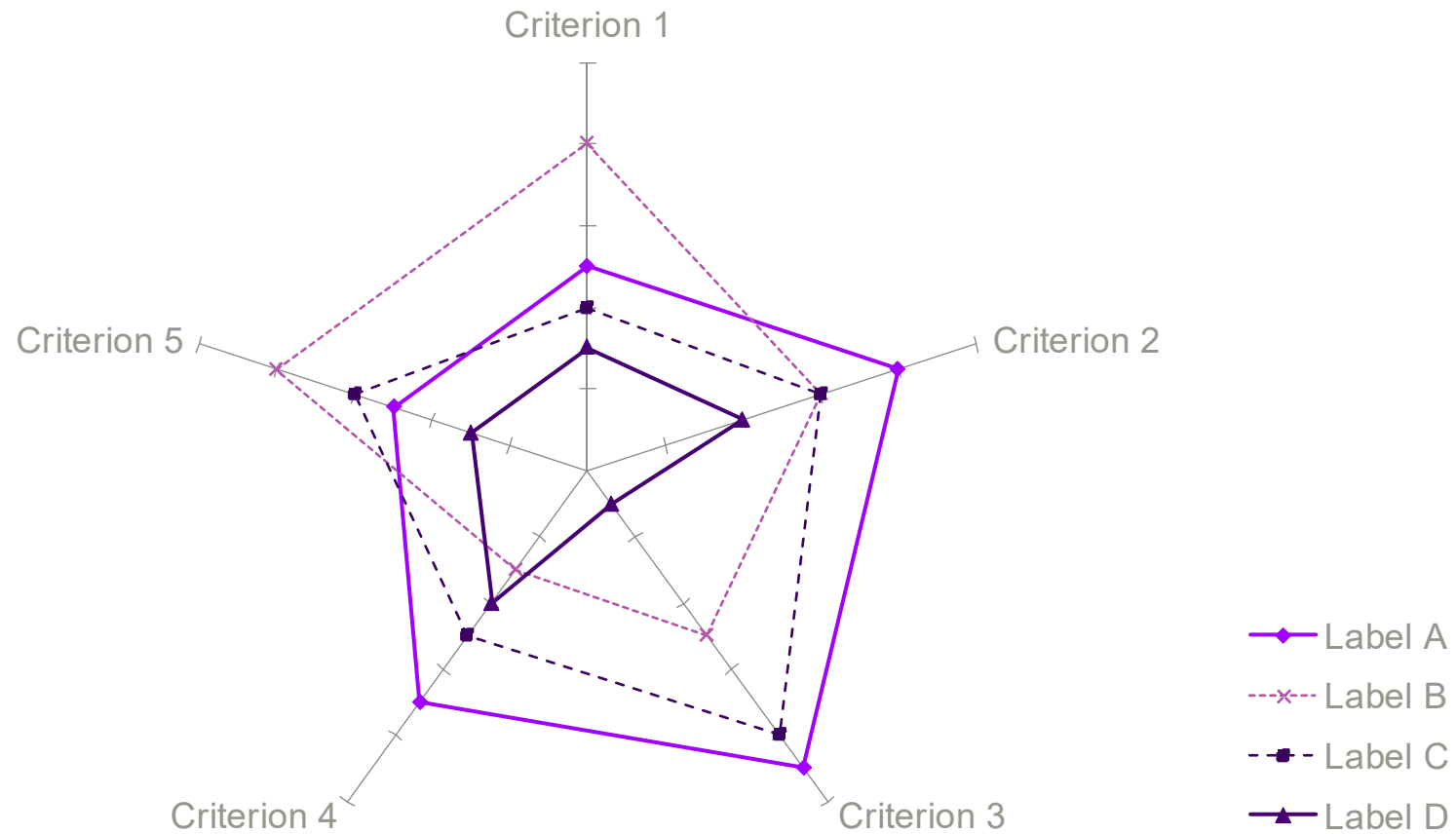


Hints:

- 1 Insert columns/rows as required (each area will adopt a different color)
- 2 Double-click on an area to change the color



Radar Chart 2

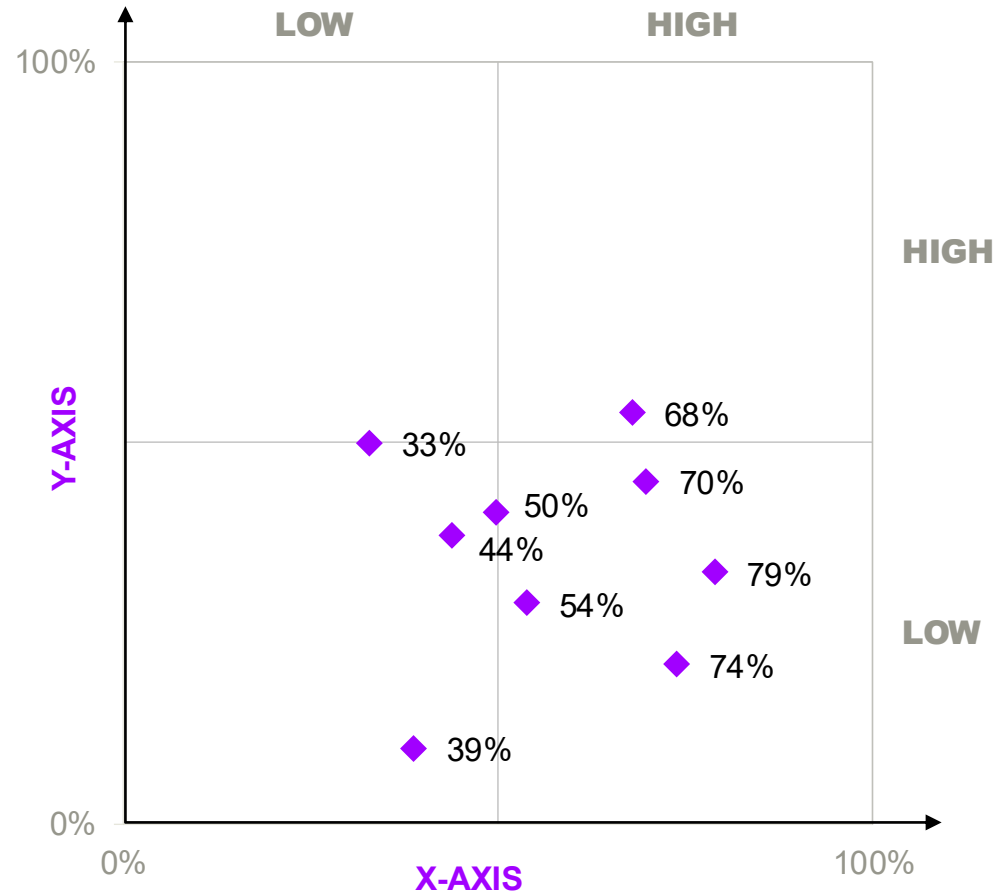


Hints:

- 1 Insert columns/rows as required (each area will adopt a different color)
- 2 Double-click on an area to change the color



Portfolio in Two Dimensions

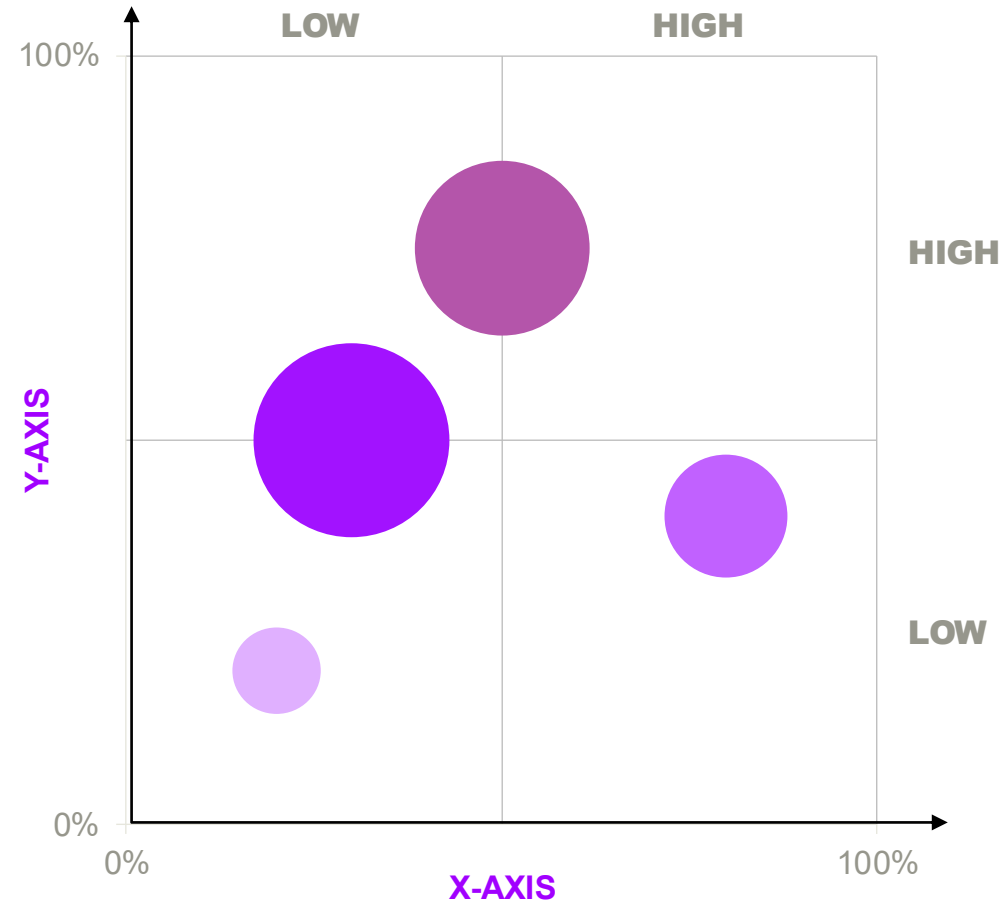


Hints:

1. Insert the values for the coordinates x and y
2. The x- and y-axis are hidden. To get the right scaling, make them visible
3. The axis and legend is drawn in PowerPoint. Resize and rescale them if necessary



Portfolio in Three Dimensions



Hints:

1. Insert the values for the coordinates x and y
2. Insert the size of the bubbles in the row "size"
3. The axis and legend is drawn in PowerPoint. Resize and rescale them if necessary



Hints for Drawing Charts



Editing charts

- To edit data only: Select the chart and right click – select ‘Edit data’.
- Alternatively select the chart by clicking on it. On the top bar, go the tab named ‘Layout’ (only visible when the chart is selected) and select what you want to edit.

Adding graphic elements or text to a chart

There are two ways to add graphical elements:

- Double-click on the chart to work in the chart module, click on the draw icon in the top menu bar and start drawing.
- Draw or write the text in PowerPoint and place it over the chart module.
- Be careful if you are using the chart module to draw. Occasionally all graphic elements move a bit if you leave the module.

Resizing

- Before you resize the chart, make sure that you double-clicked on it and a wider gray line surrounds the chart, otherwise all letters and graphic elements will bend if you resize the chart.
- Take care that the text is still readable after resizing.

Discontinuous axis marks

- To create a discontinuous axis in a chart, copy one of the marks on the right and place it over the chart axis (in PowerPoint, not in the Chart Module).
- Both marks consist of several grouped elements therefore take care that those elements are still grouped before you resize them.





Dynamic Concepts

Balance/Imbalance

Interaction/Feedback

Separation/Synthesis Causes

Conflicts

Barriers/Resistance

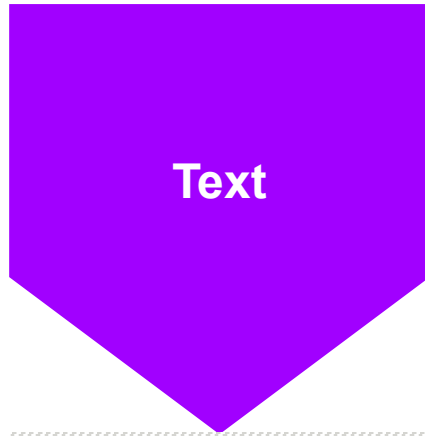
Forces/Influence



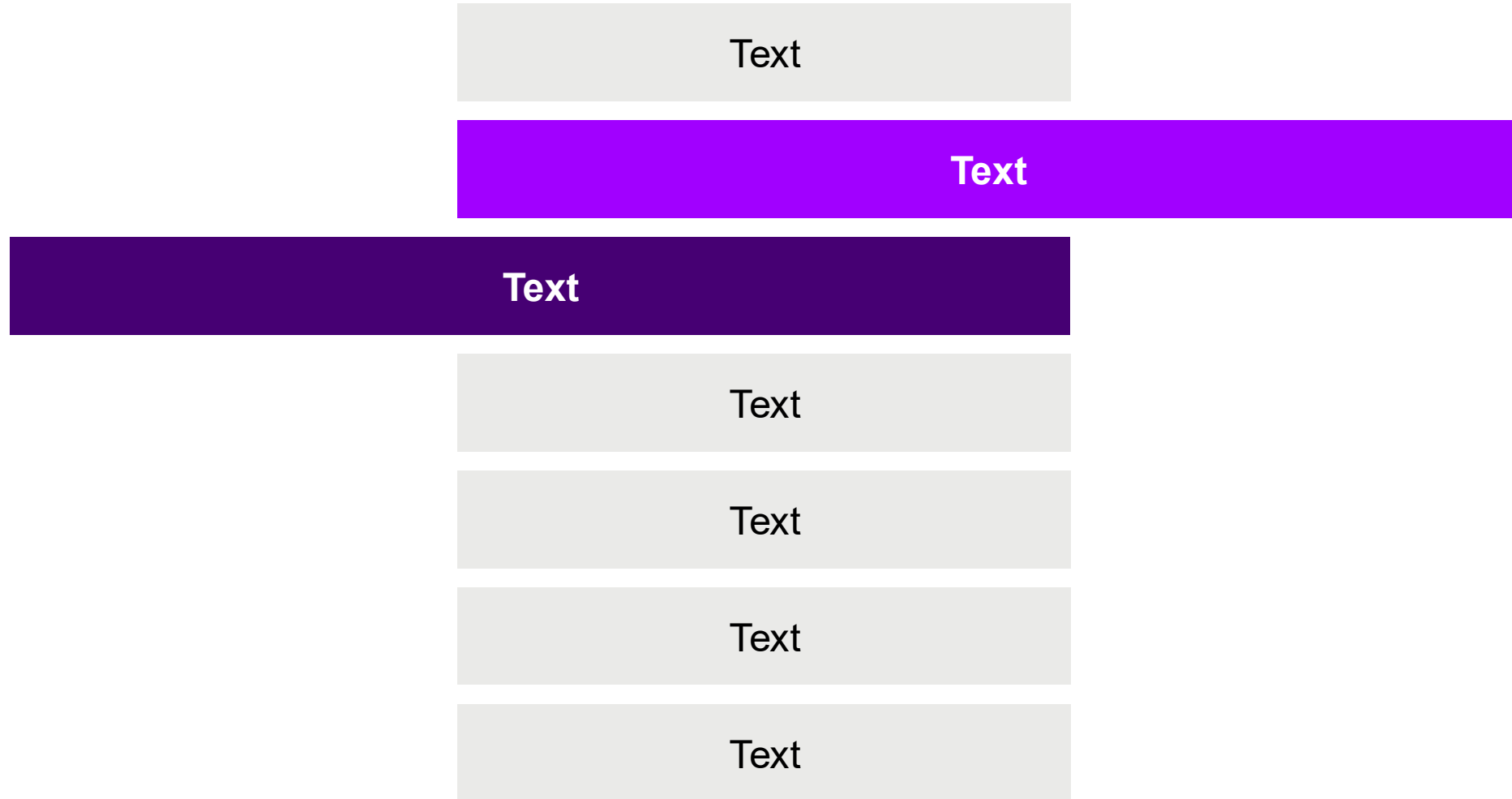
Balance/ Imbalance

Part of
Dynamic Concepts

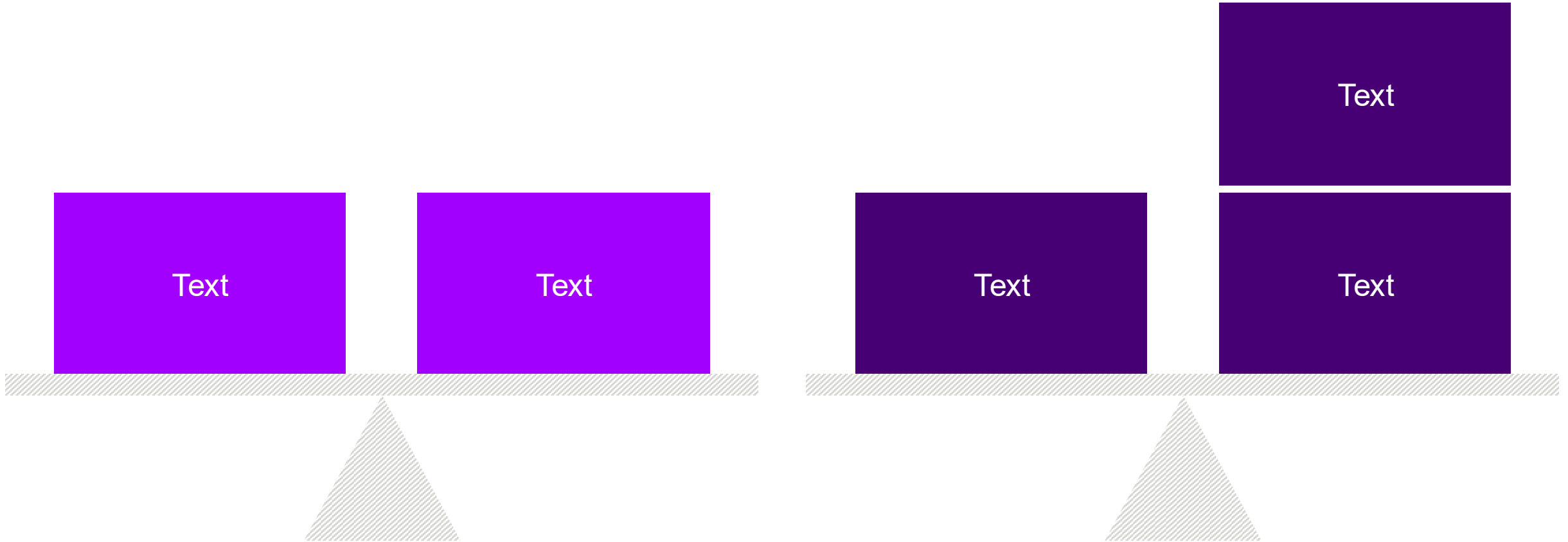
Balance 1



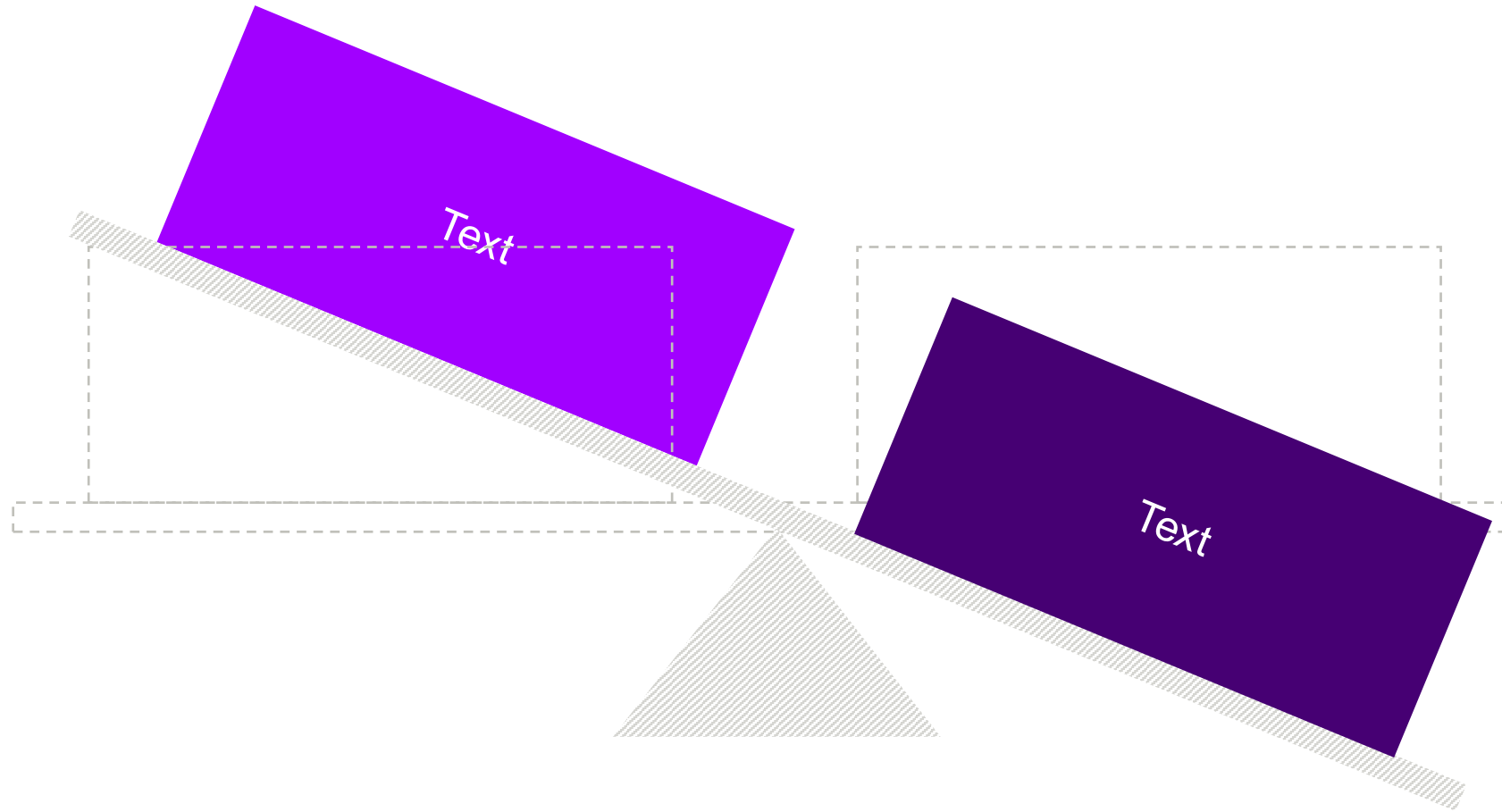
Balance 2



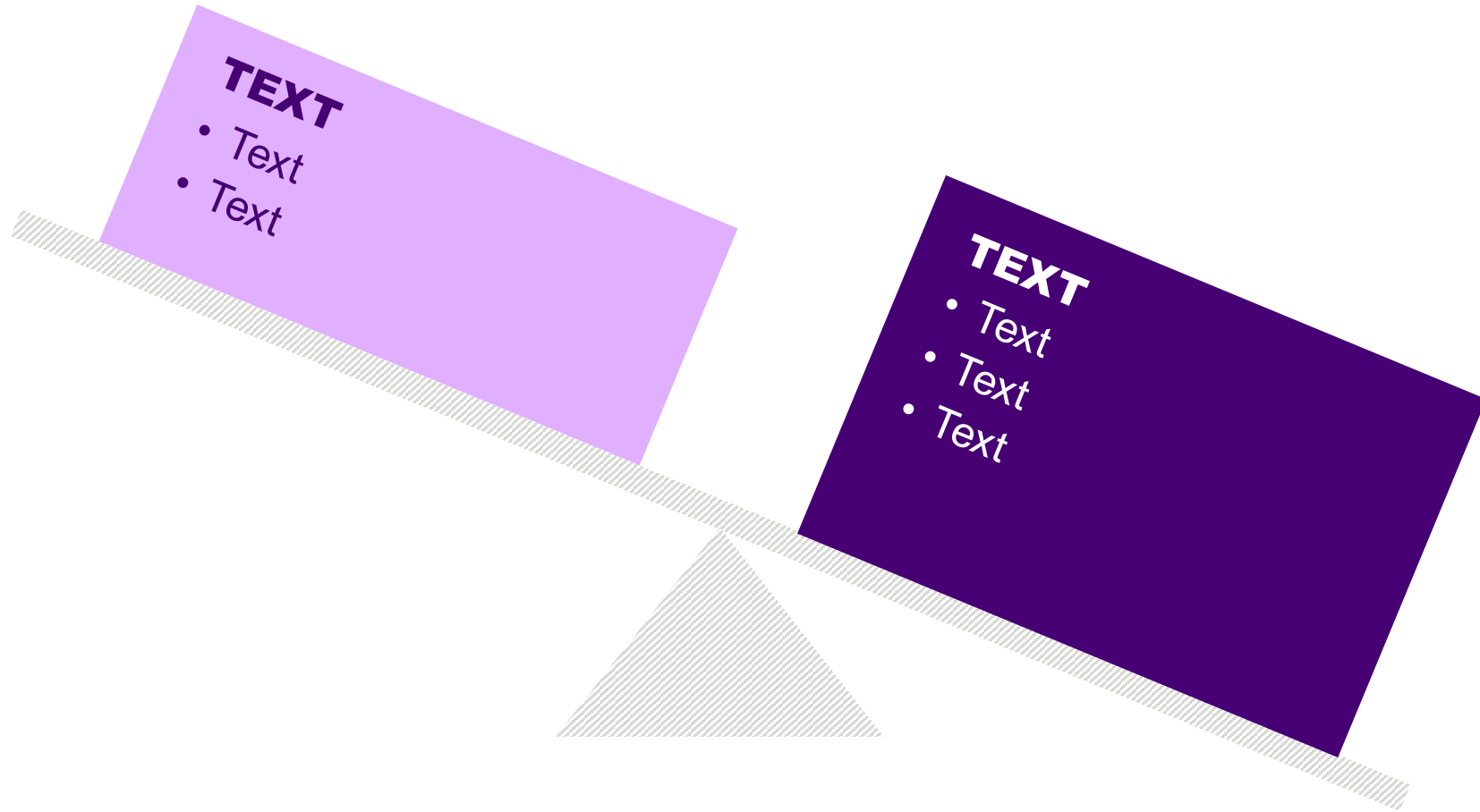
Balance 3



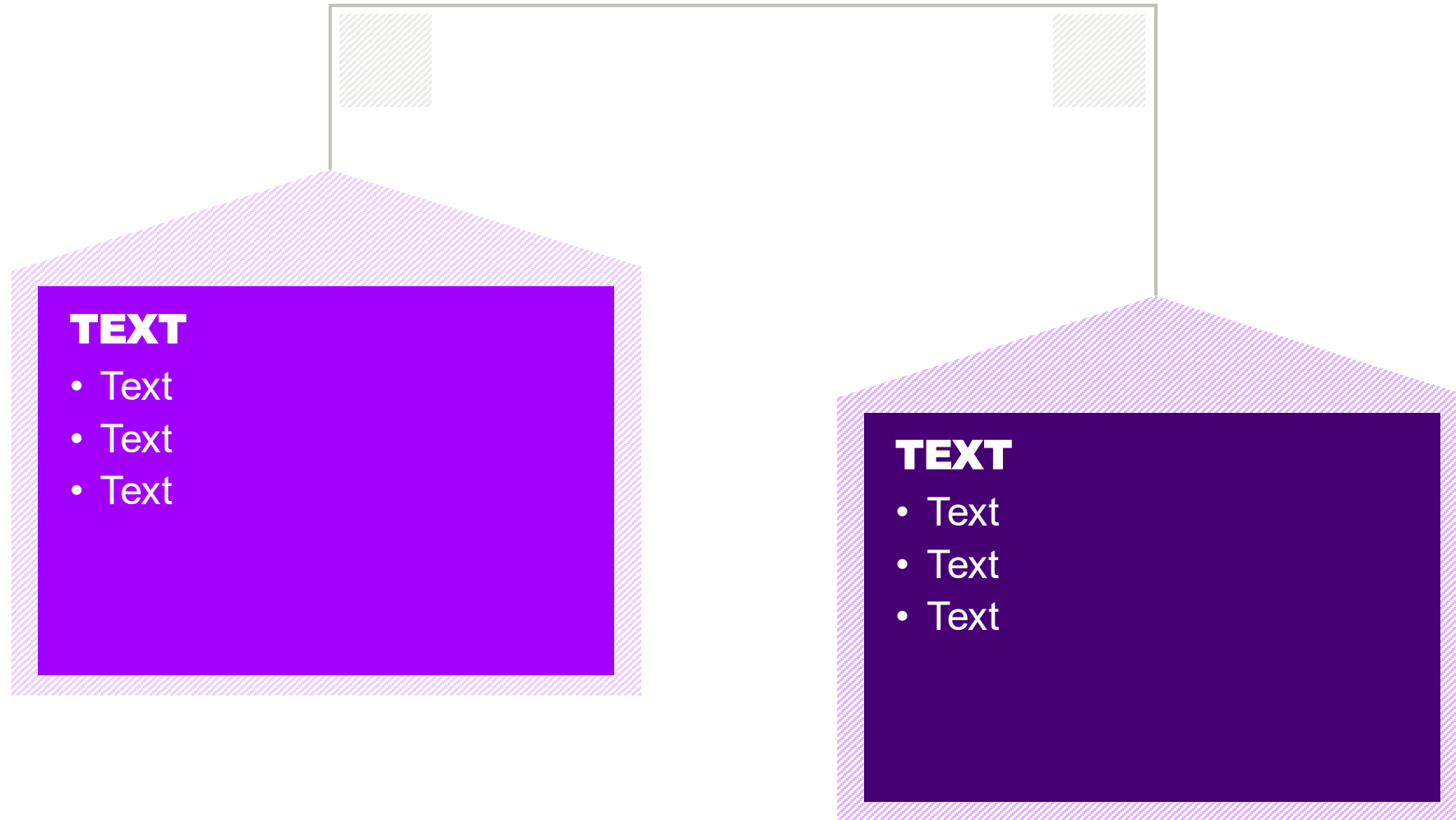
Balance/Imbalance



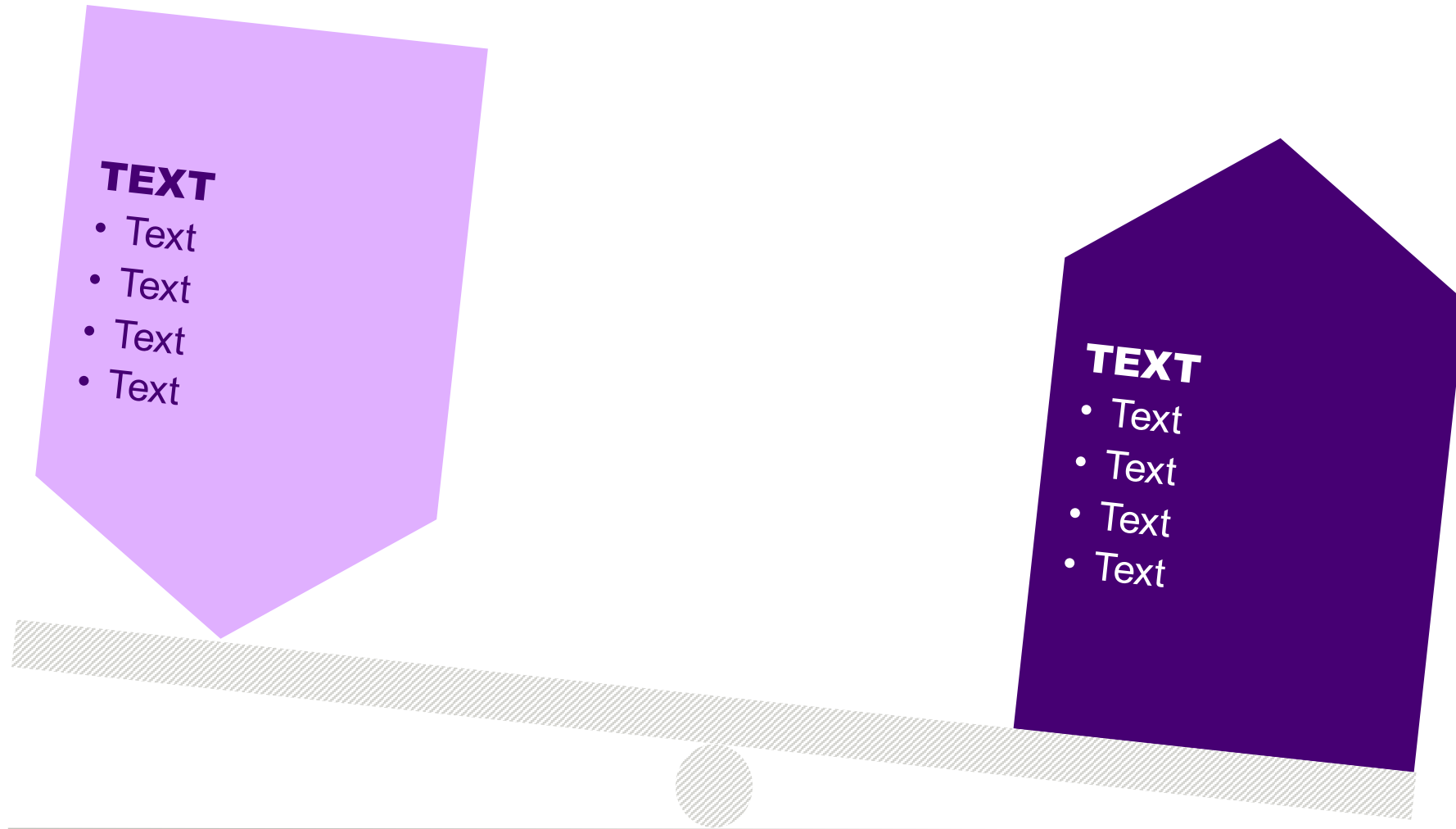
Imbalance



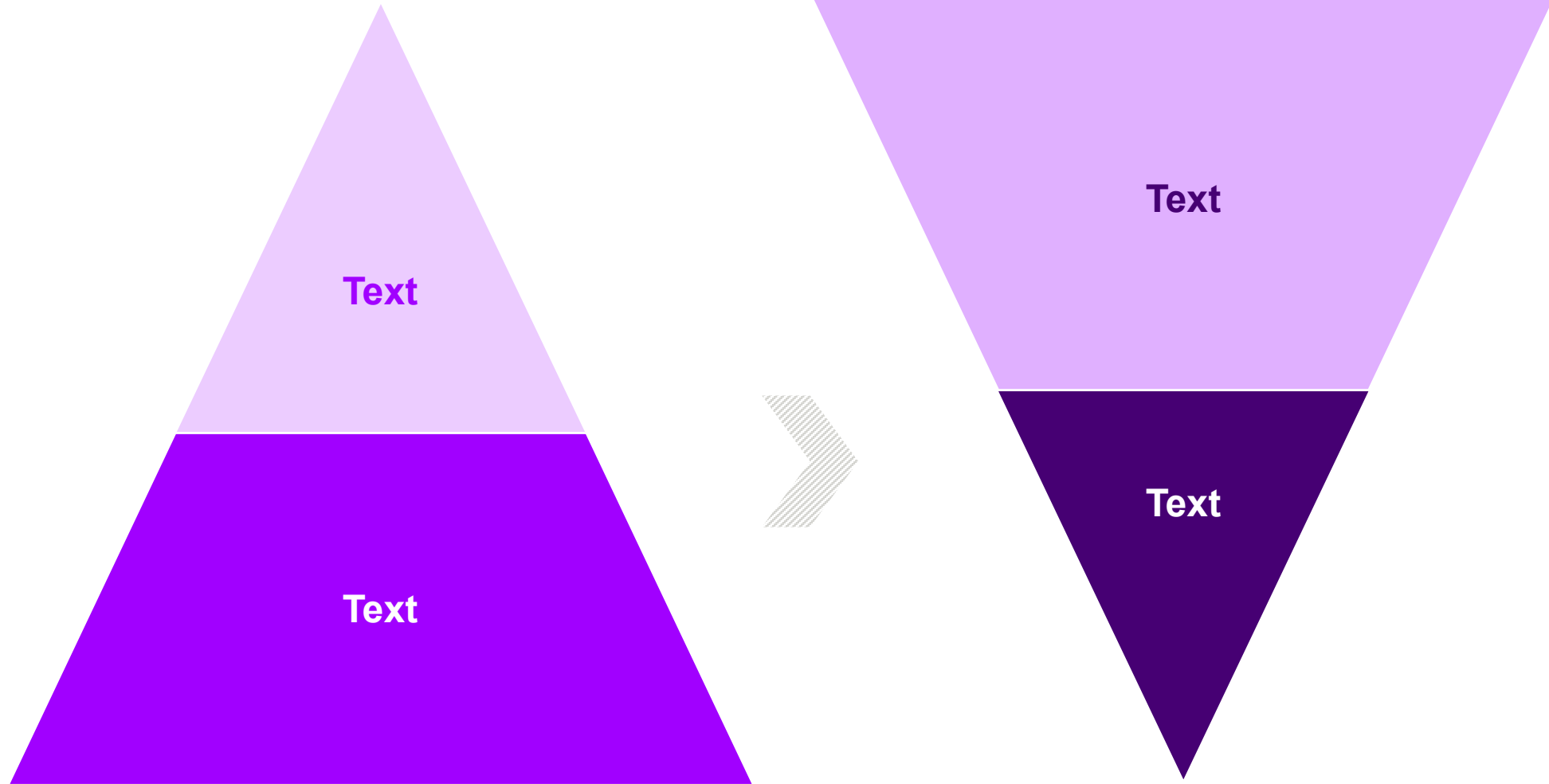
Dependence



Balancing Steps



Rethinking



Pro and Con

TITLE

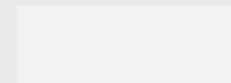
Description

Text



Pro

Text



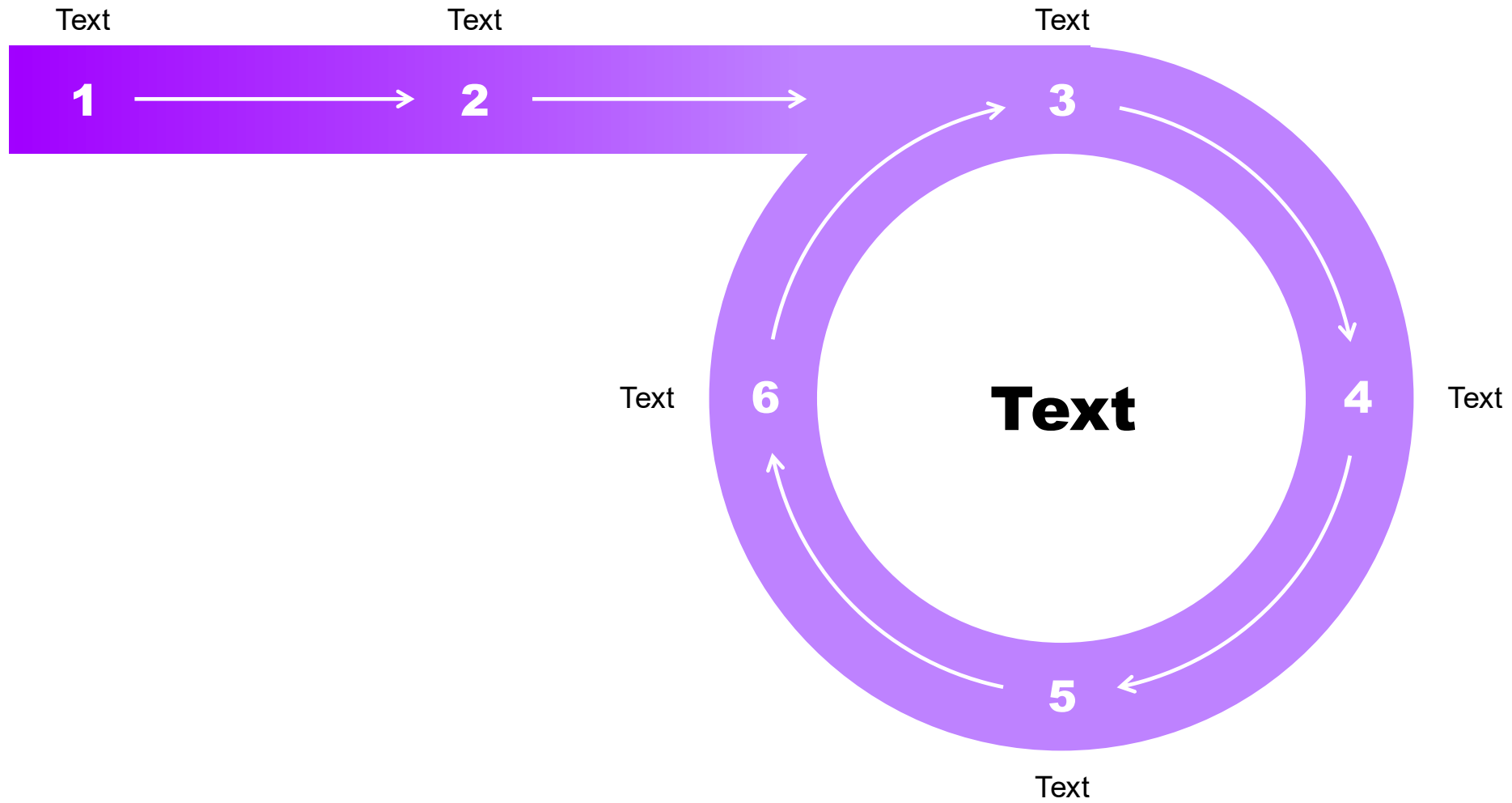
Con



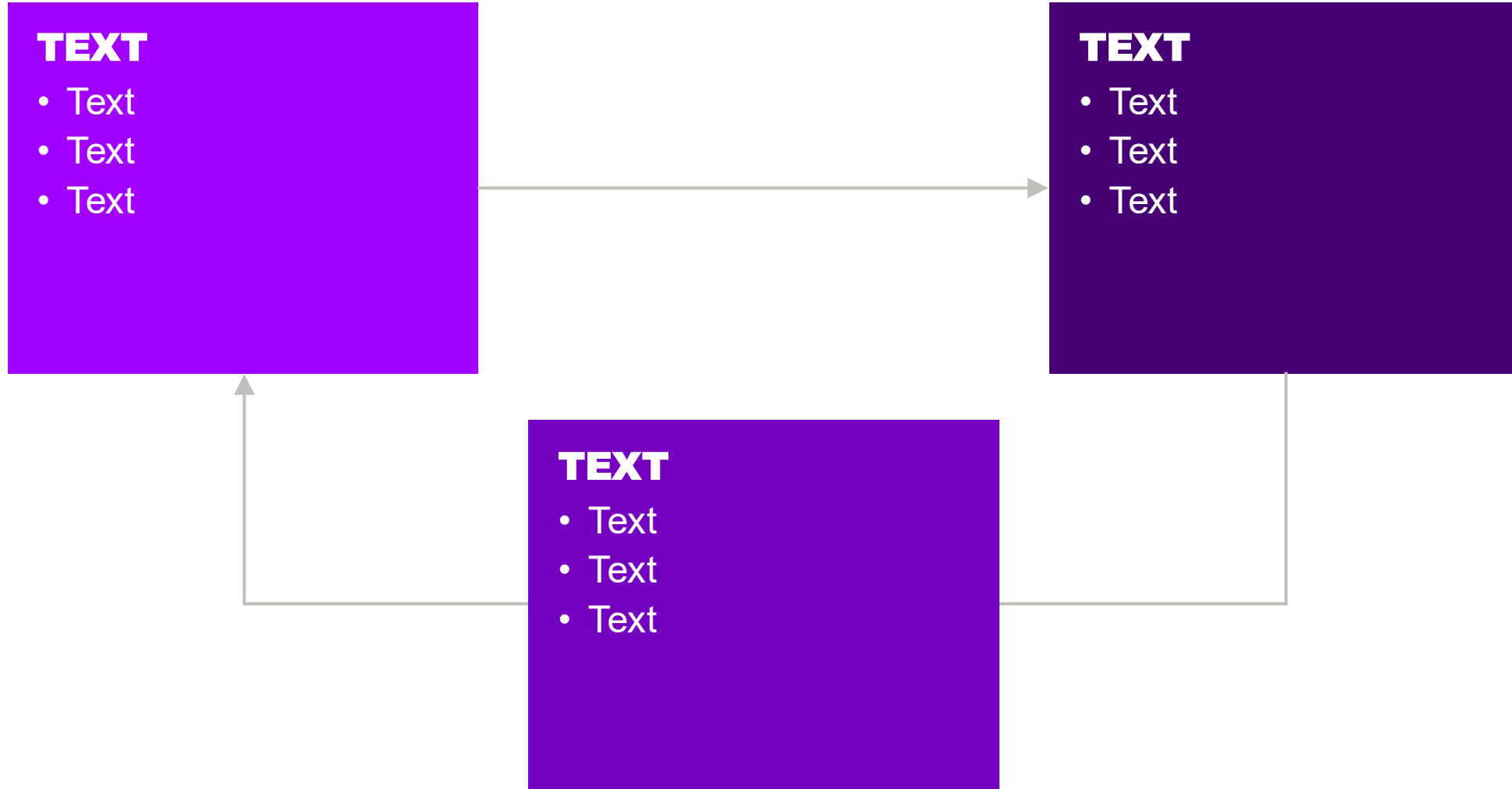
Interaction/ Feedback

Part of
Dynamic Concepts

Interaction



Feedback 1



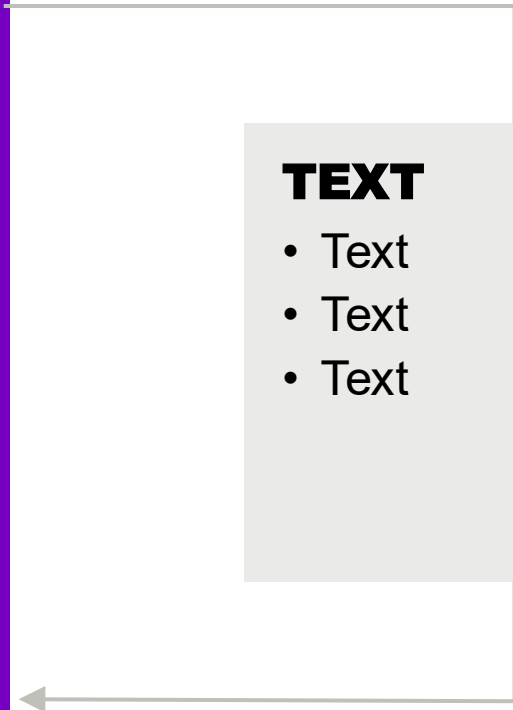
Feedback 2

TEXT

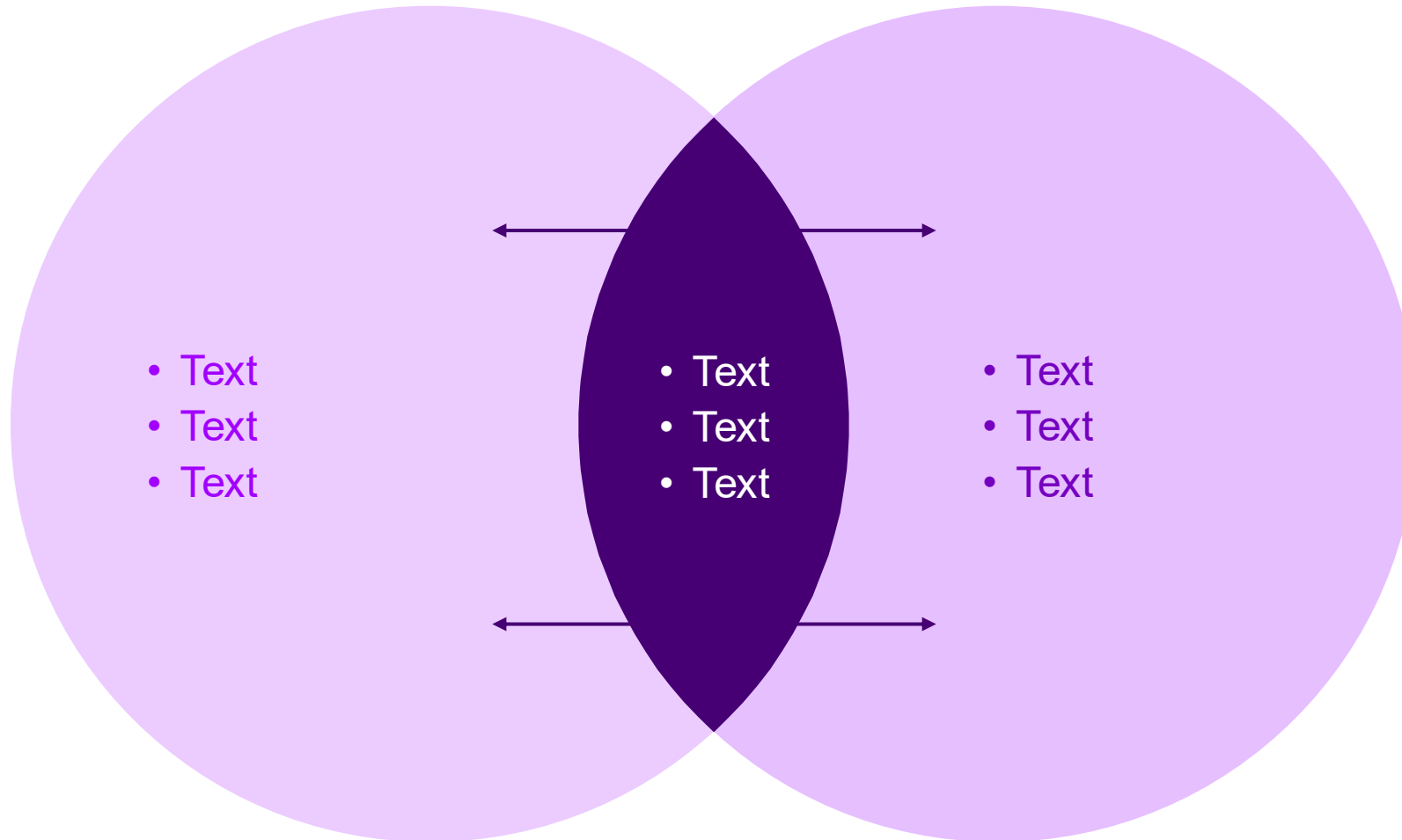
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- Text
- Text

TEXT

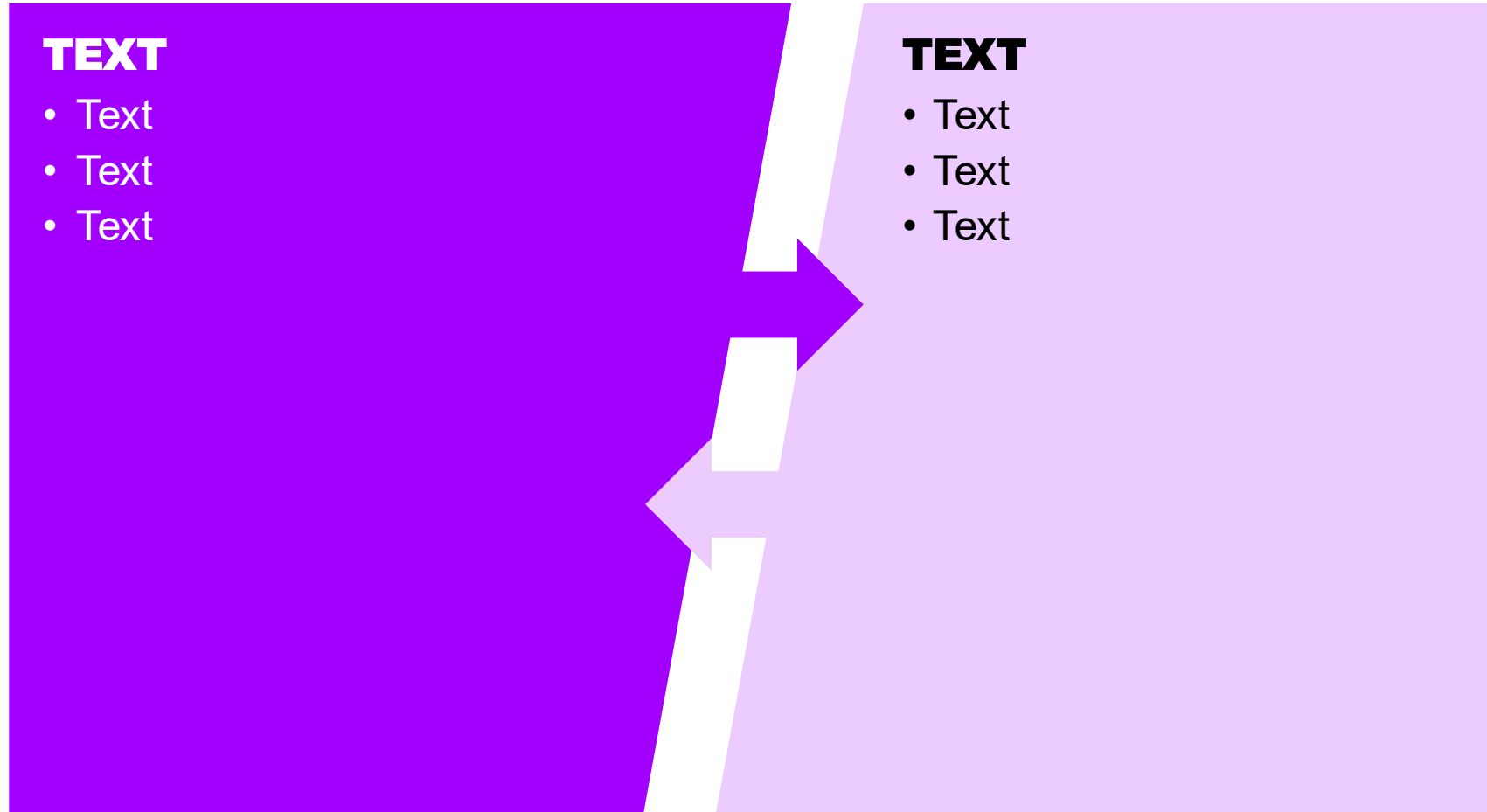
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Cross-fertilization 1



Cross-fertilization 2



Cross-fertilization 3

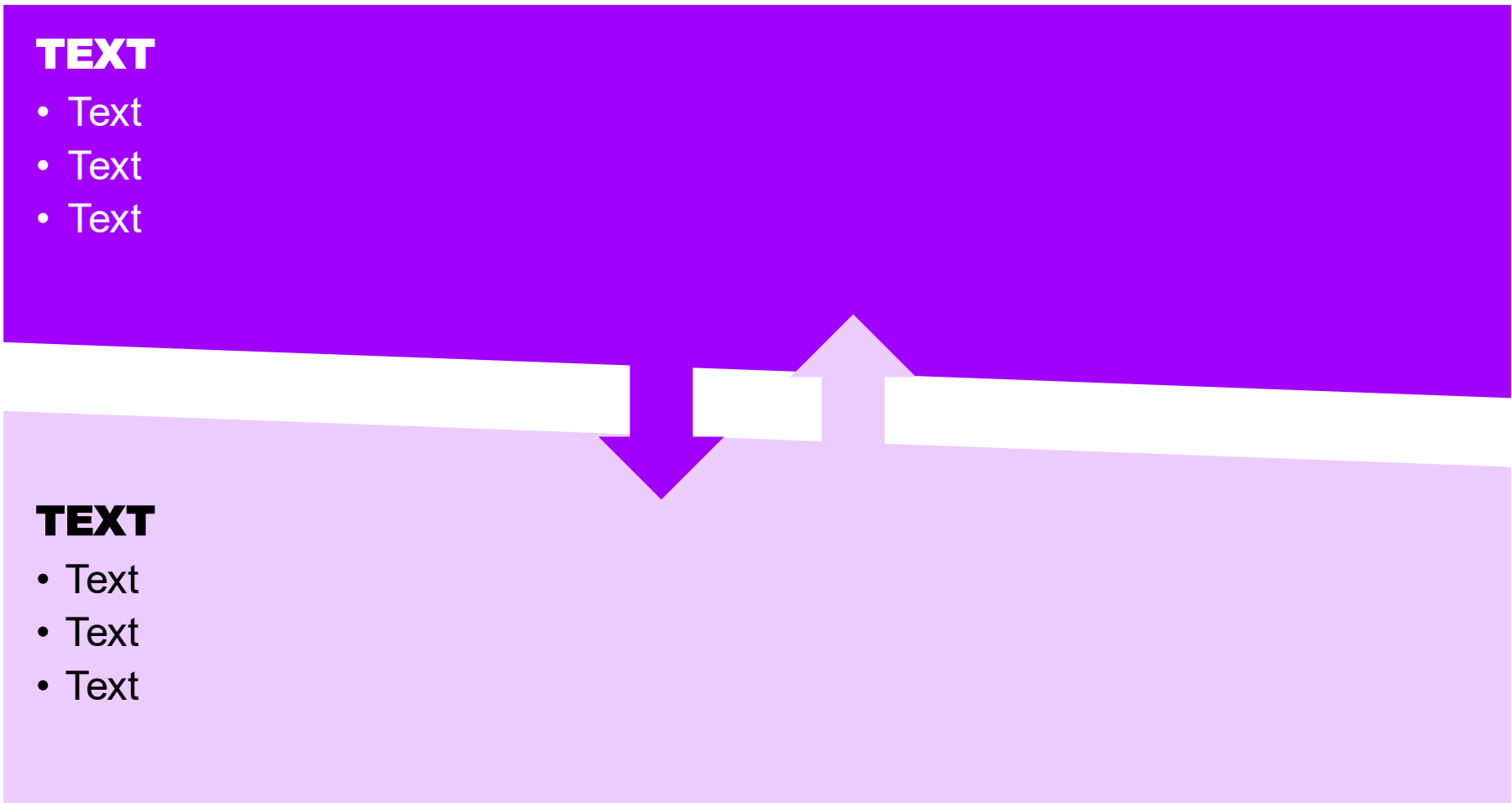
TEXT

- Text
- Text
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TEXT

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- Text

Cross-fertilization 4



Cross-fertilization 5

TEXT

- Text
- Text
- Text

TEXT

- Text
- Text
- Text

Cross-fertilization 6

TEXT

- Text
- Text
- Text



TEXT

- Text
- Text
- Text



Separation/ Synthesis

Part of
Dynamic Concepts

Separation 1

TEXT

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- Text
- Text

TEXT

- Text
- Text
- Text

Separation 2

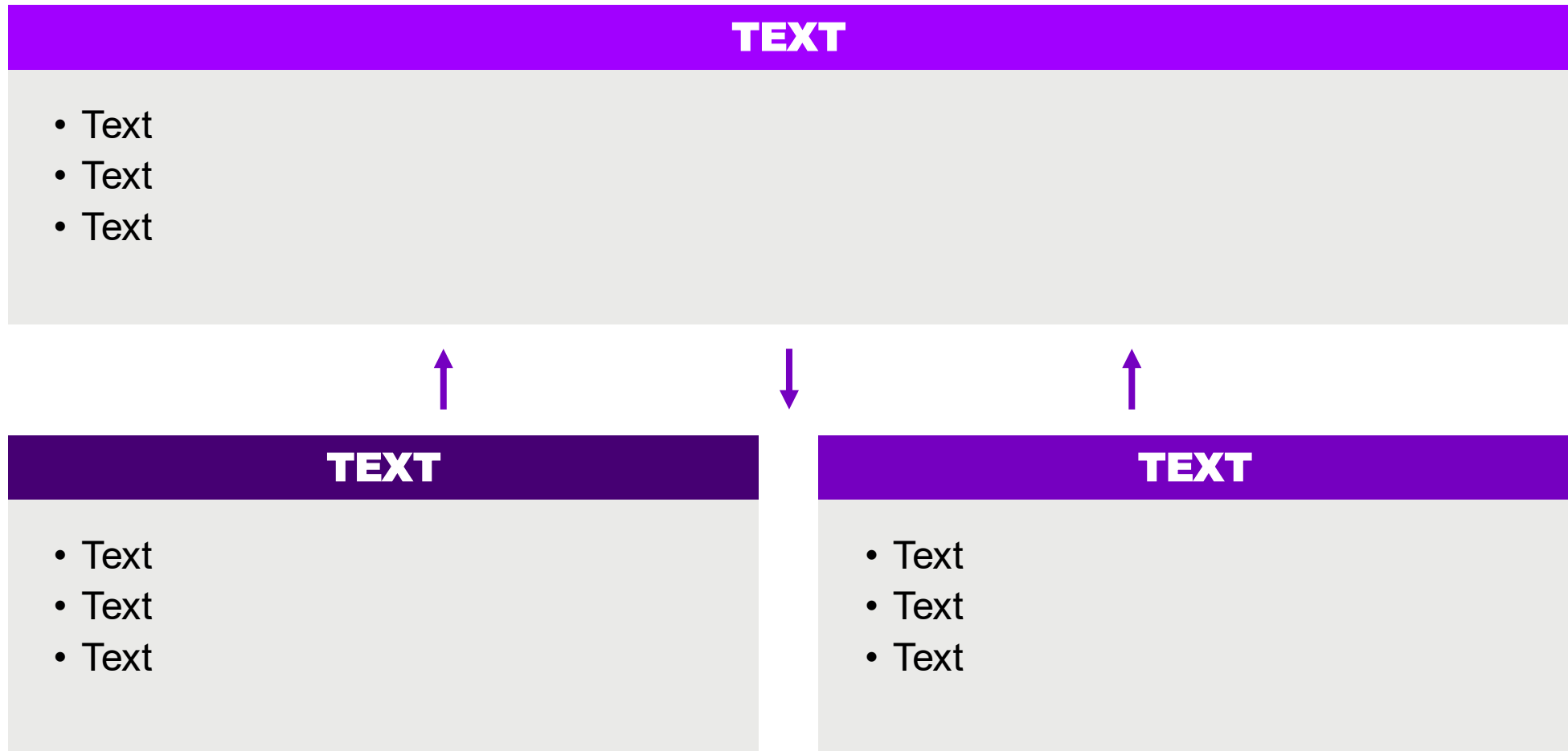
TEXT

- Text
- Text
- Text

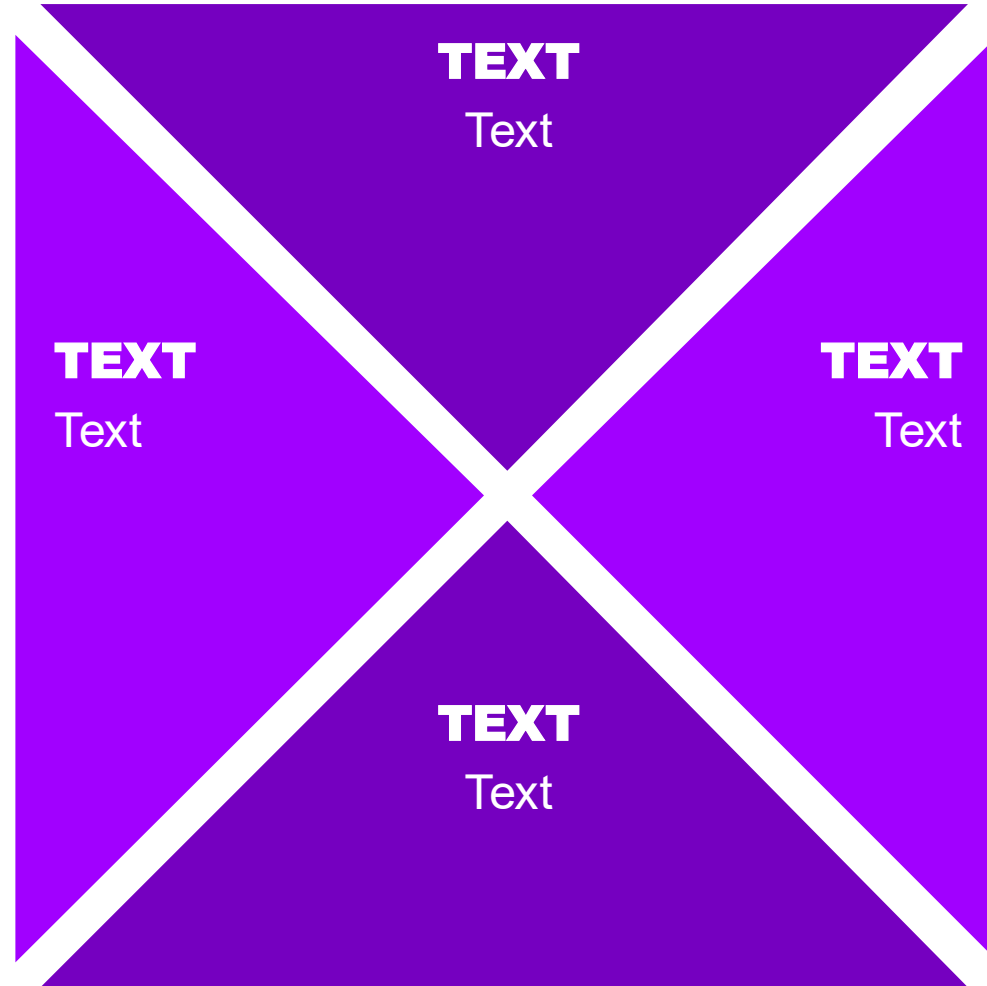
TEXT

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- Text

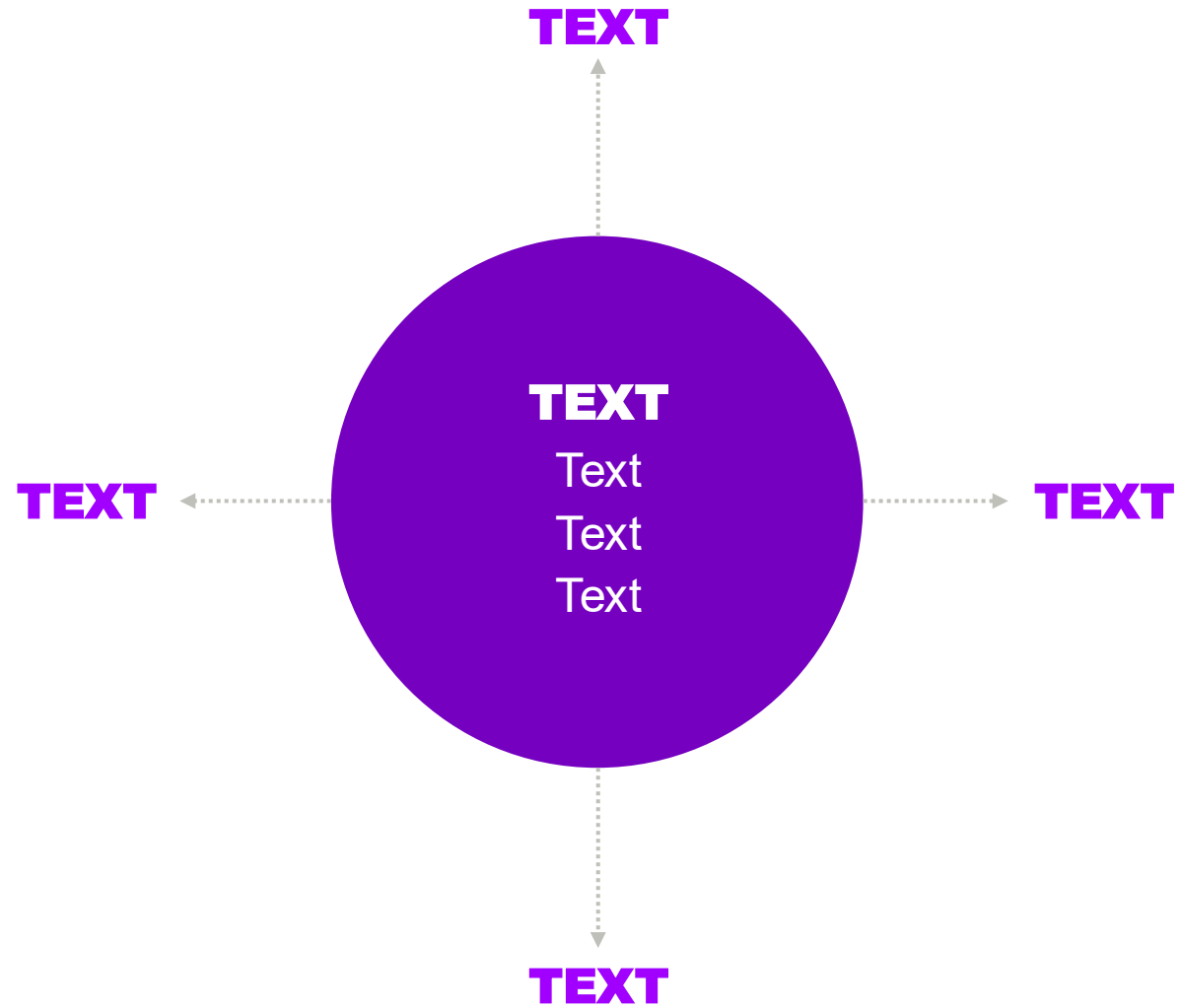
Synthesis



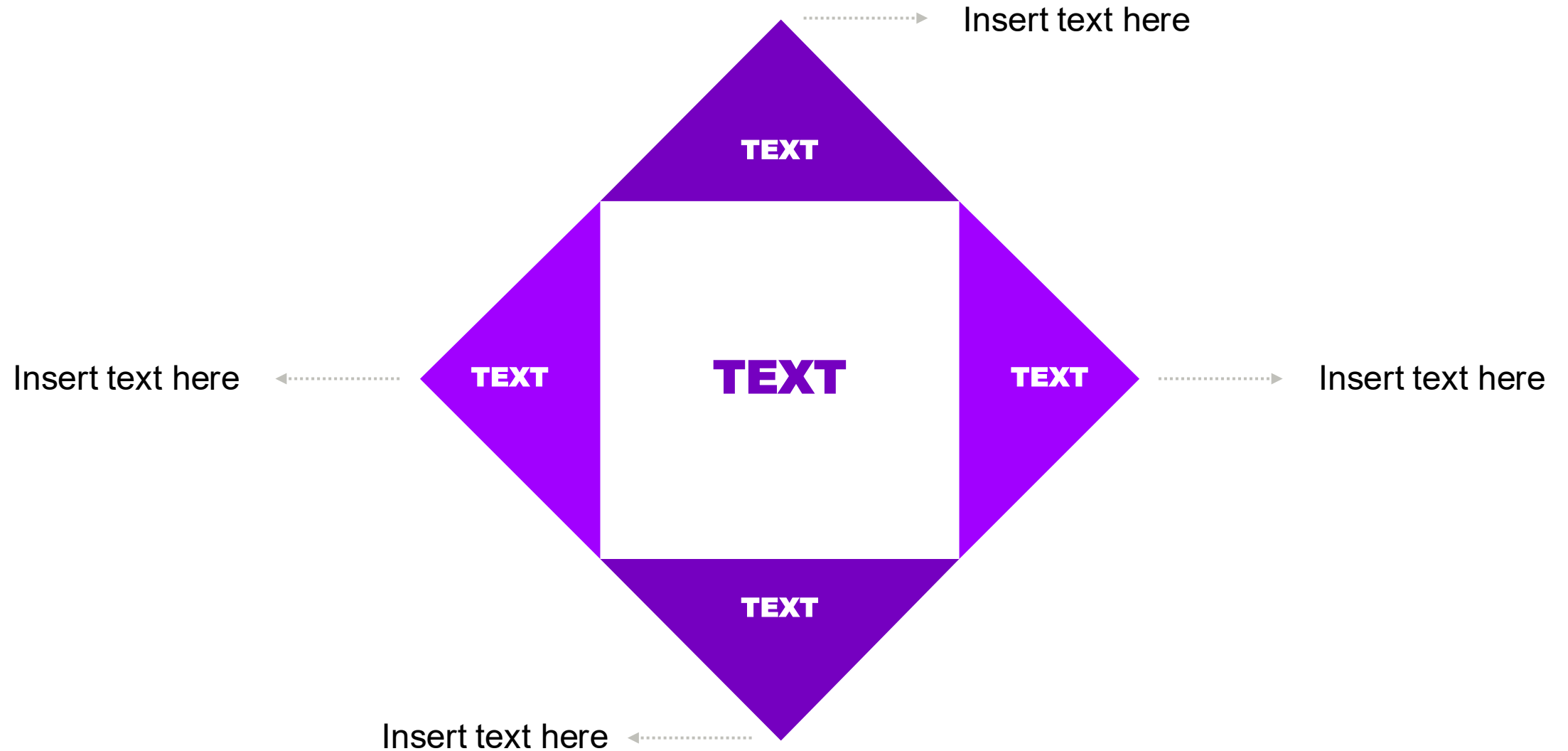
Centralization



Decentralization 1

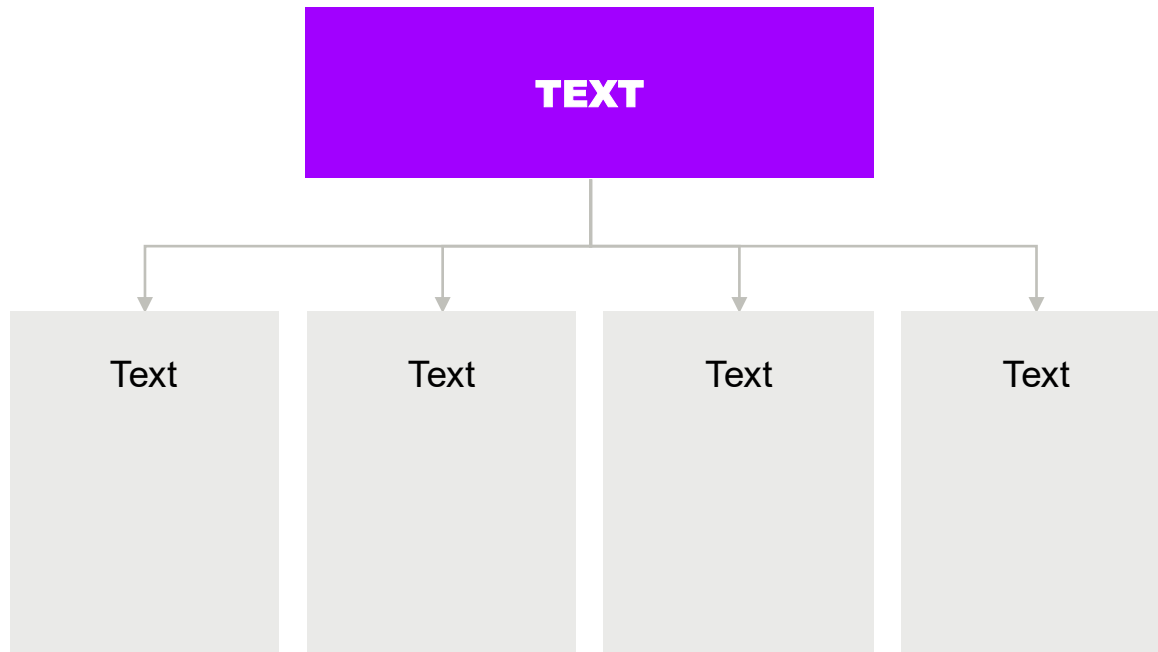


Decentralization 2

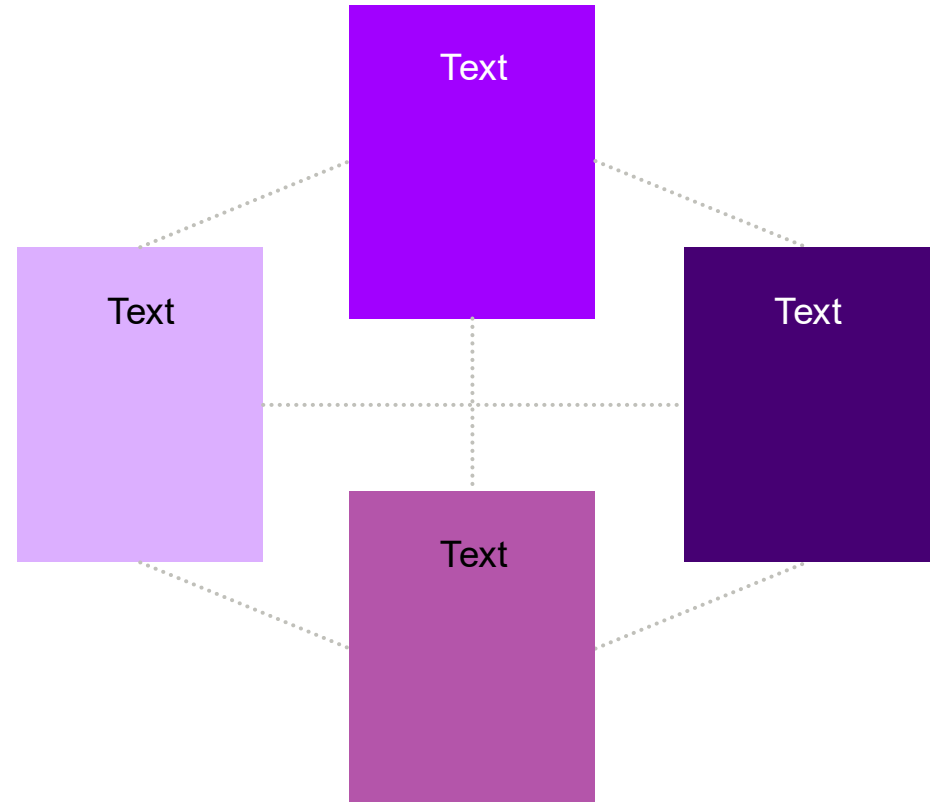


Centralization/Decentralization

Centralization



Decentralization

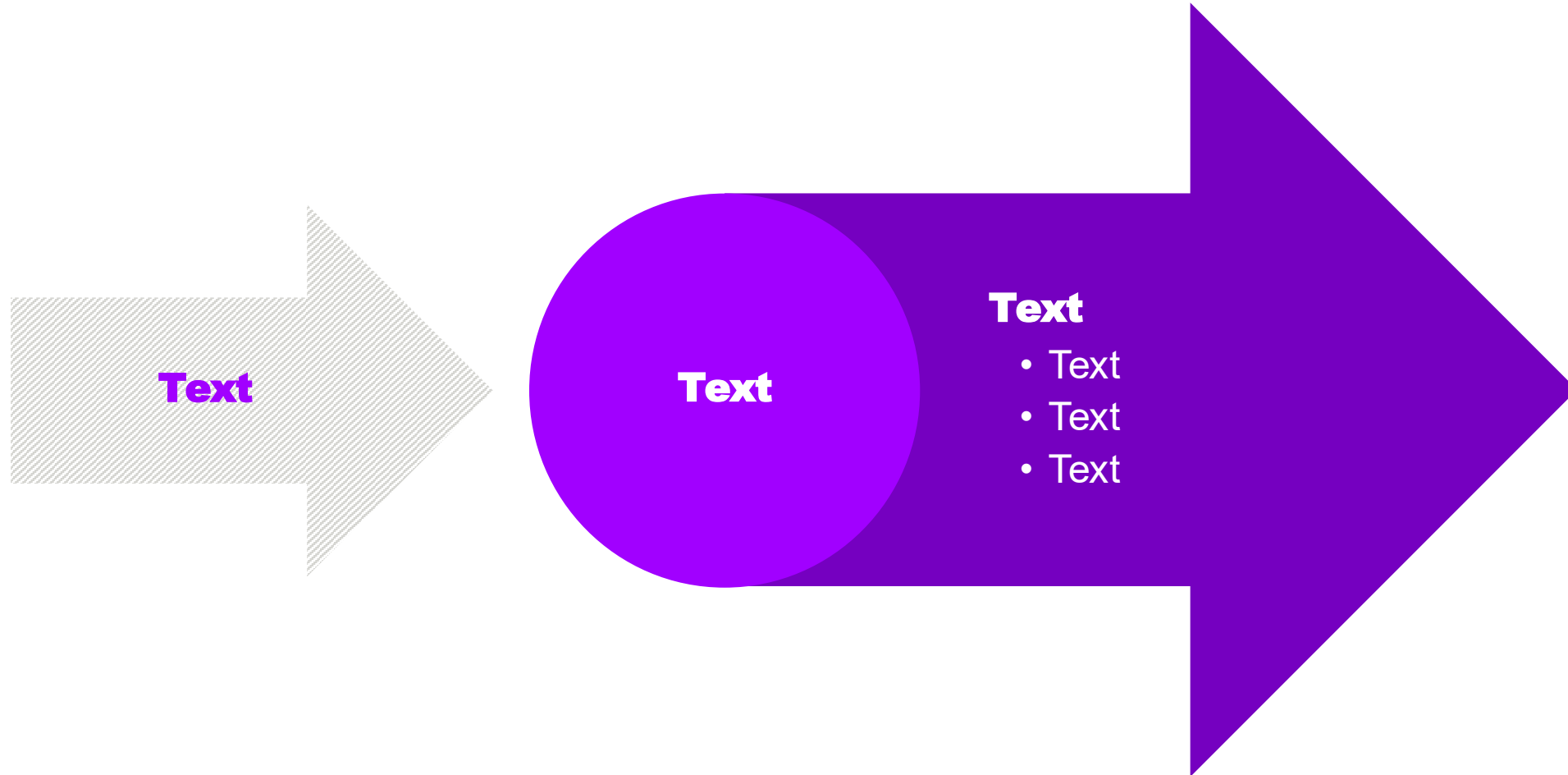




Causes

Part of
Dynamic Concepts

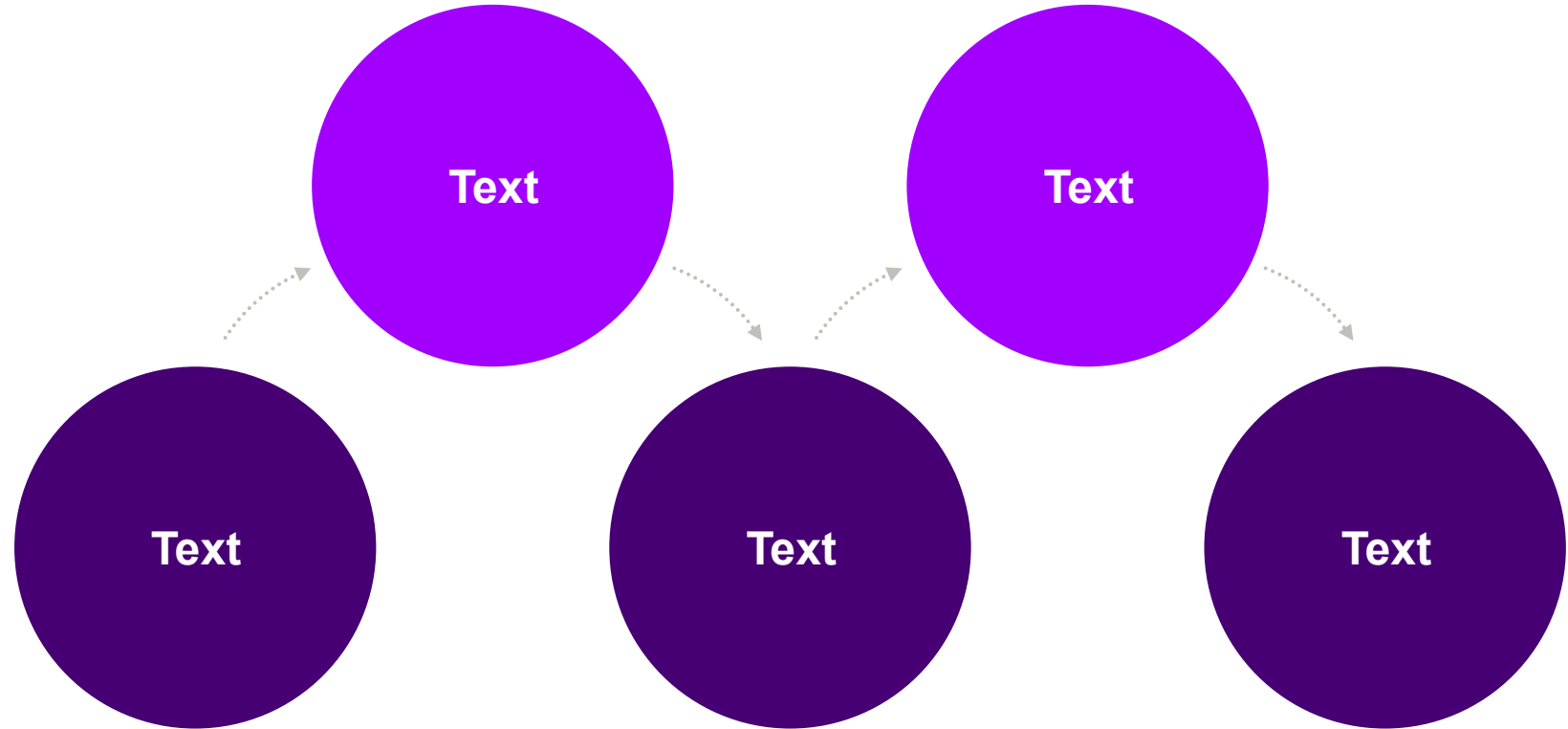
Magnified Proportions



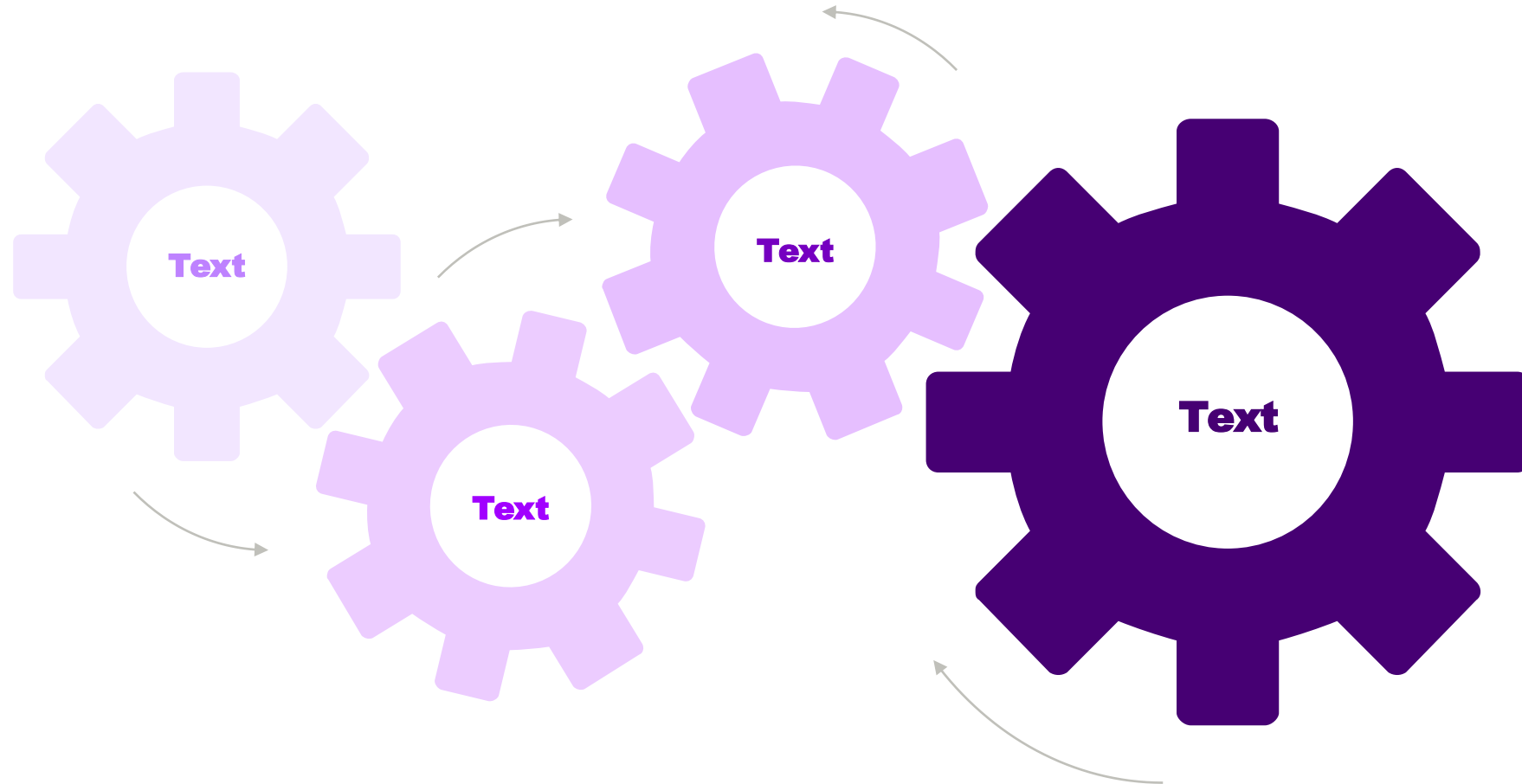
Causal Chain

Label A

Label B



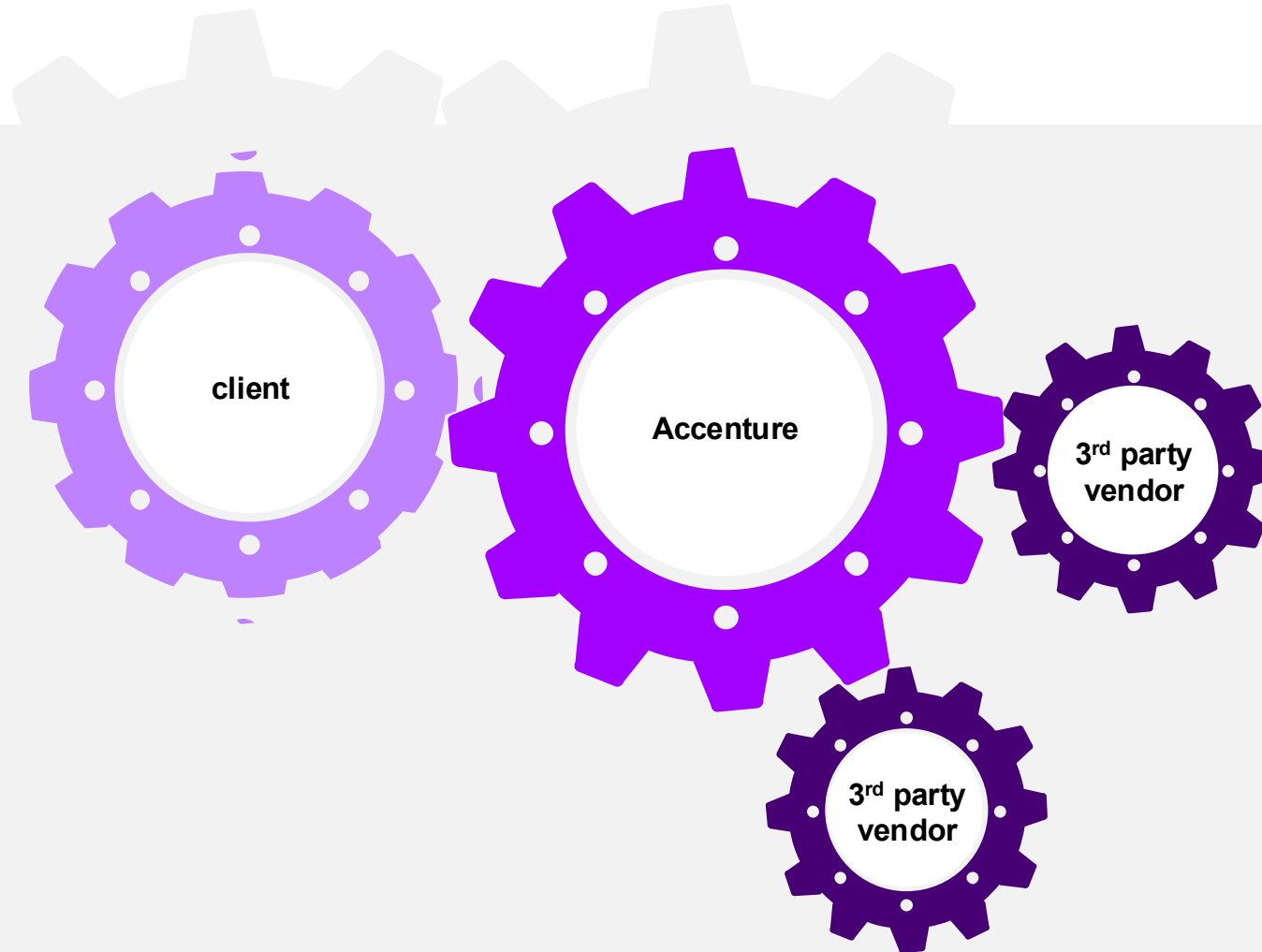
Cause and Effect



Summary

- Text

Subcontracting and collaboration





Conflicts

Part of
Dynamic Concepts

Action/Reaction 1

Text

- Text
- Text
- Text

Text

- Text
- Text
- Text

Action/Reaction 2

Text

- Text
- Text
- Text

Text

- Text
- Text
- Text



Barriers/ Resistance

Part of
Dynamic Concepts

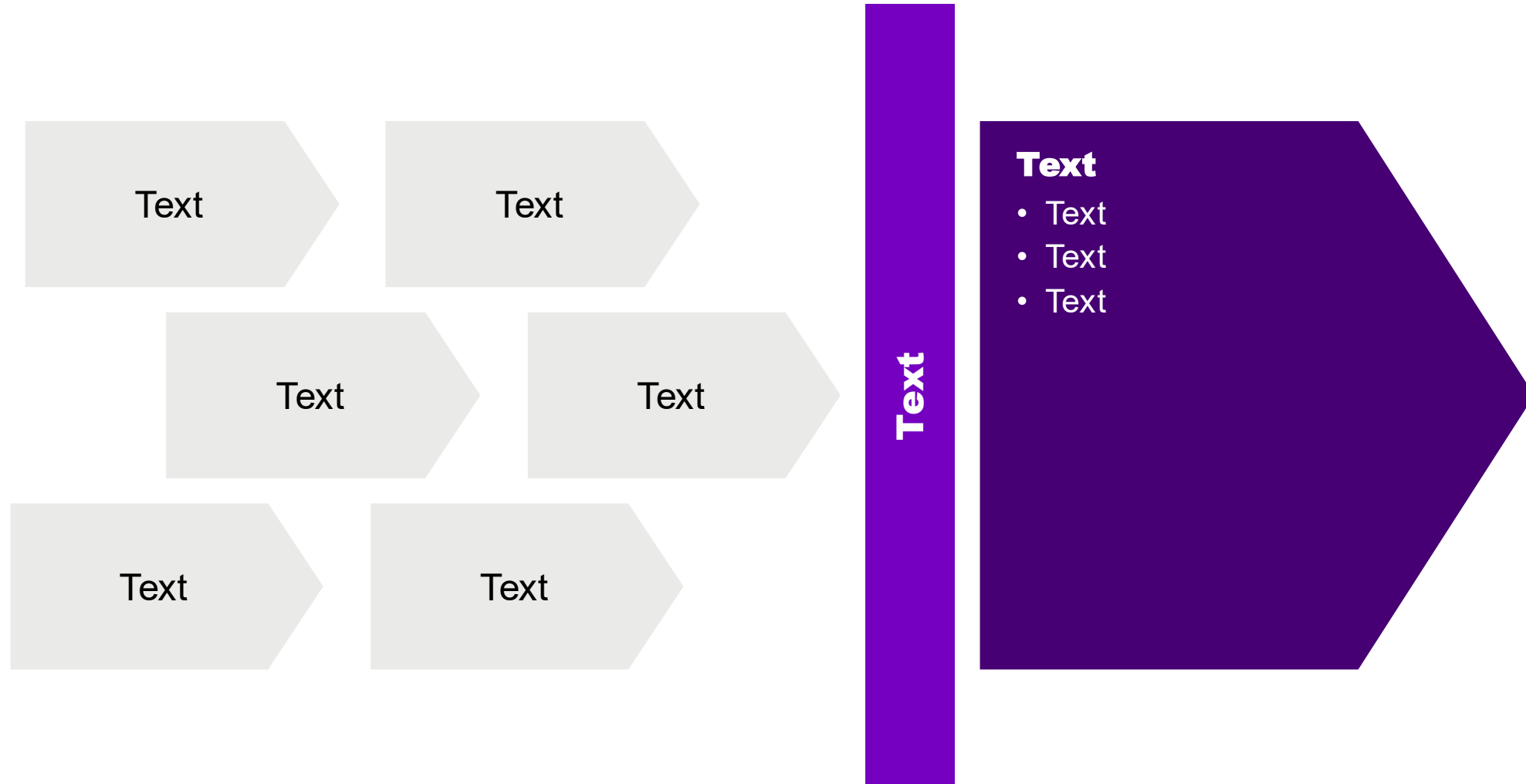
Barriers/Obstacles 1

Text

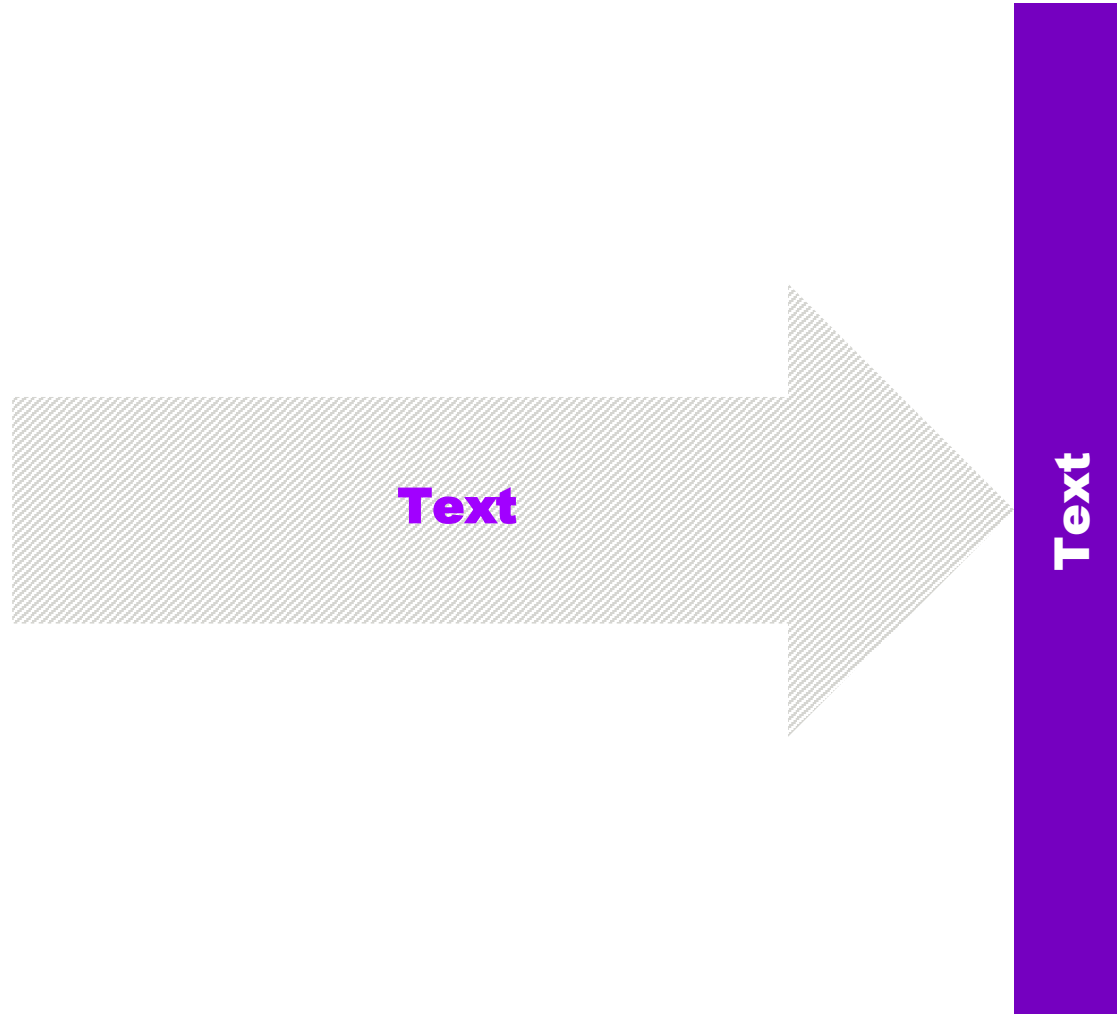
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Text

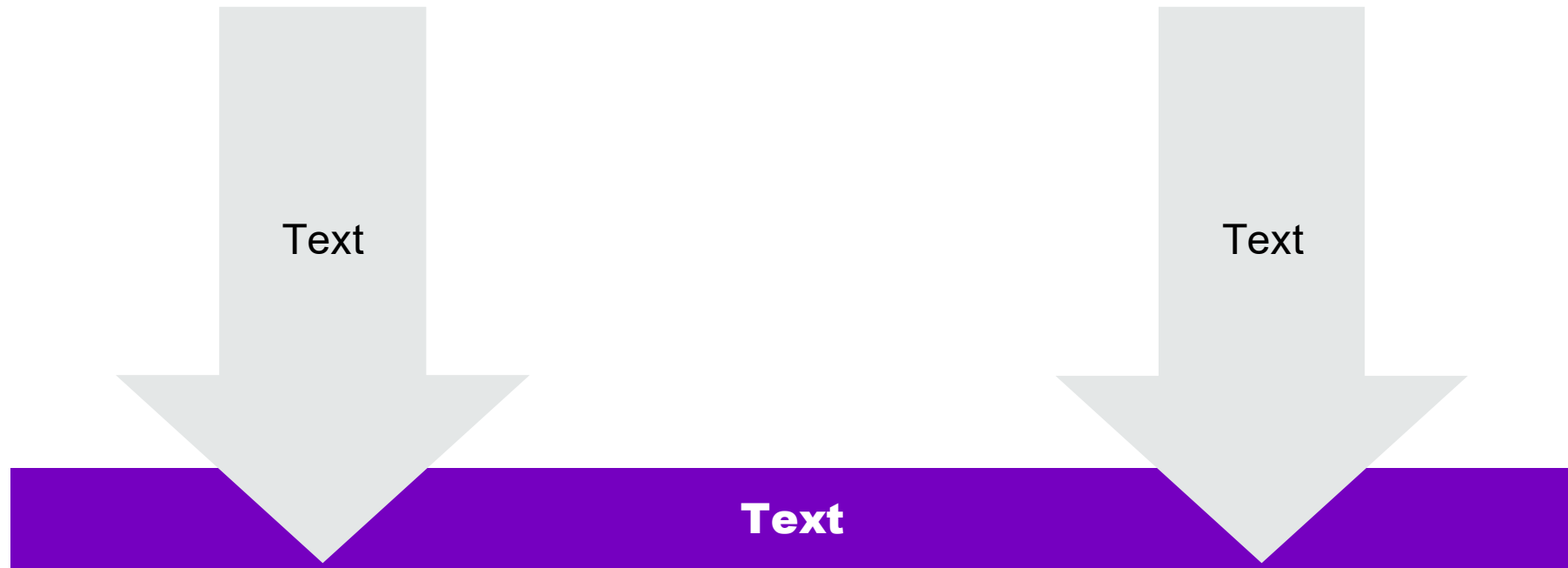
Barriers/Obstacles 2



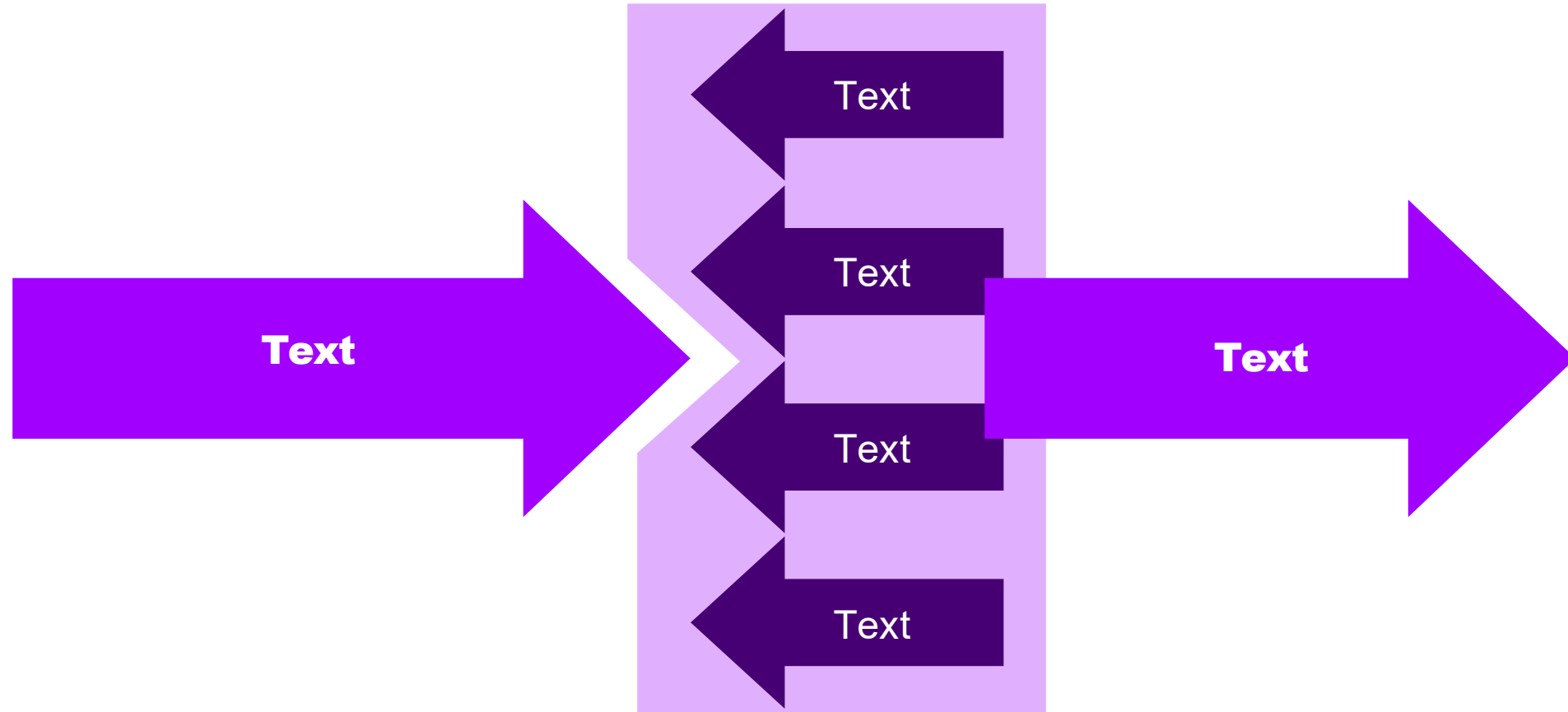
Barriers/Obstacles 3



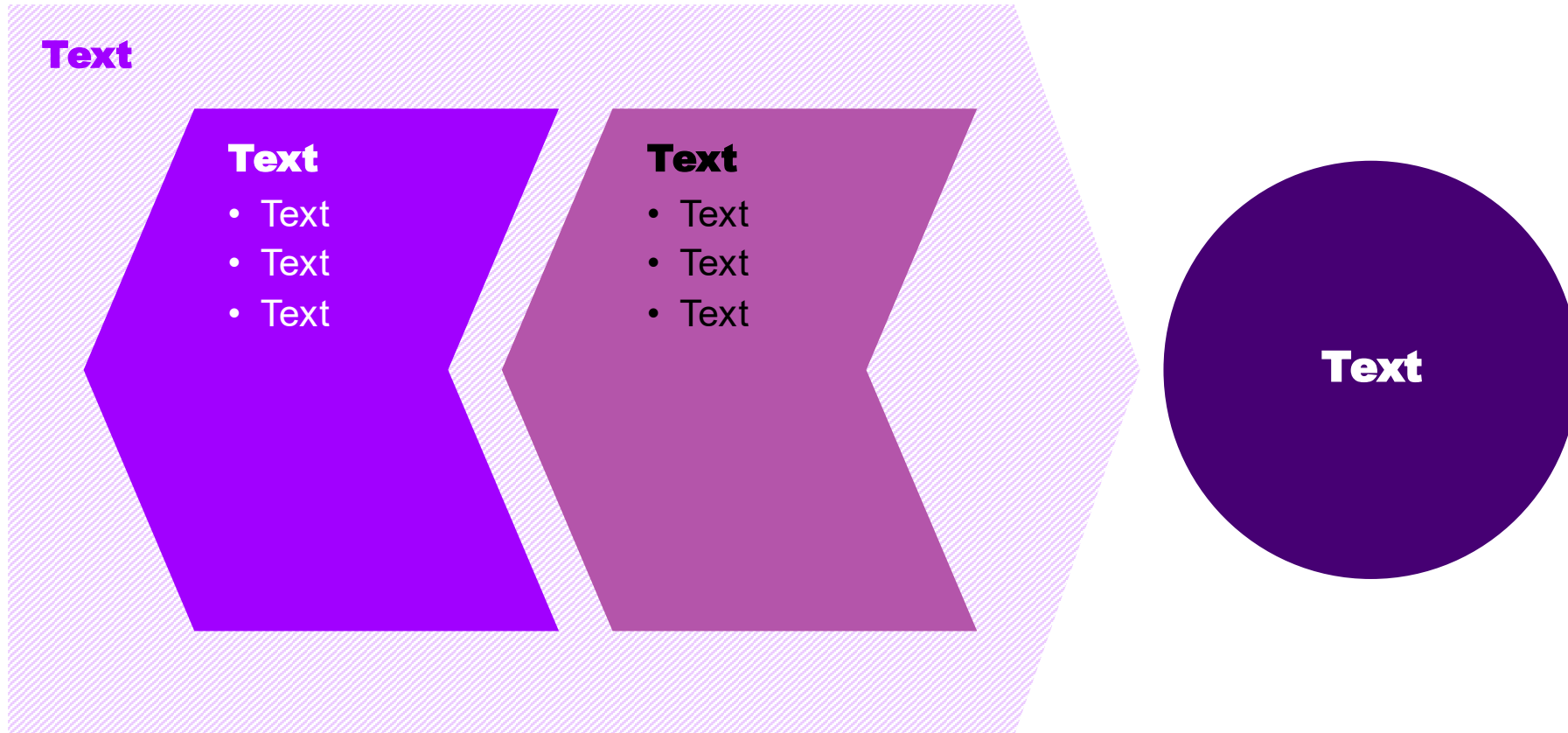
Penetrable Barrier



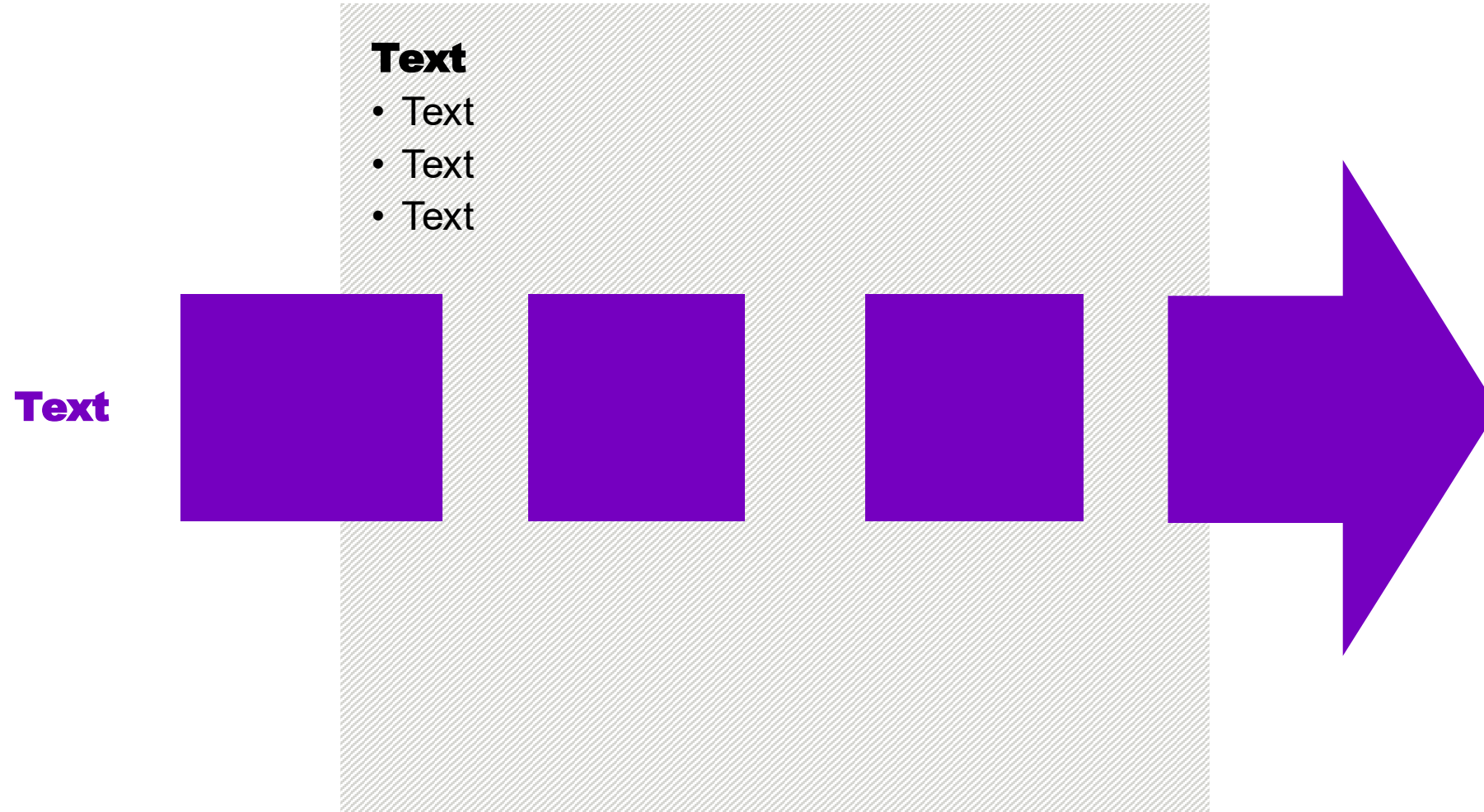
Resistance 1



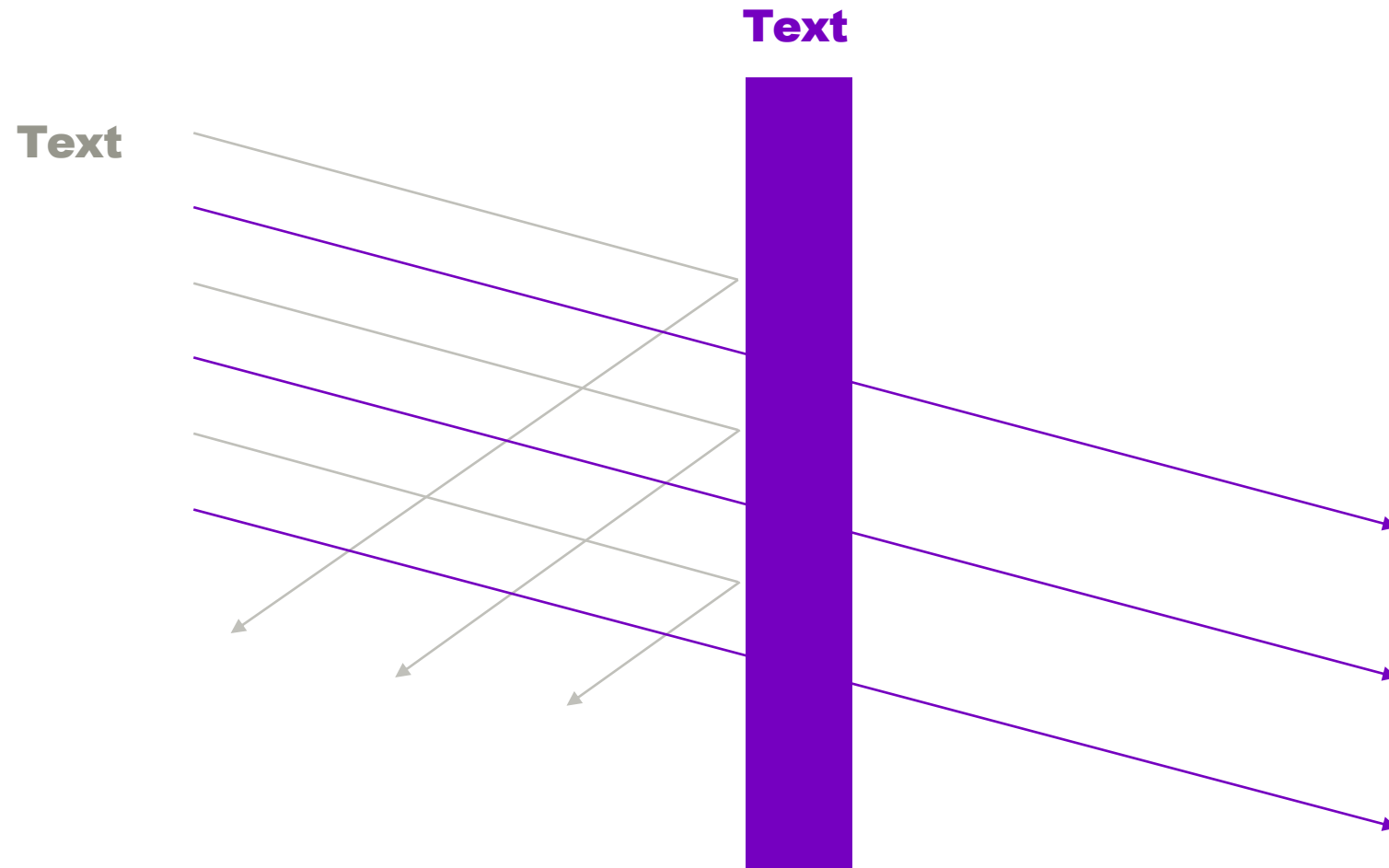
Resistance 2



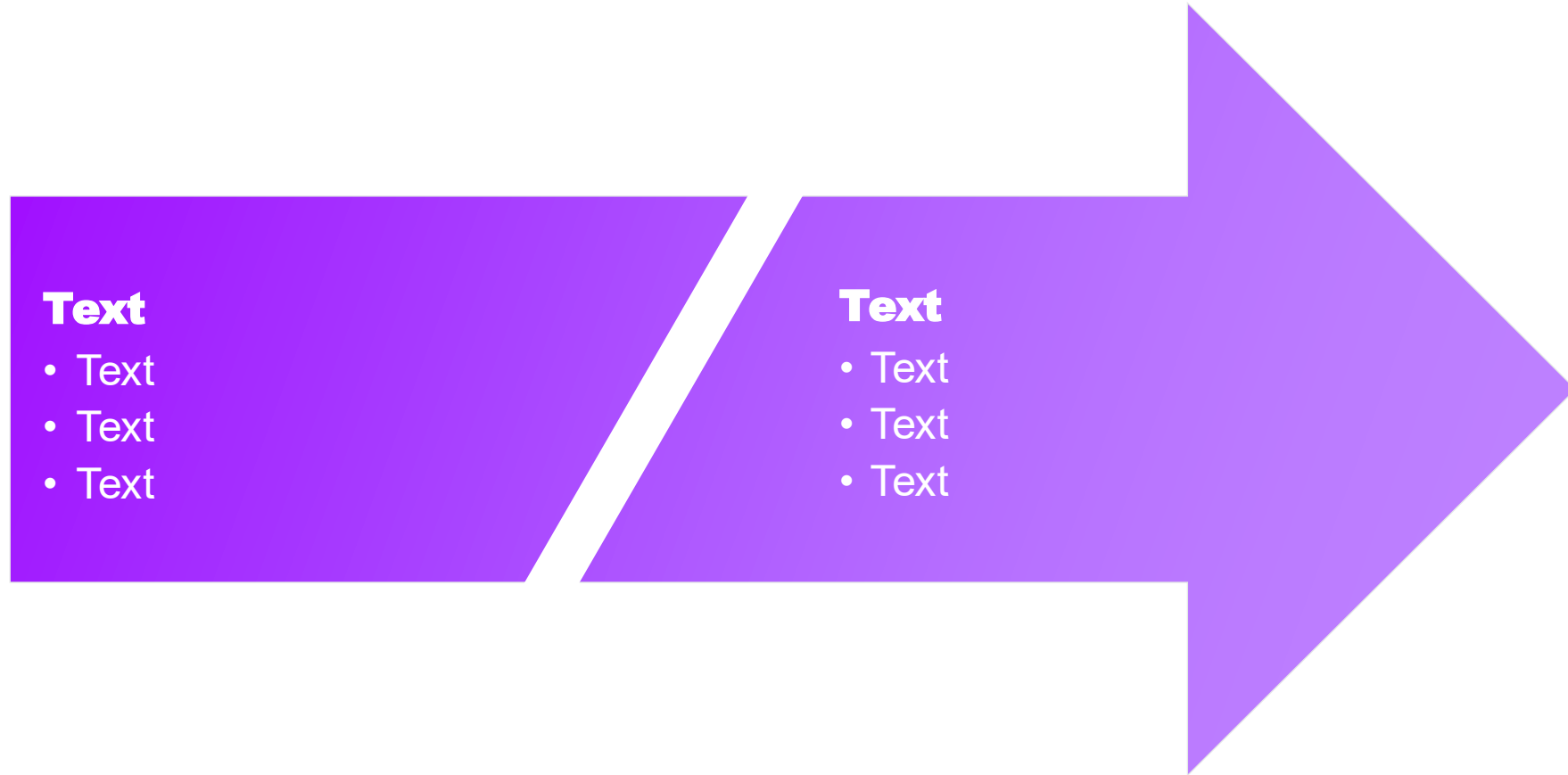
Penetration



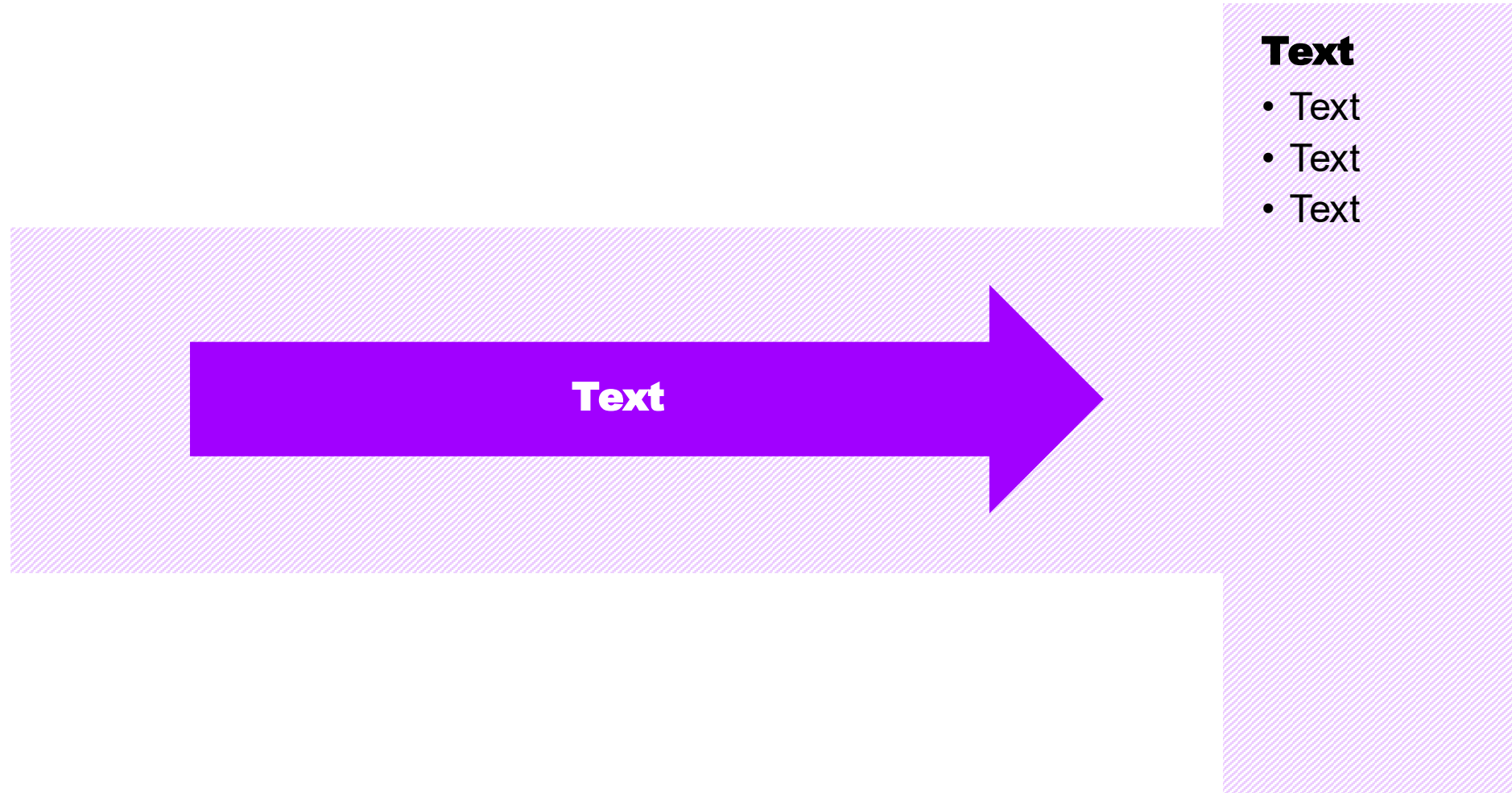
Filter



Broken link



Dead end

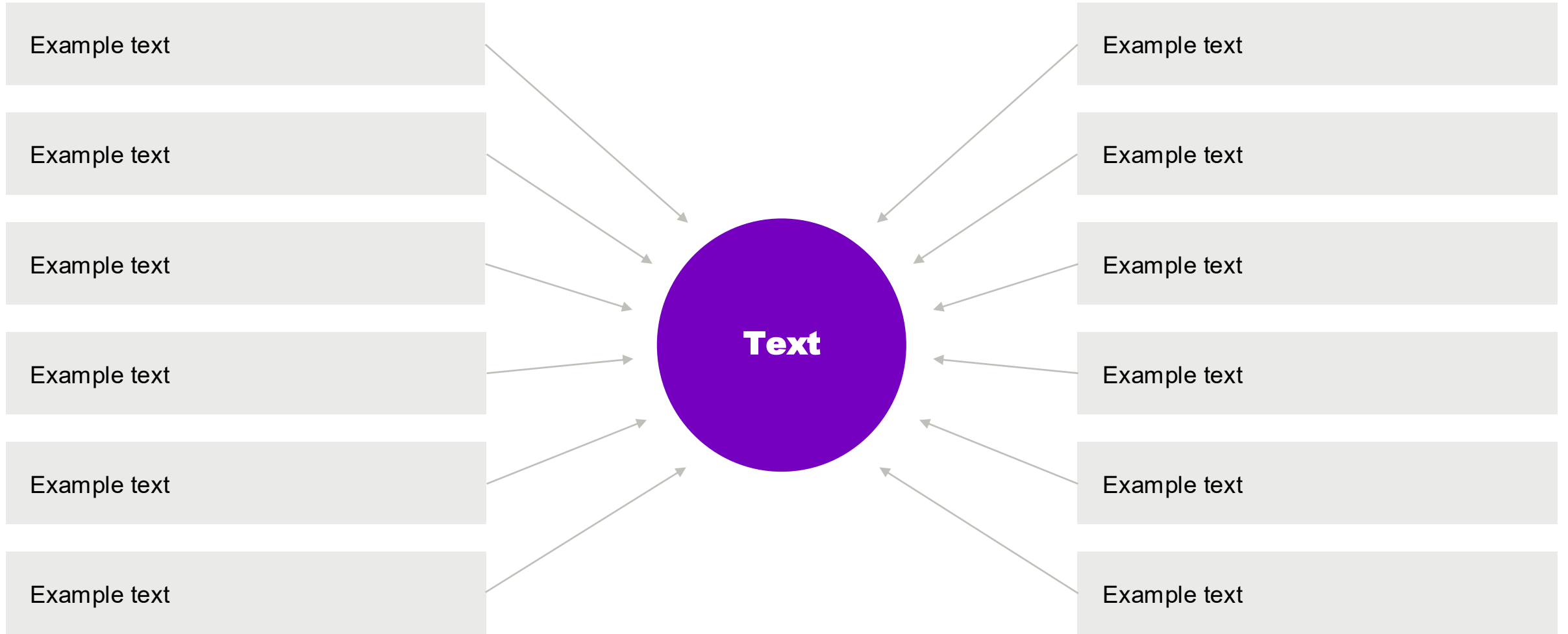




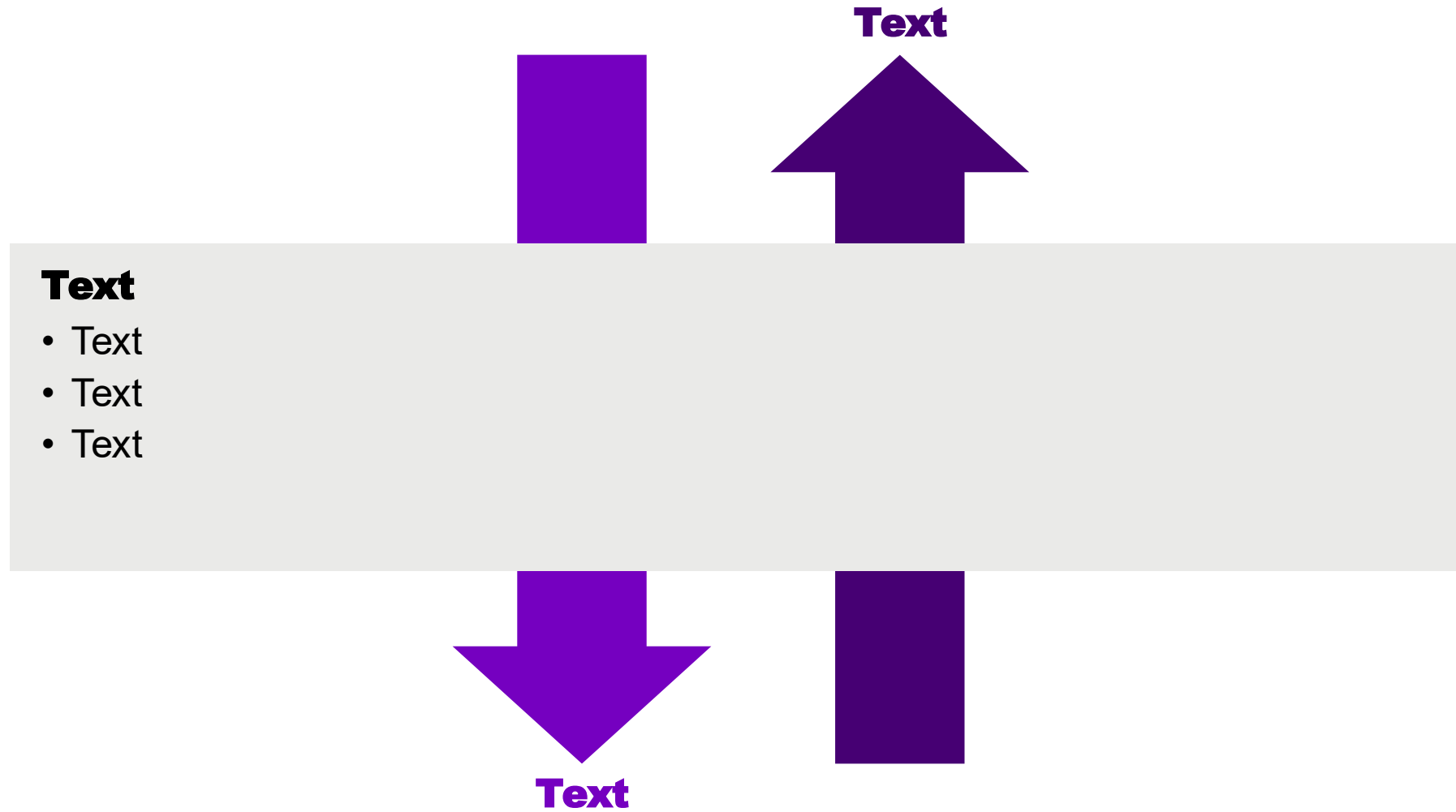
Forces/ Influence

Part of
Dynamic Concepts

Butterfly Diagram



Influence 1



Influence 2

Text

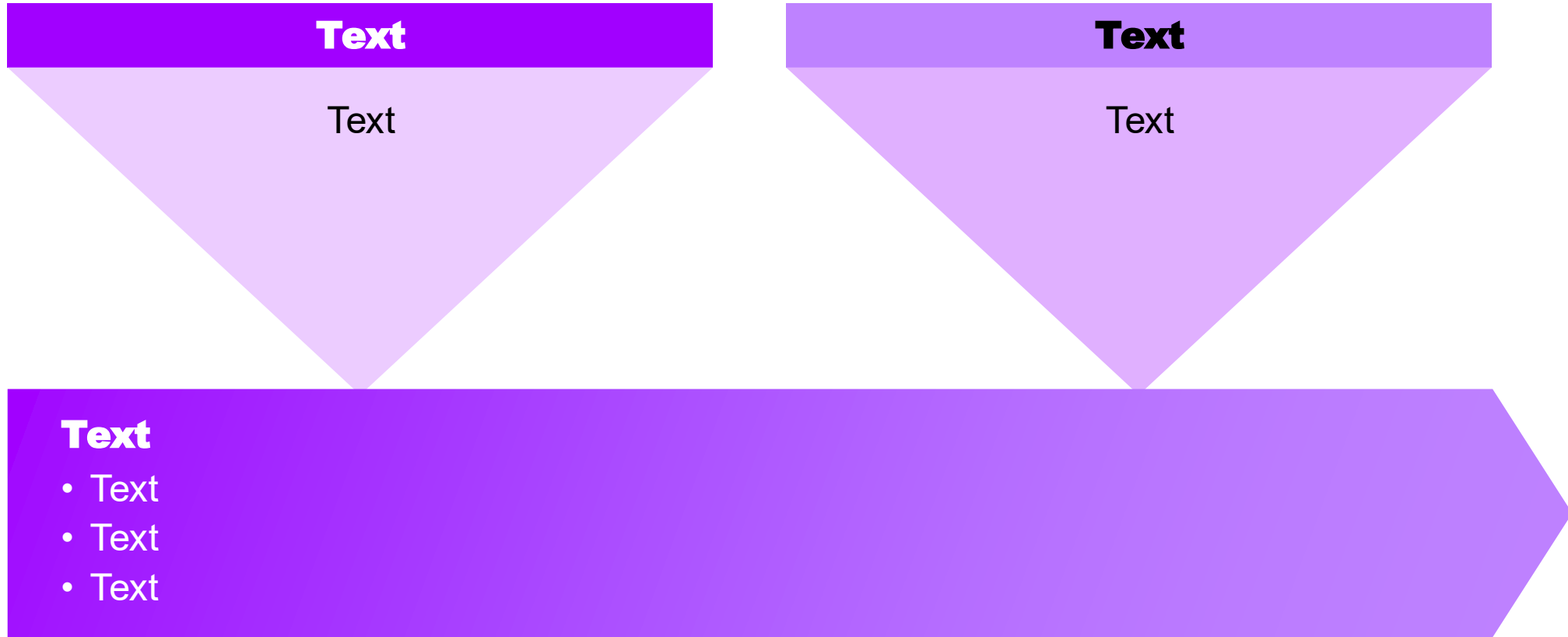
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Text

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Text

Influence 3



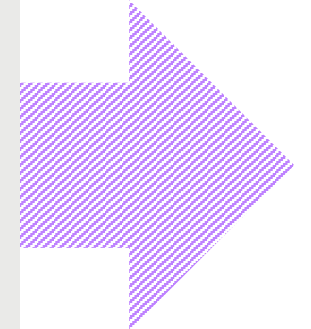
Influence 4

Text

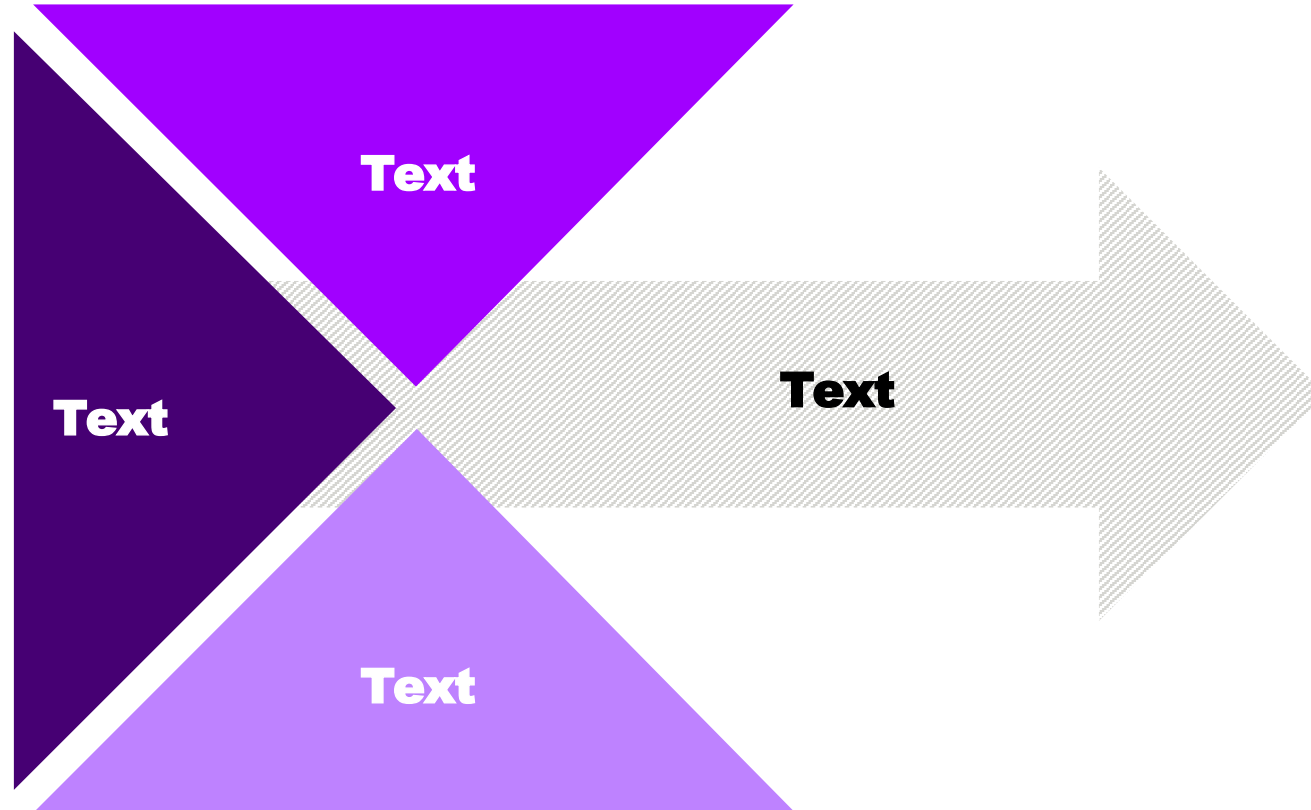
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Text

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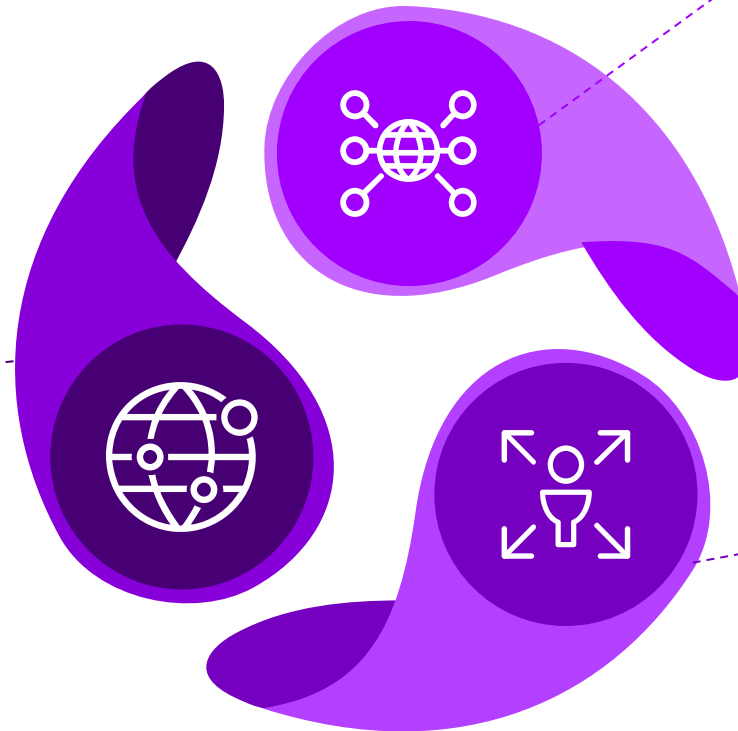


Influence 5



3 keypoints infographic

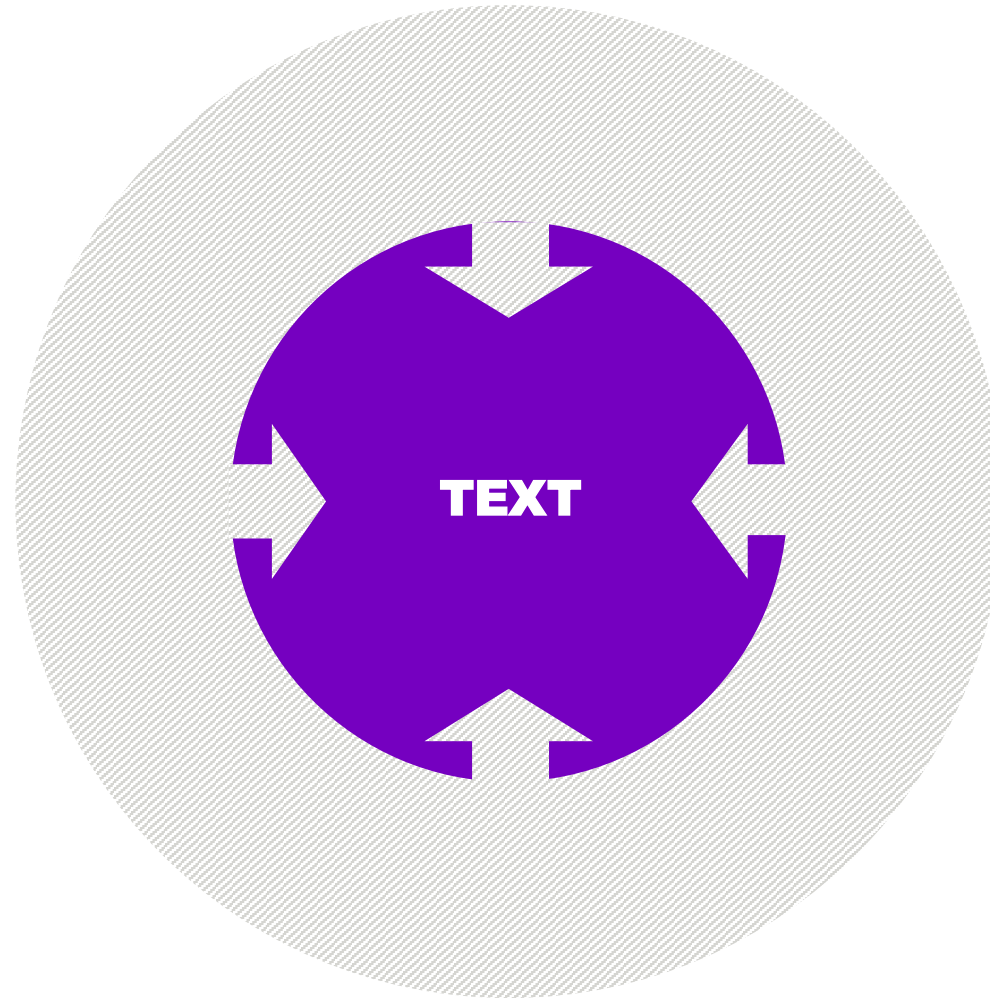
Location
→ Europe
→ China
→ India
→ UK
→ US
→ Canada
→ Russia



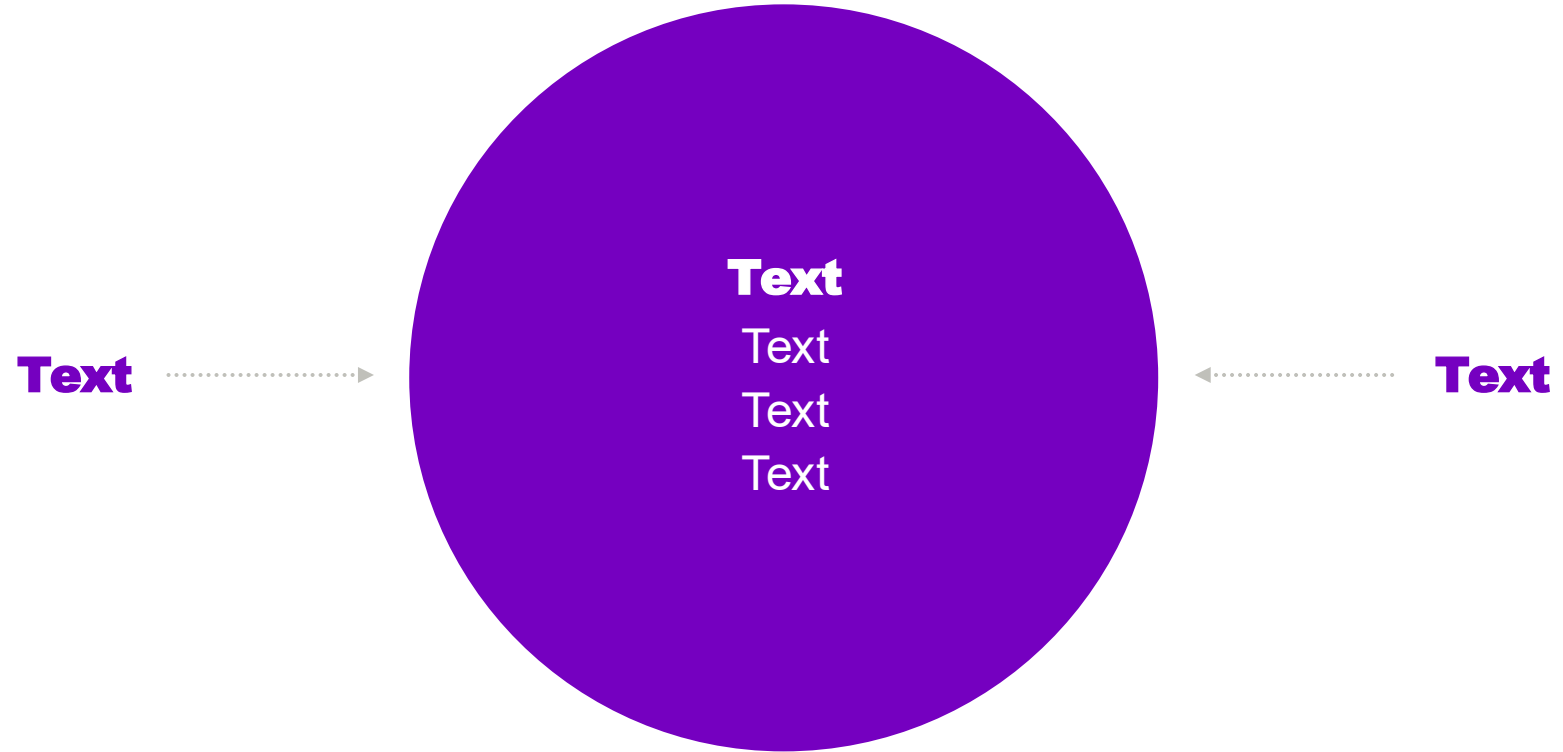
Structure	
A	→ n/a
B	→ Name → Name
C	→ Name → Name → Name
D	→ name

Type of work	
Strategy	→ NAME
Consulting	→ Name → Name
Digital	→ NAME
Technology	→ Name → Name
Operations	→ NAME

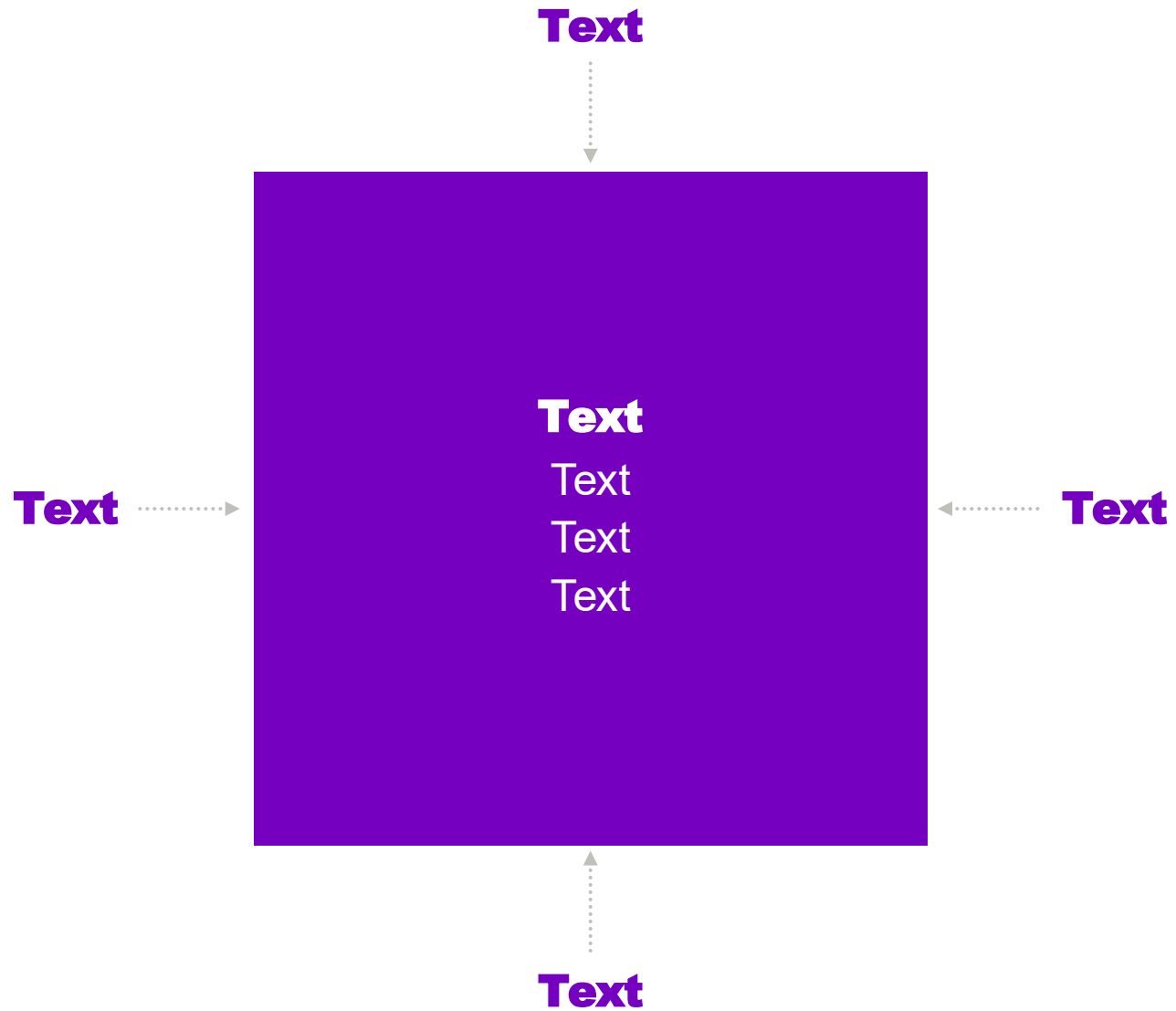
Pressure



Forces 1



Forces 2



Forces 3

Text

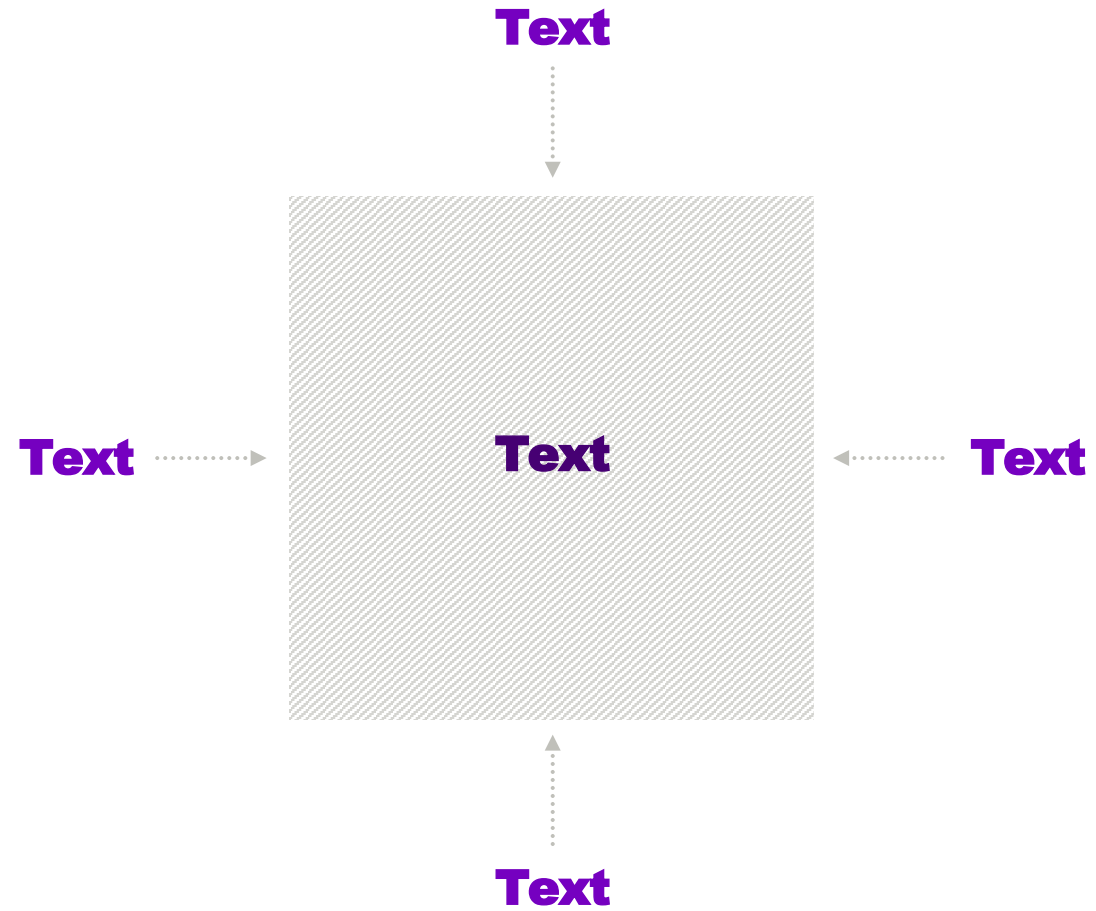
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- Text
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Text

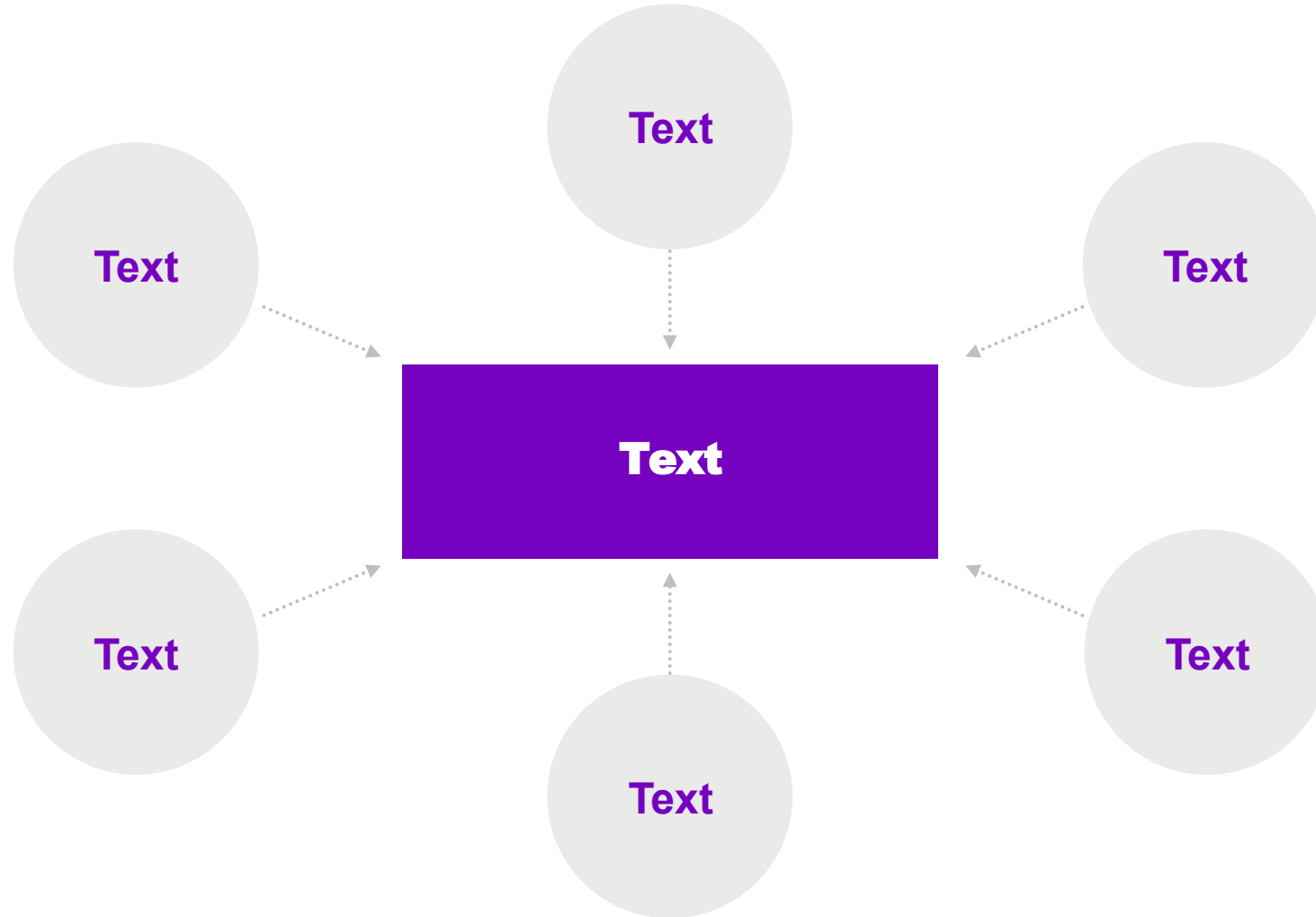
Text

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- Text
- Text

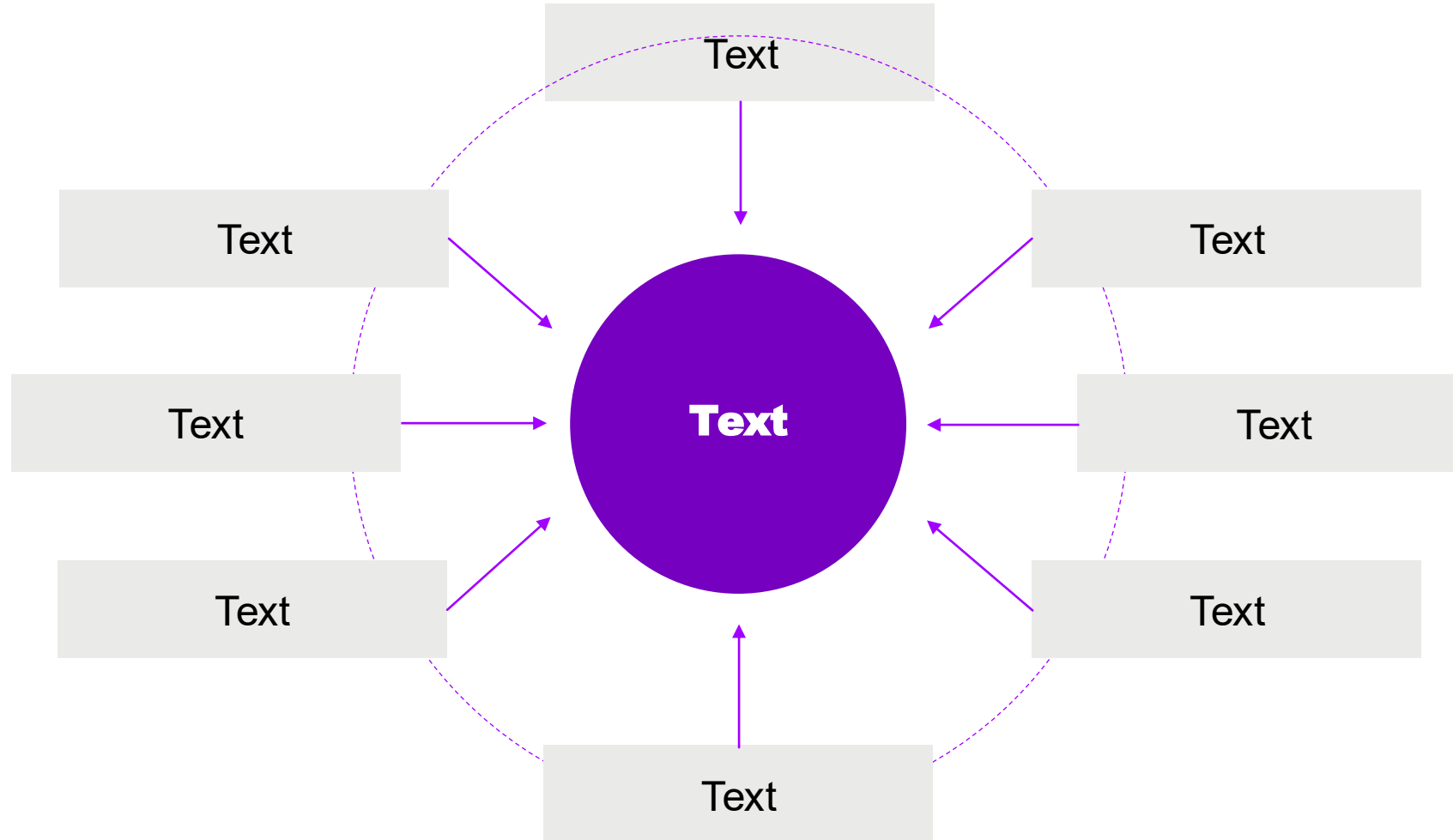
Forces 4



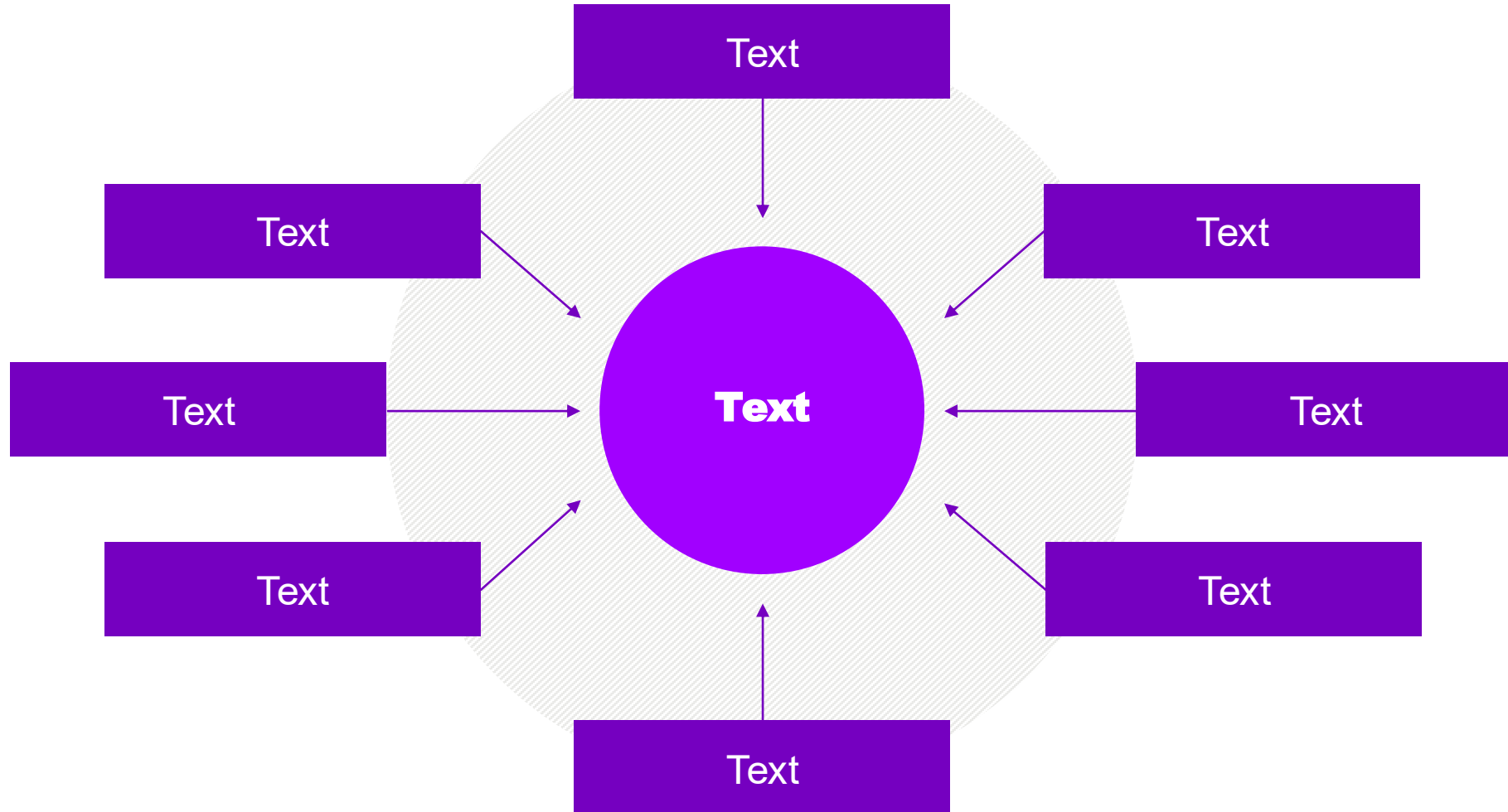
Forces 5



Forces 6



Forces 7



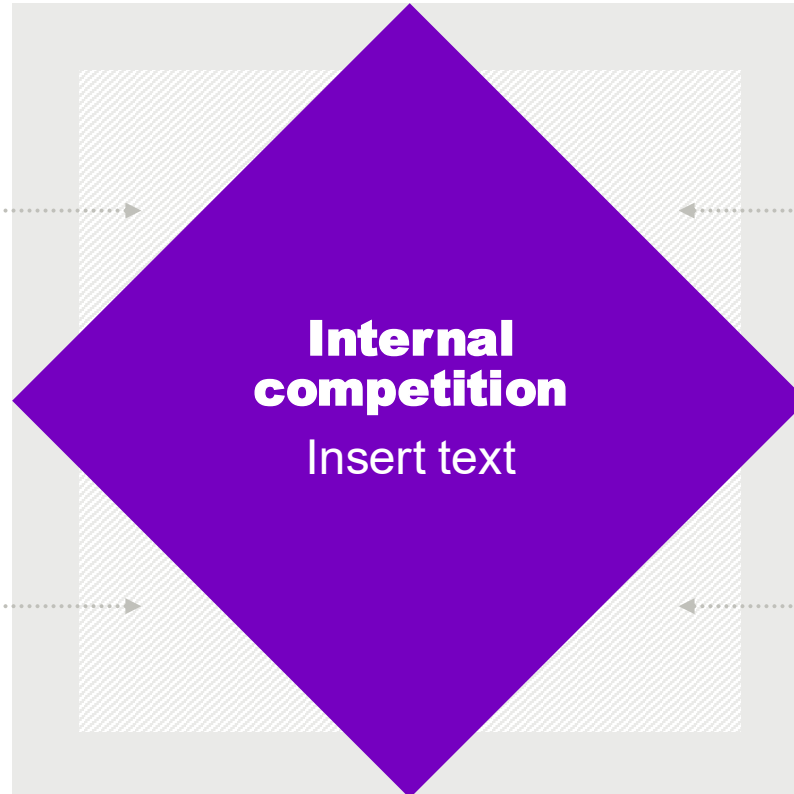
Porter's five forces

New entrants
Insert text here

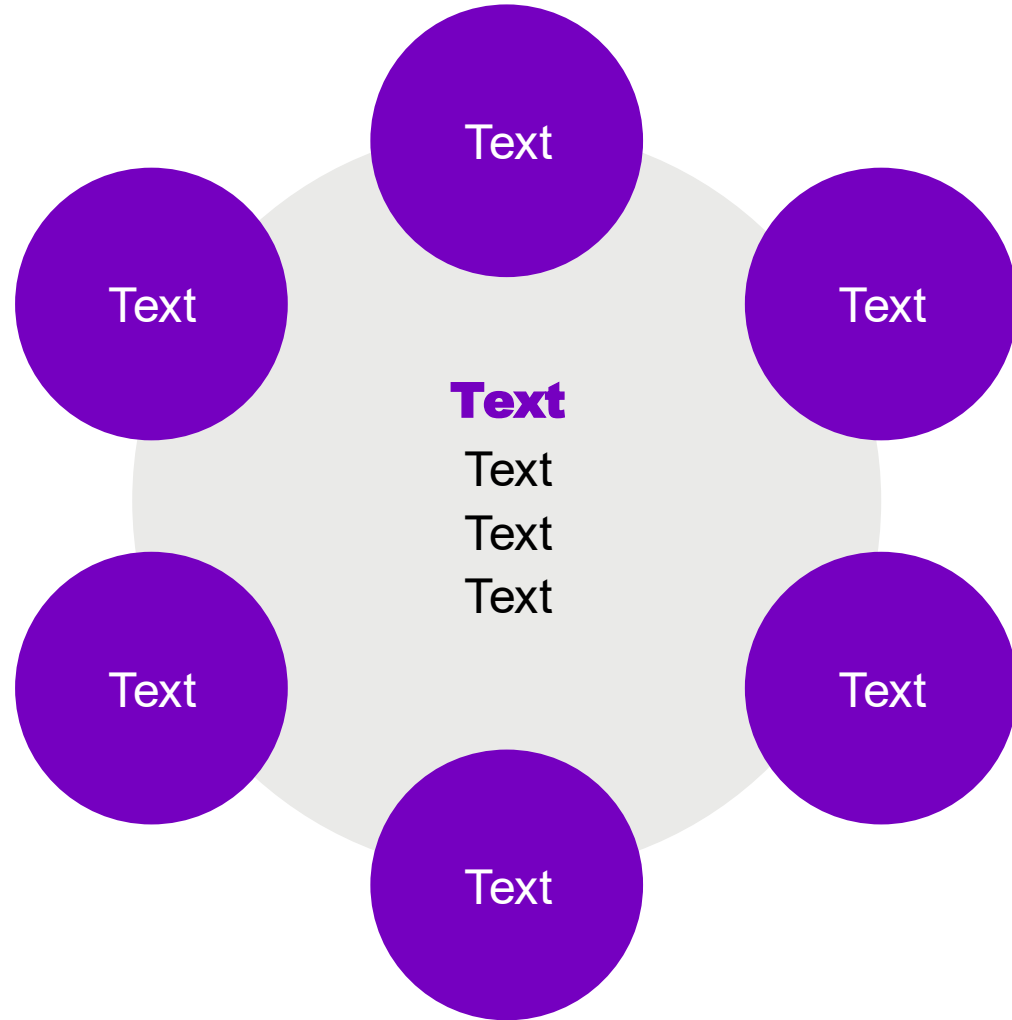
Customers
Insert text here

Suppliers
Insert text here

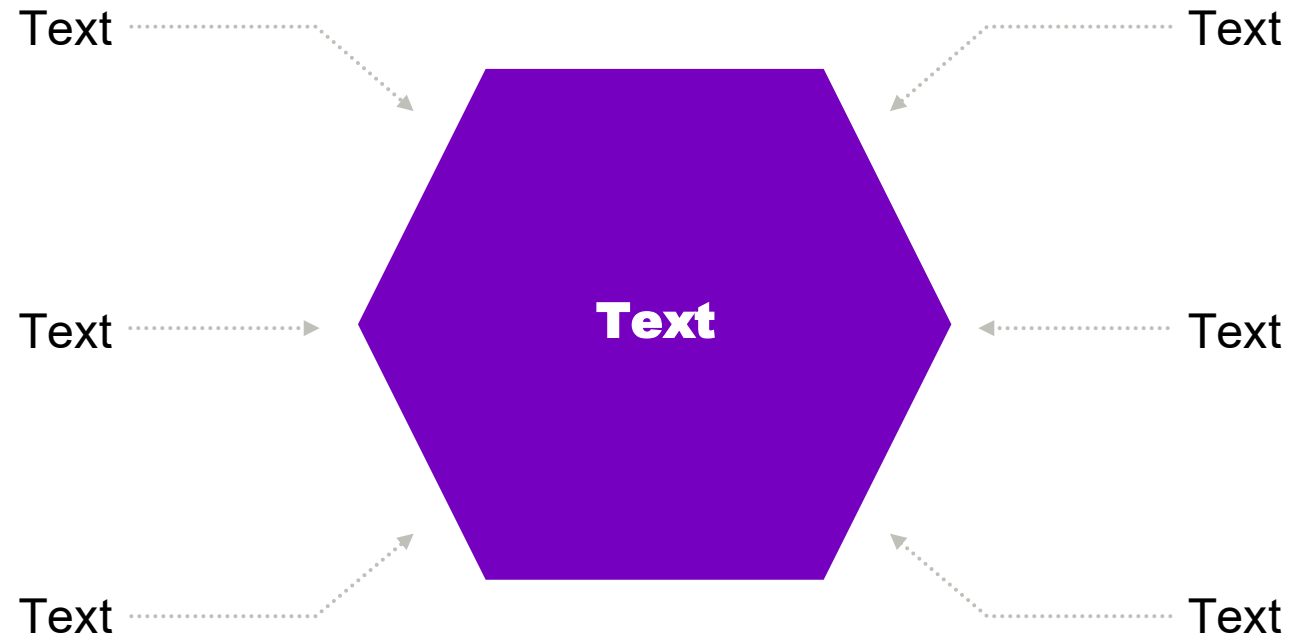
Substitutes
Insert text here



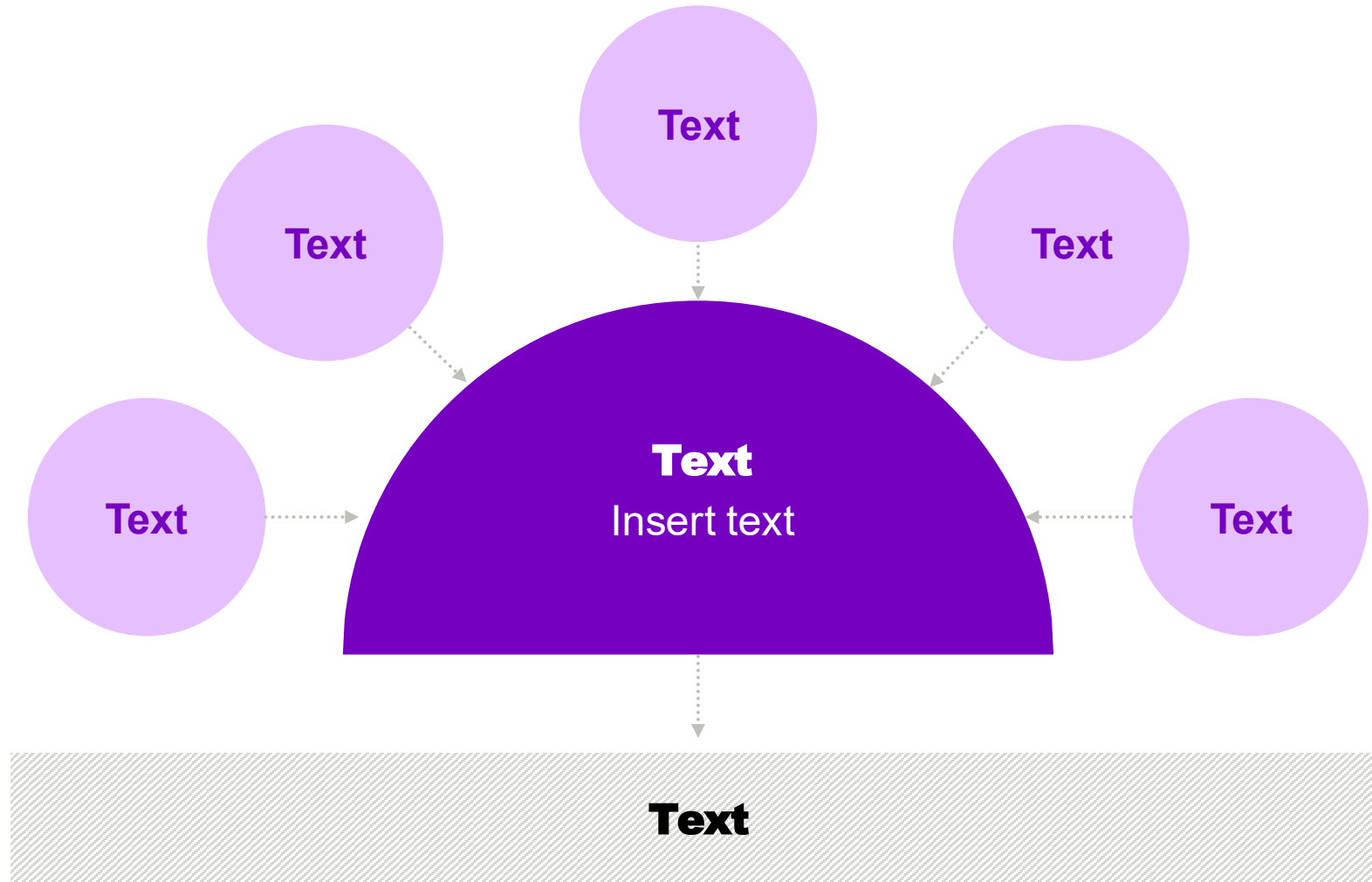
Factors 1



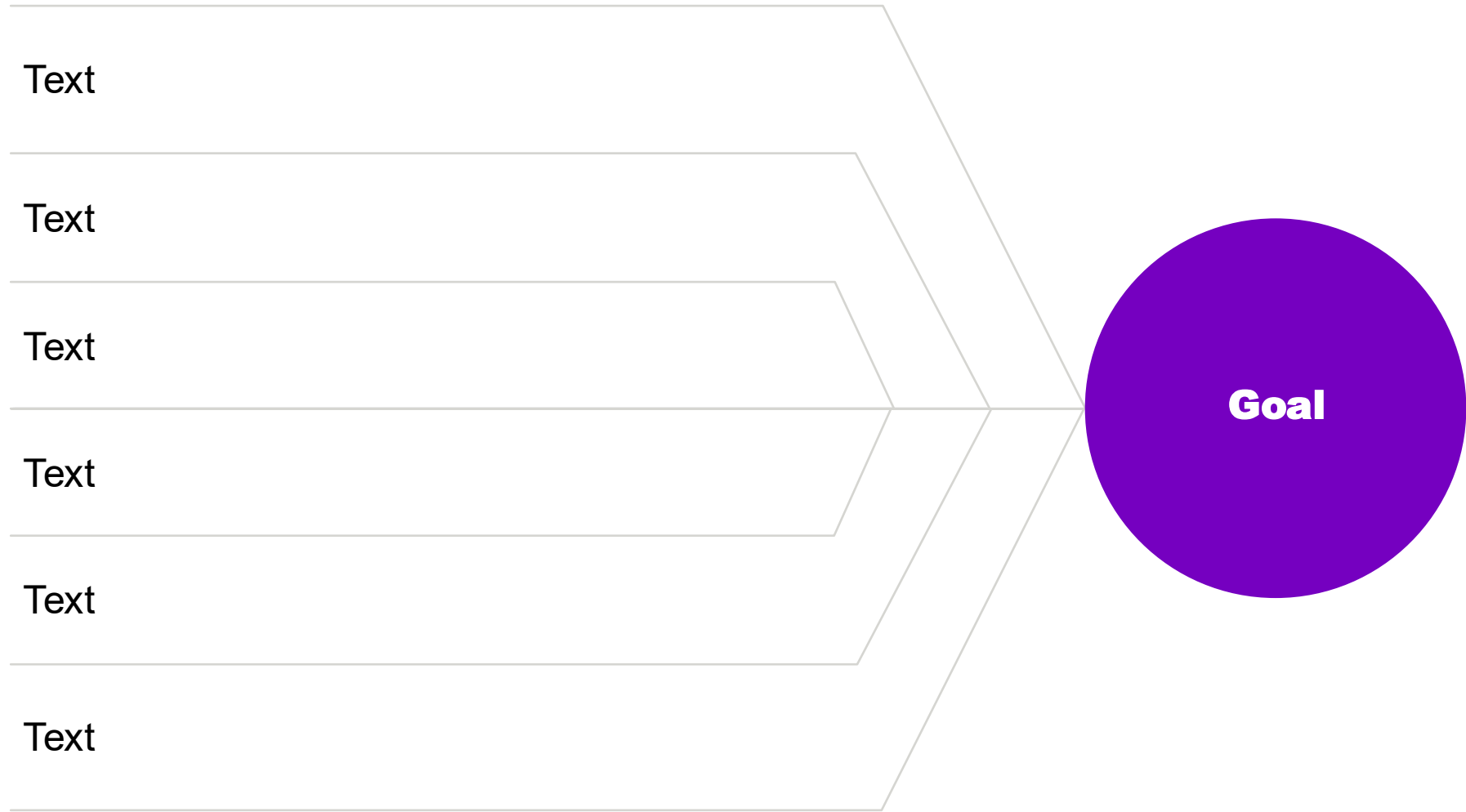
Factors 2



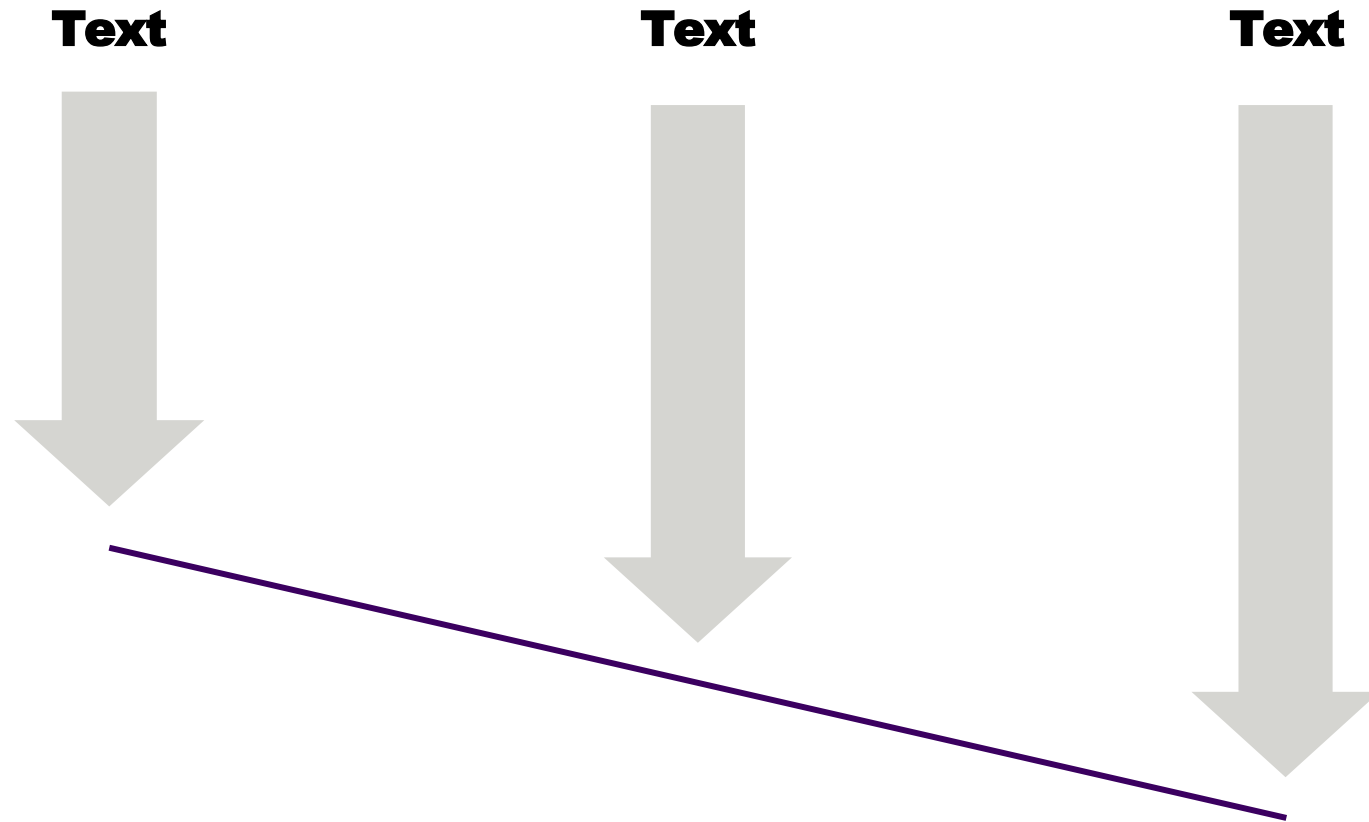
Factors 3



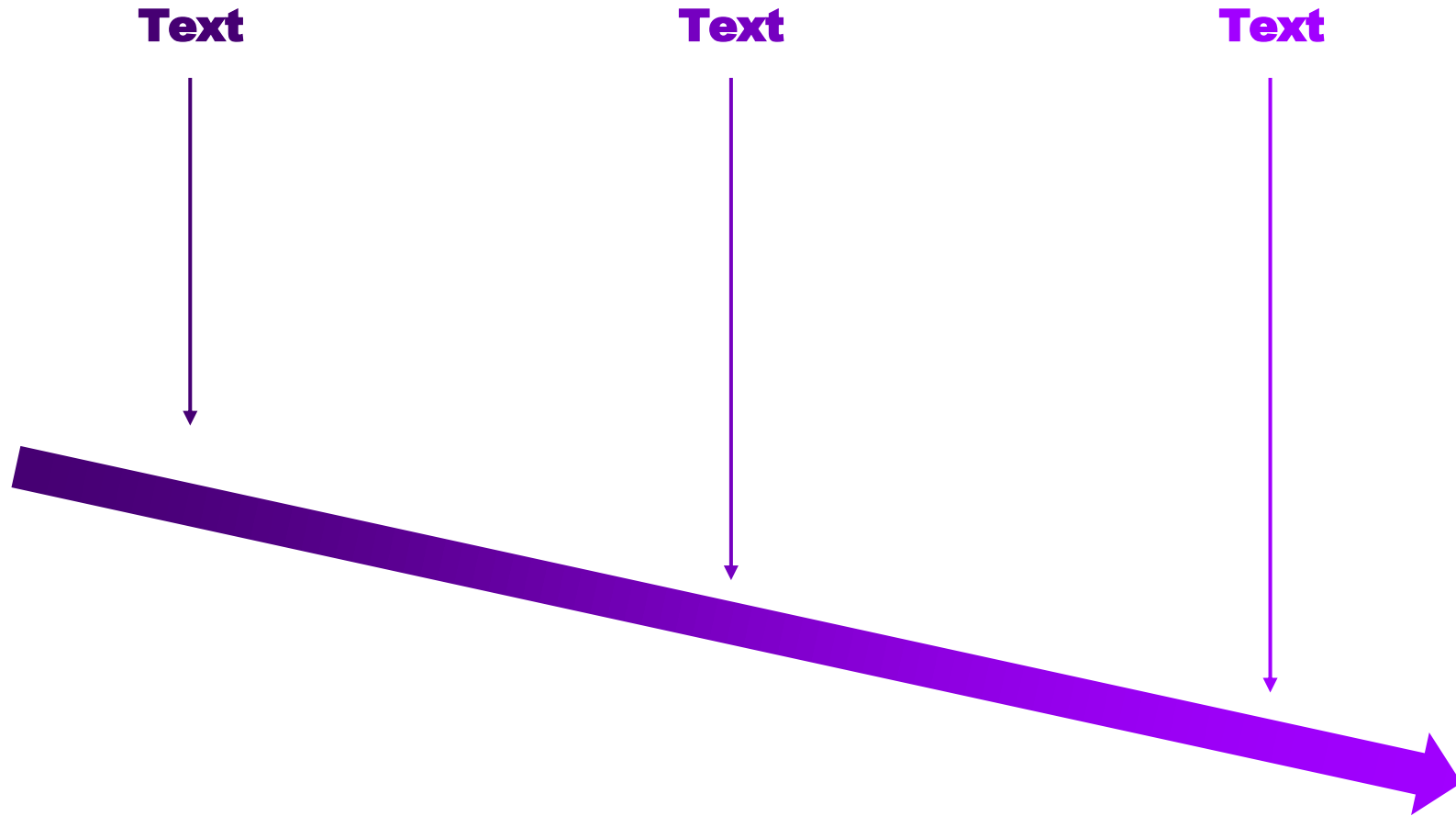
Goal-setting



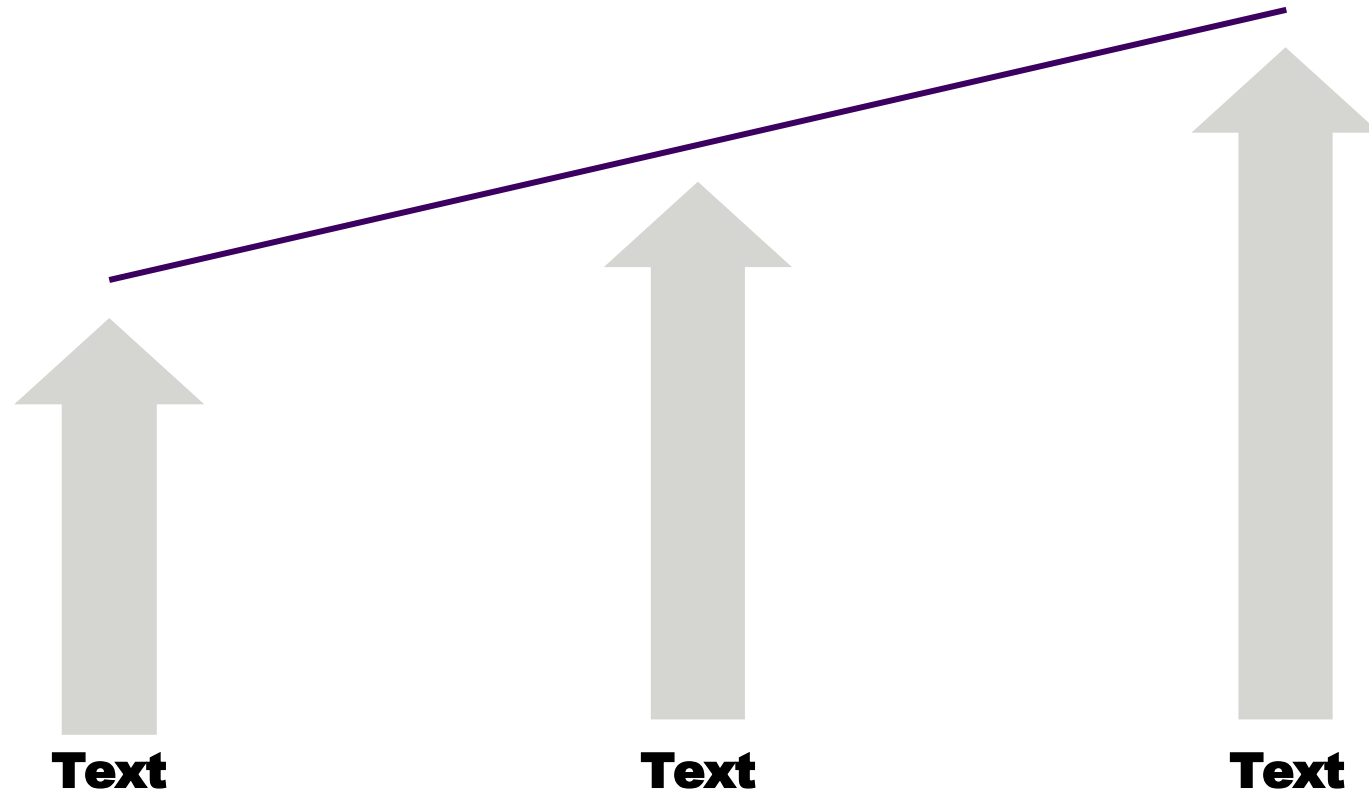
Reduction 1



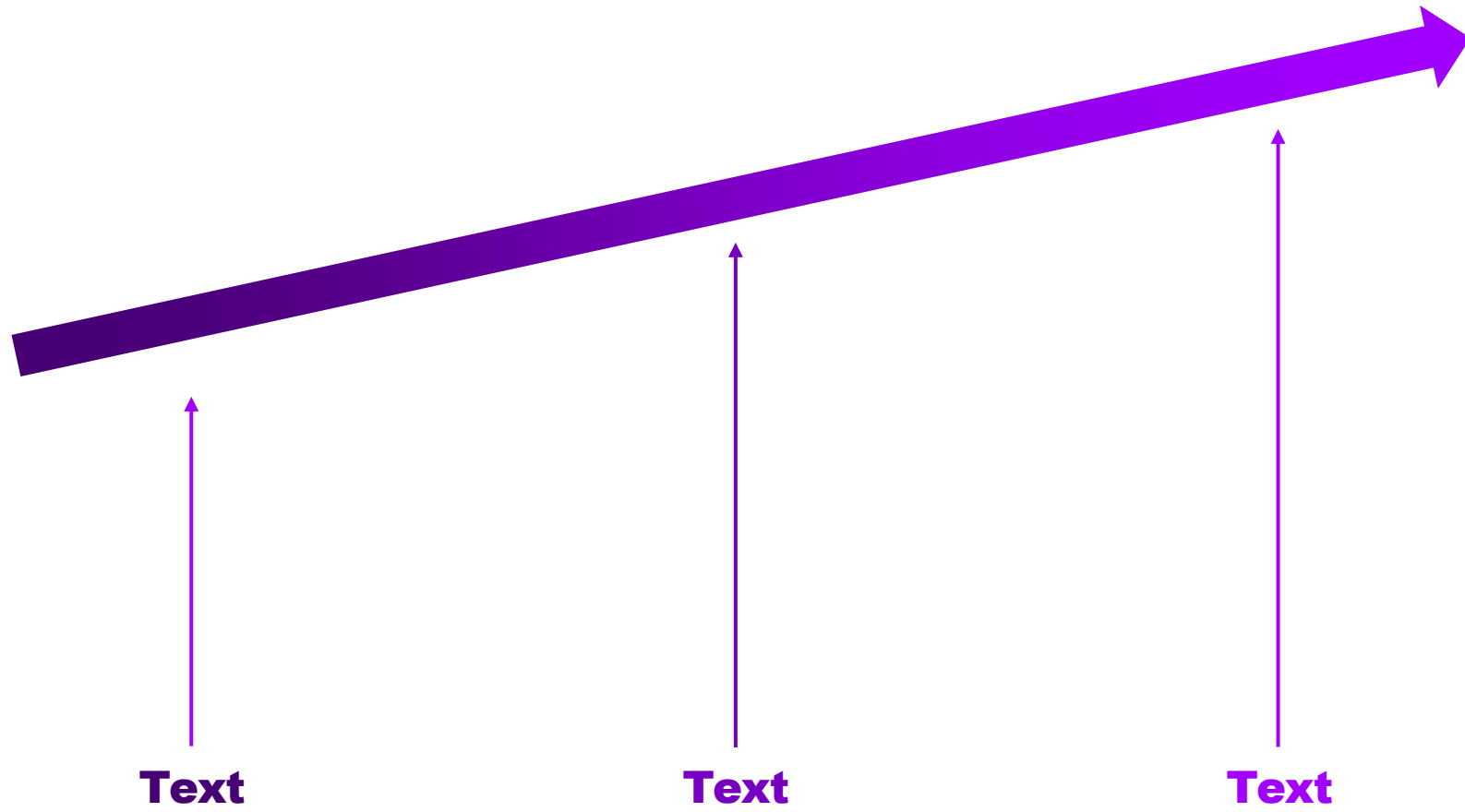
Reduction 2



Increase 1



Increase 2





Processes

Linear Flows

Issue to Outcome Flows

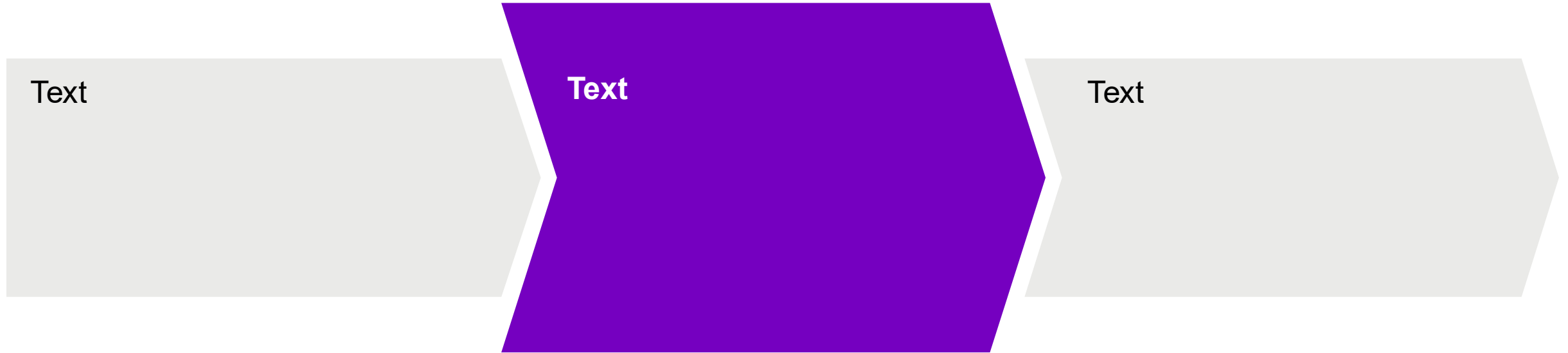
Circular Flows



Linear Flows

Part of Processes

Linear Flow 1

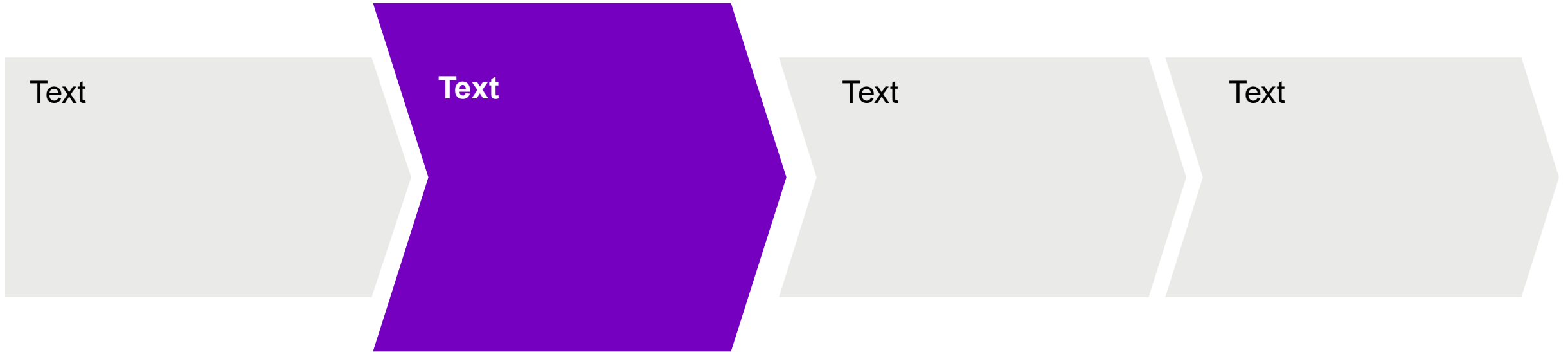


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Linear Flow 2



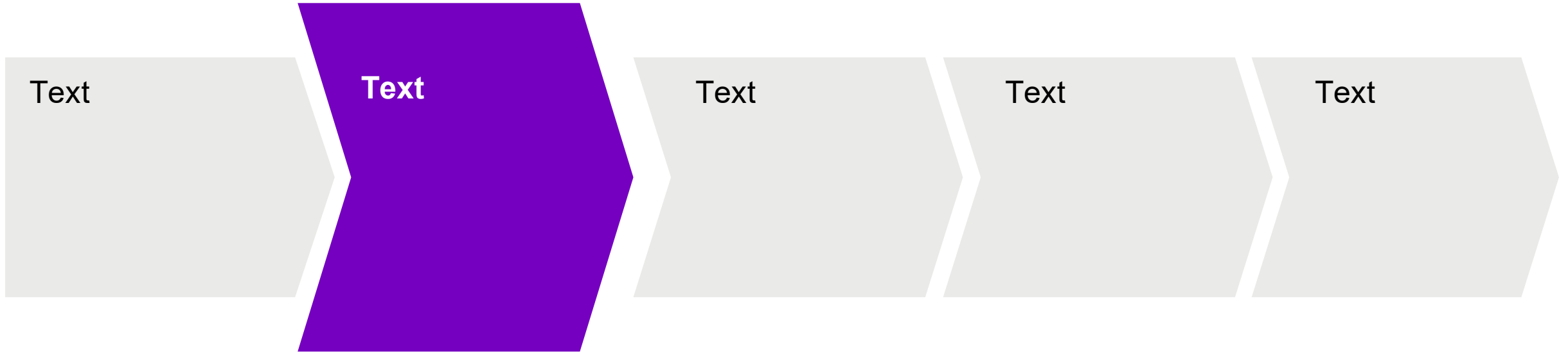
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Linear Flow 3



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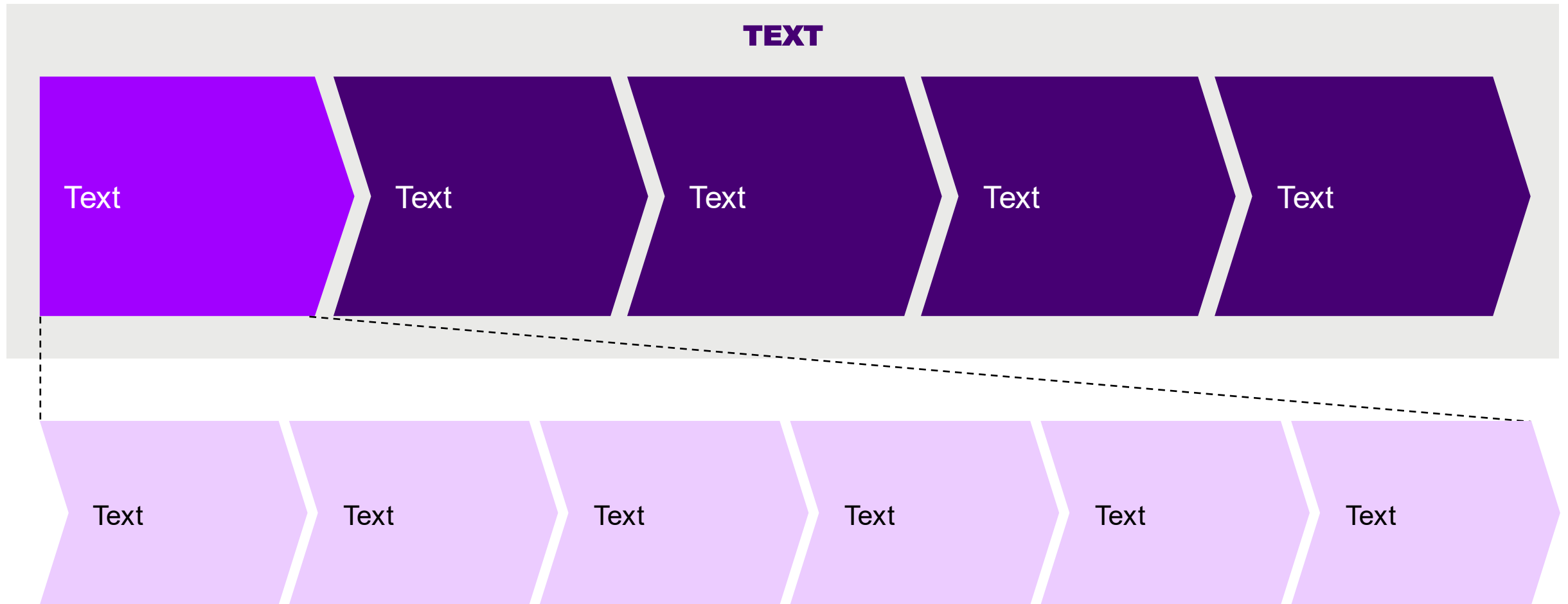
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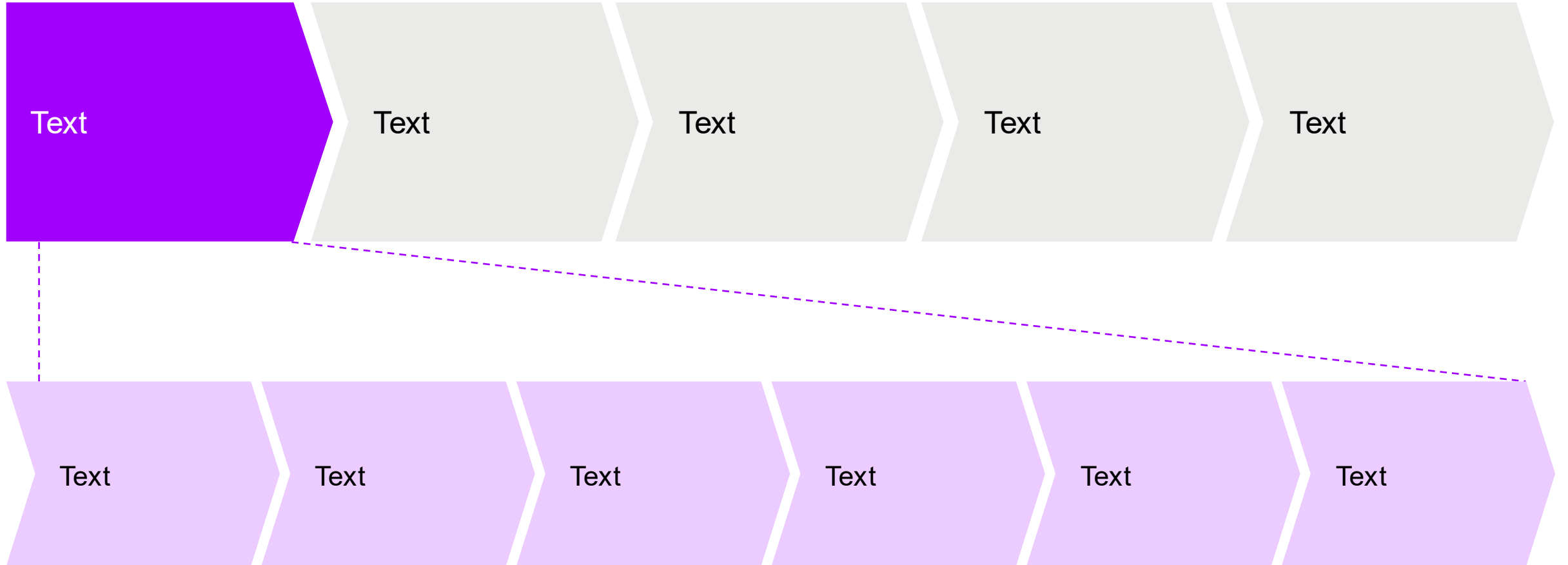
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Linear Flow 4



Linear Flow 5

Title



Linear Flow 6

Text

Text

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Linear Flow 7



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Linear Flow 8

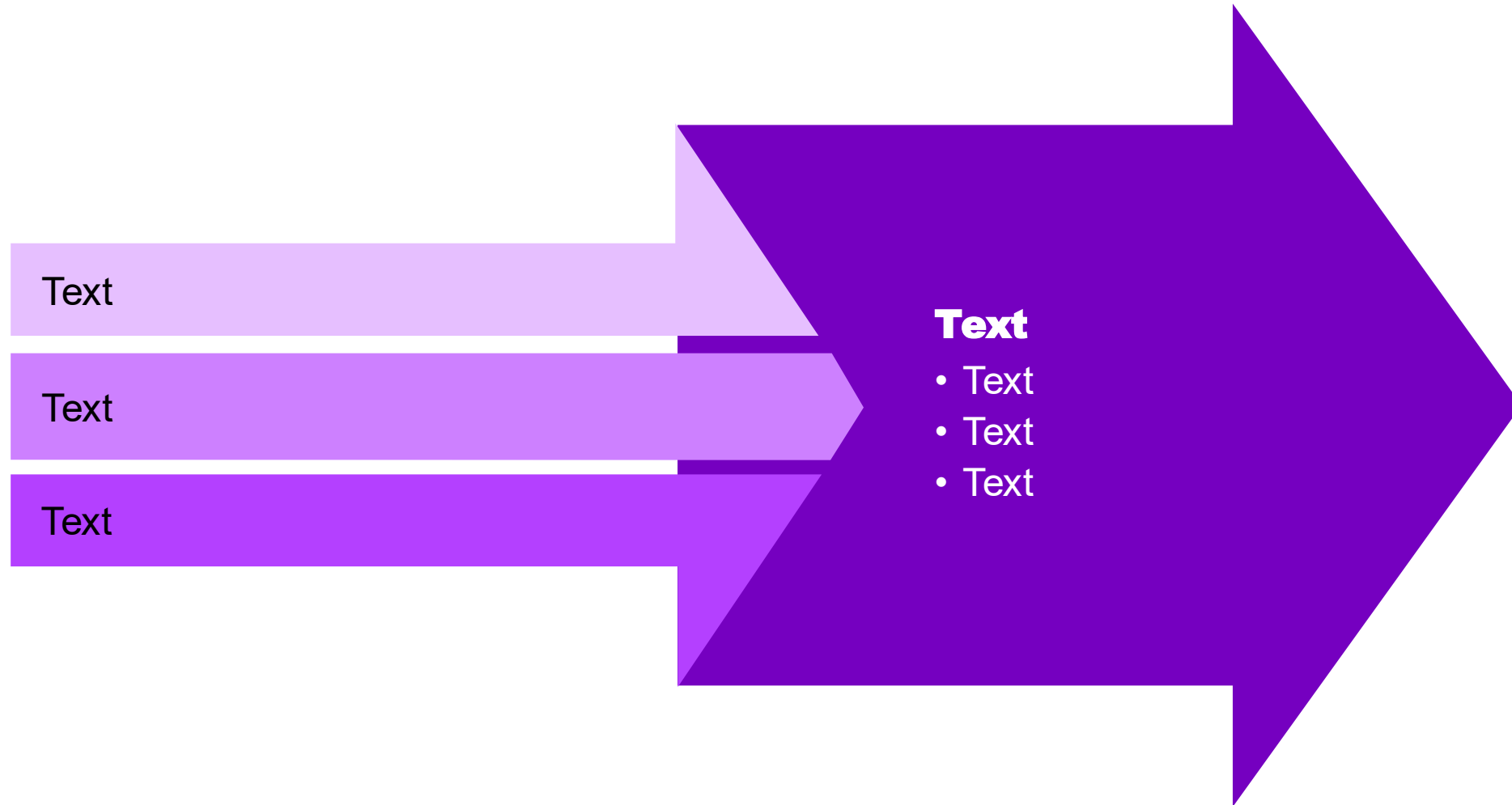


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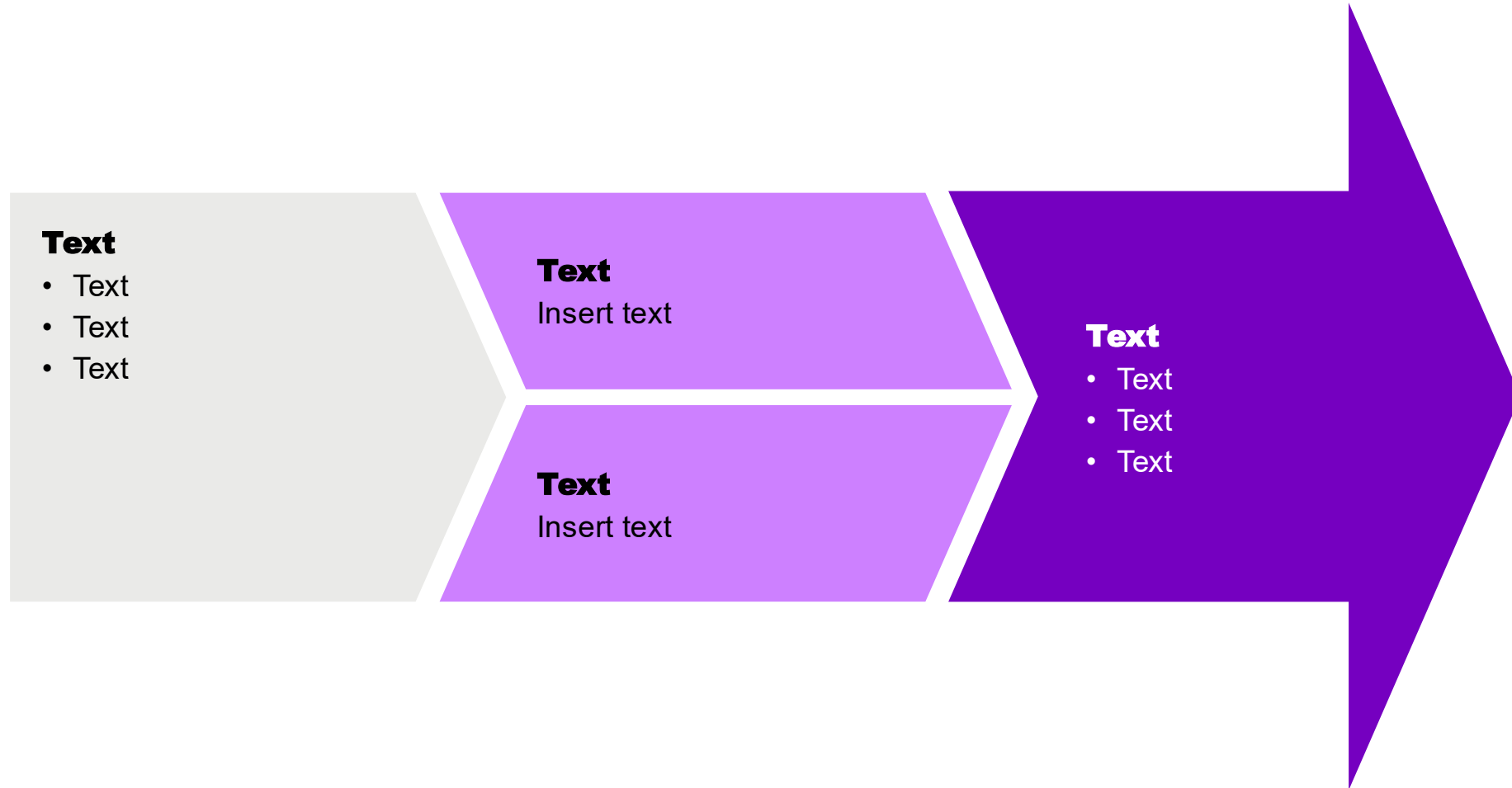
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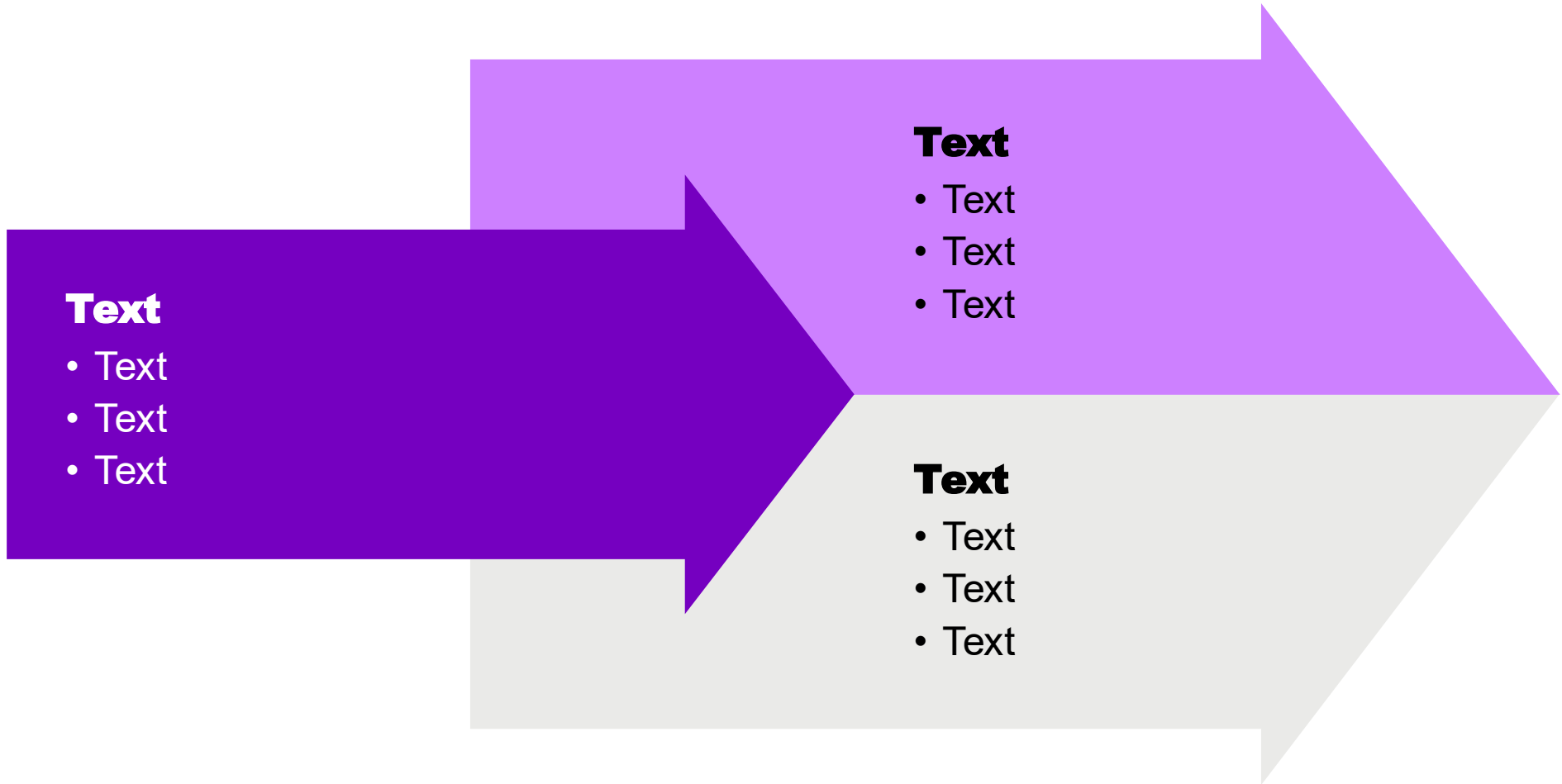
Linear Flow 9



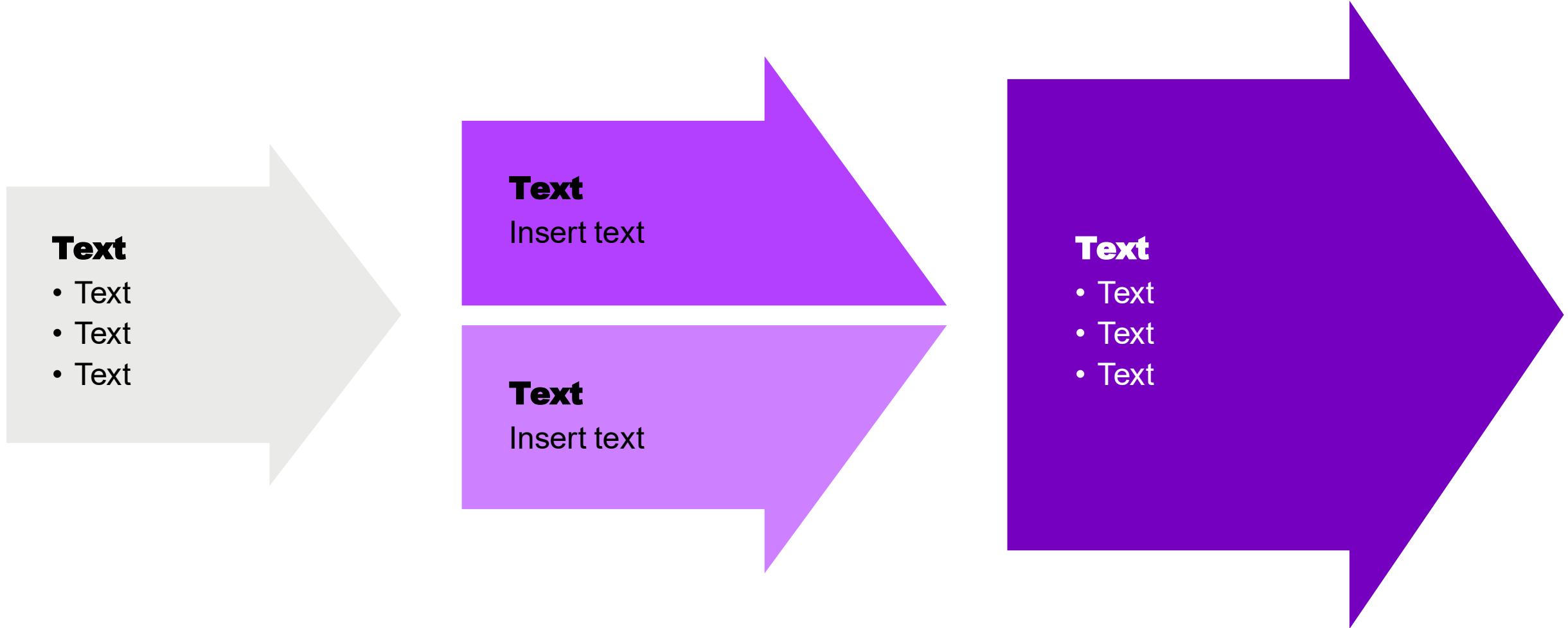
Linear Flow 10



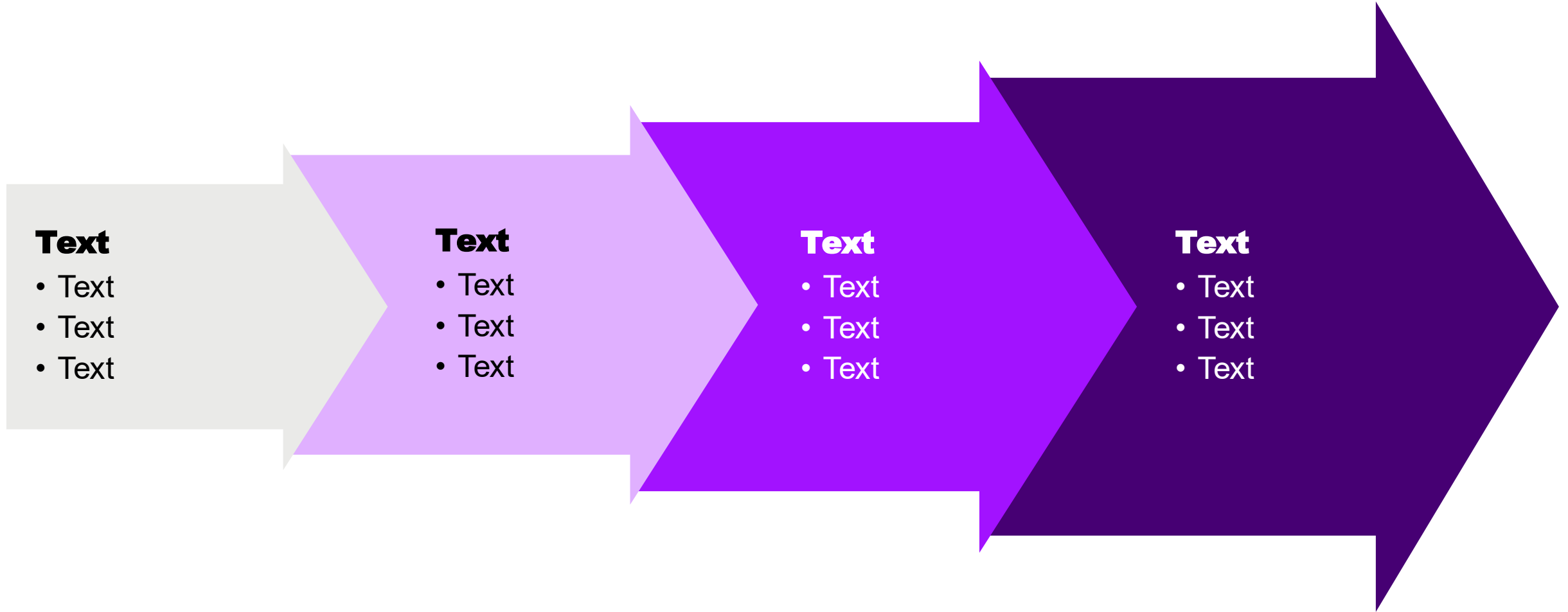
Linear Flow 11



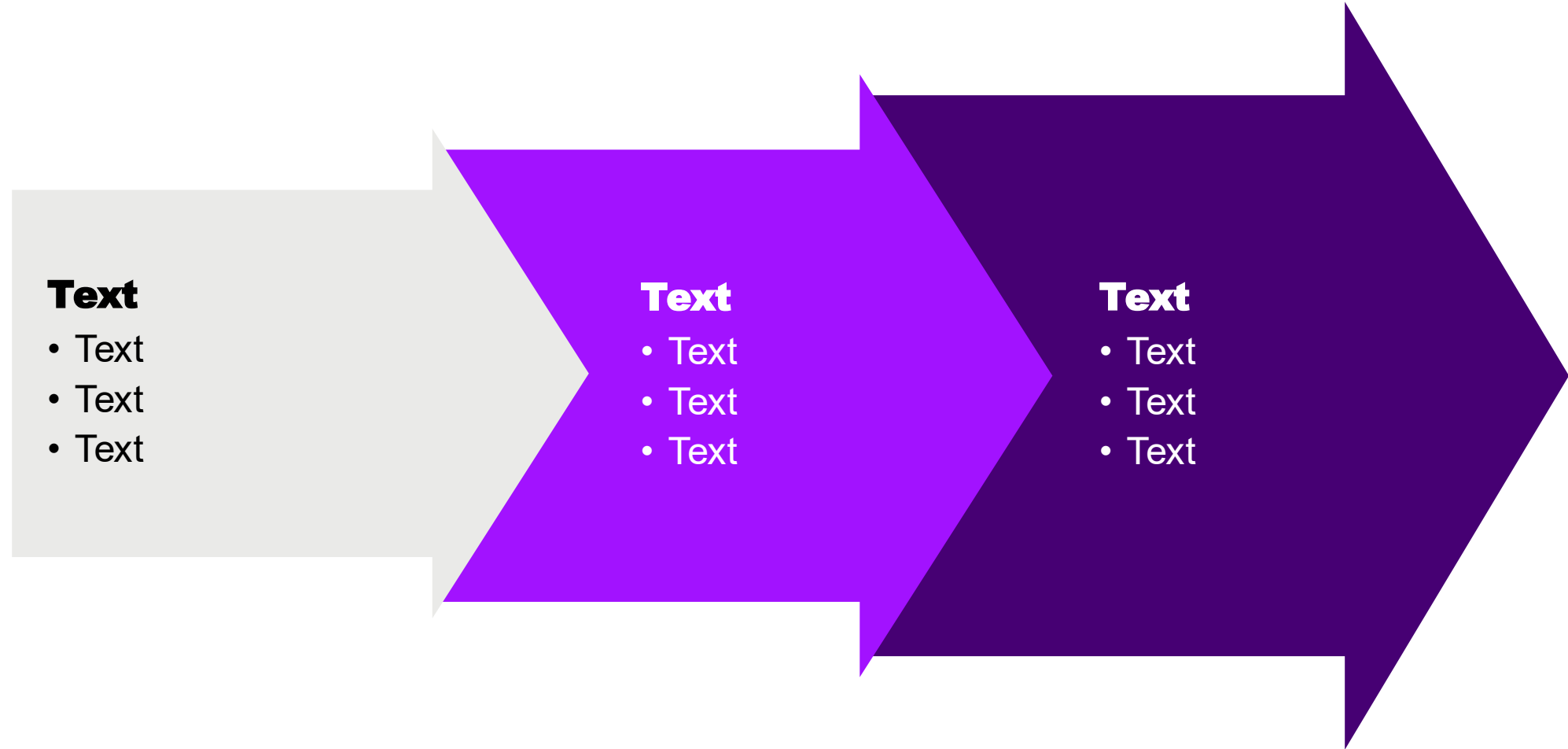
Linear Flow 12



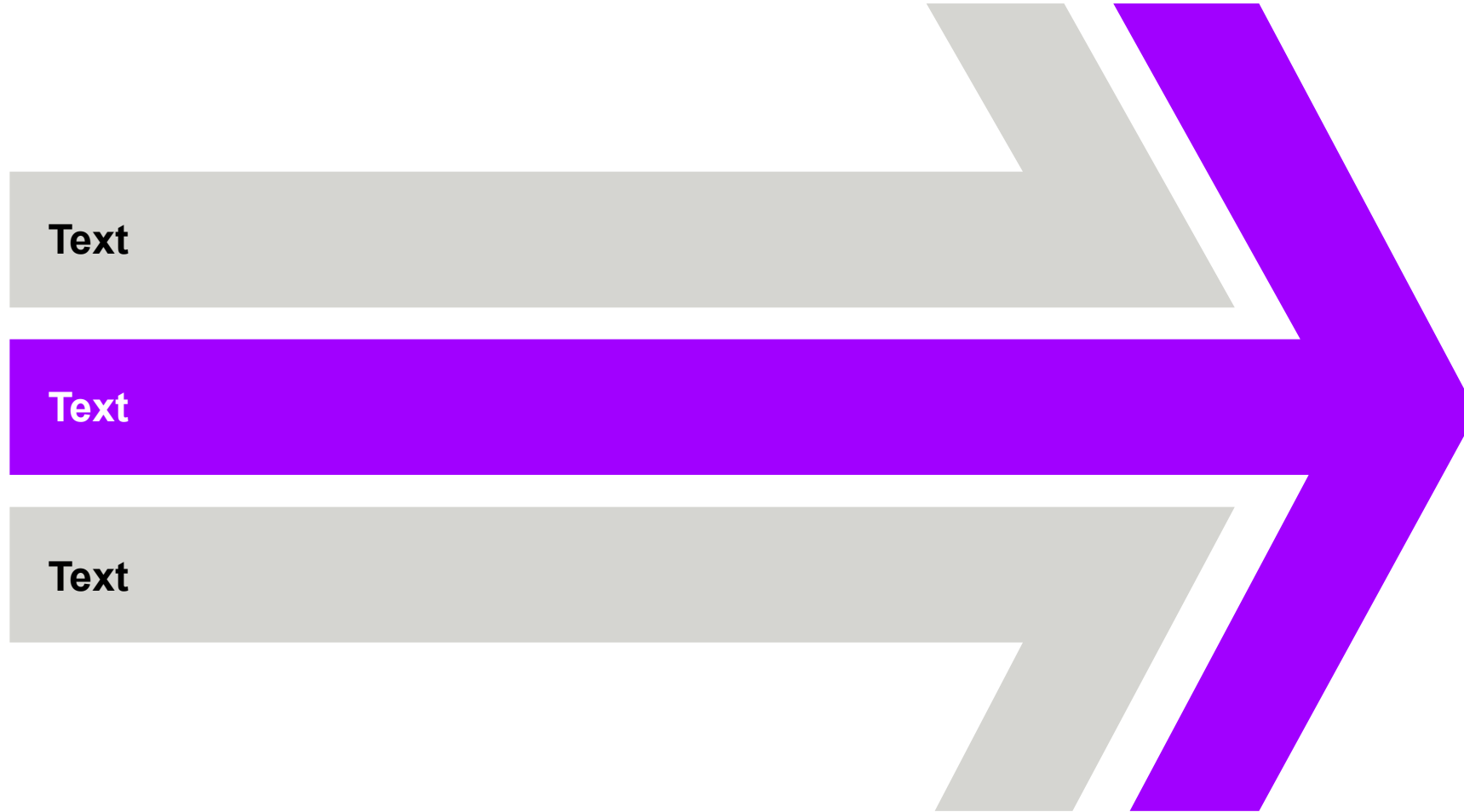
Linear Flow 13



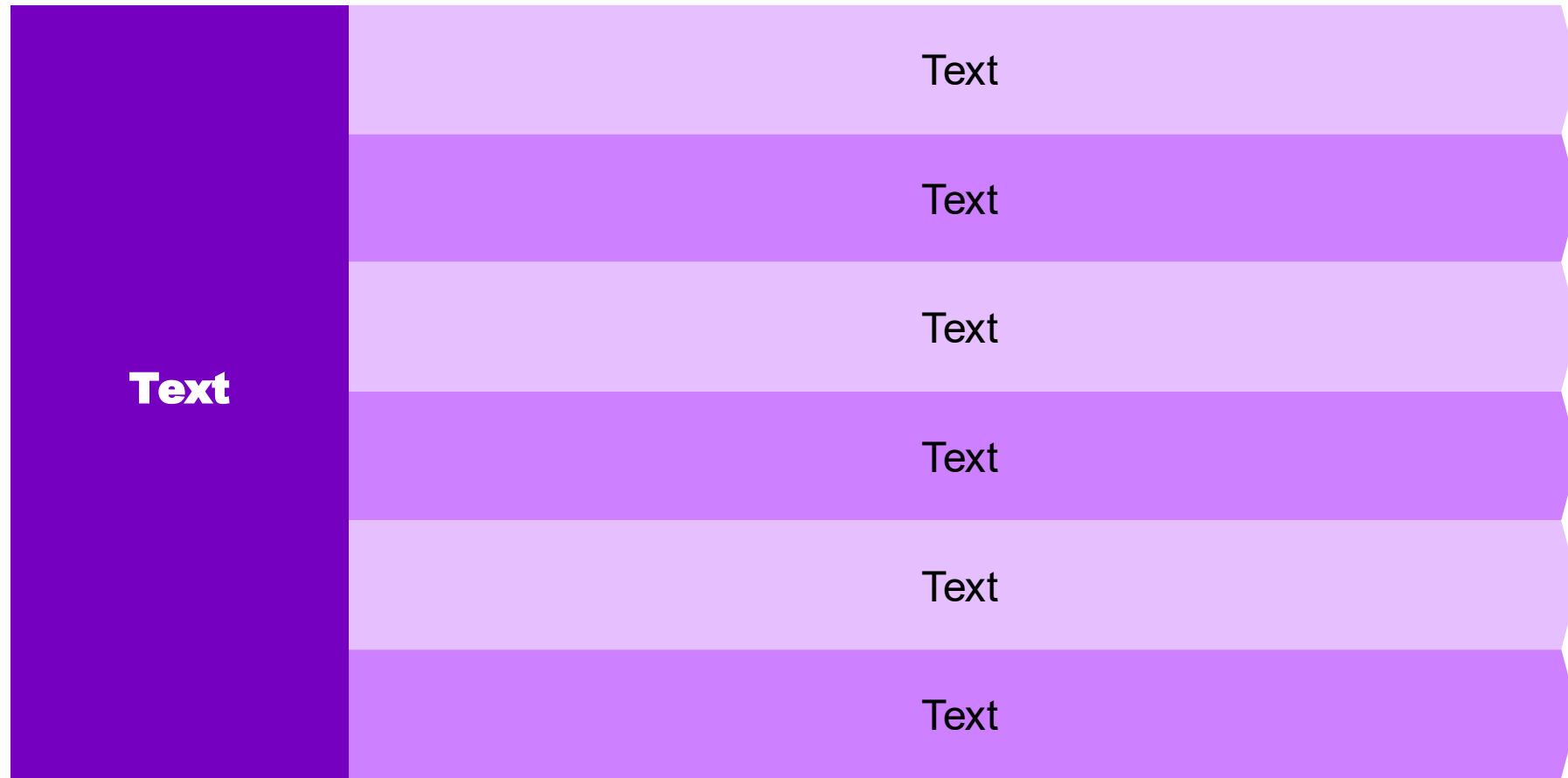
Linear Flow 14



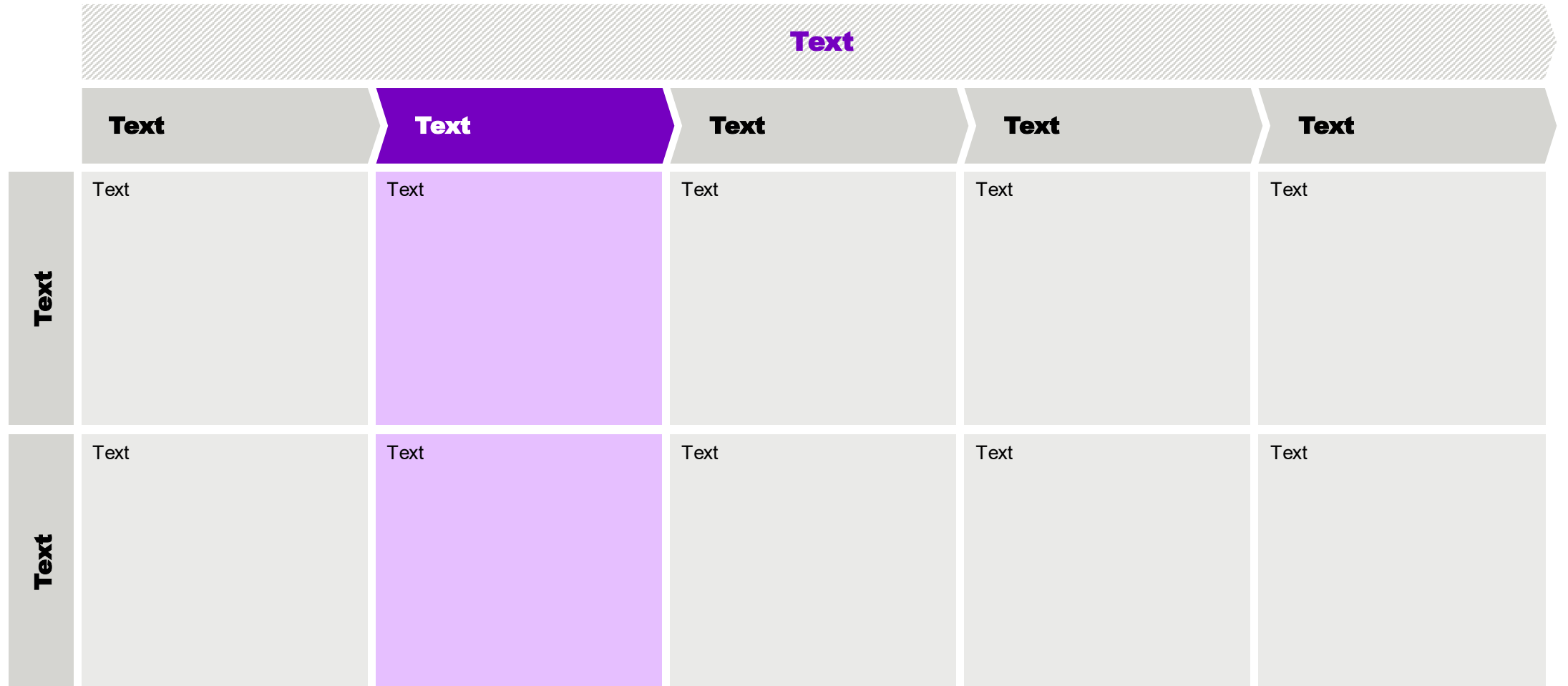
Linear Flow 15



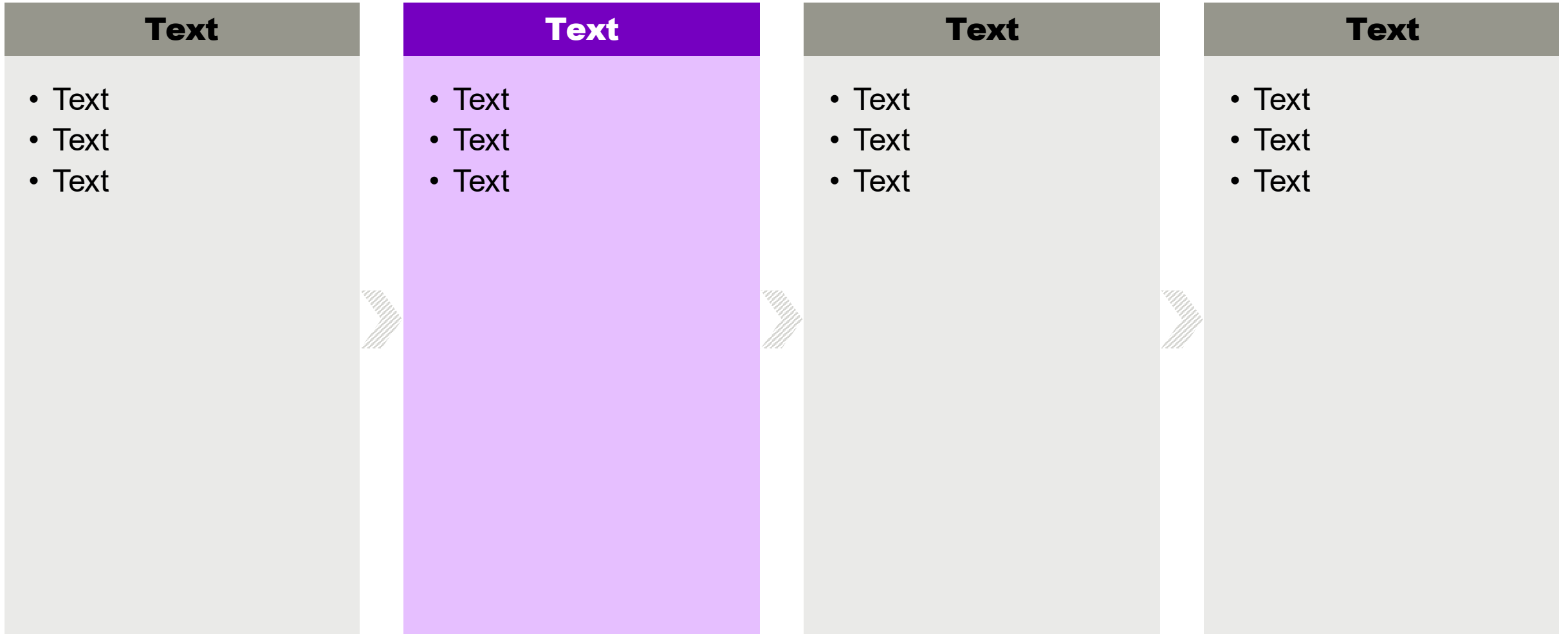
Linear Flow 16



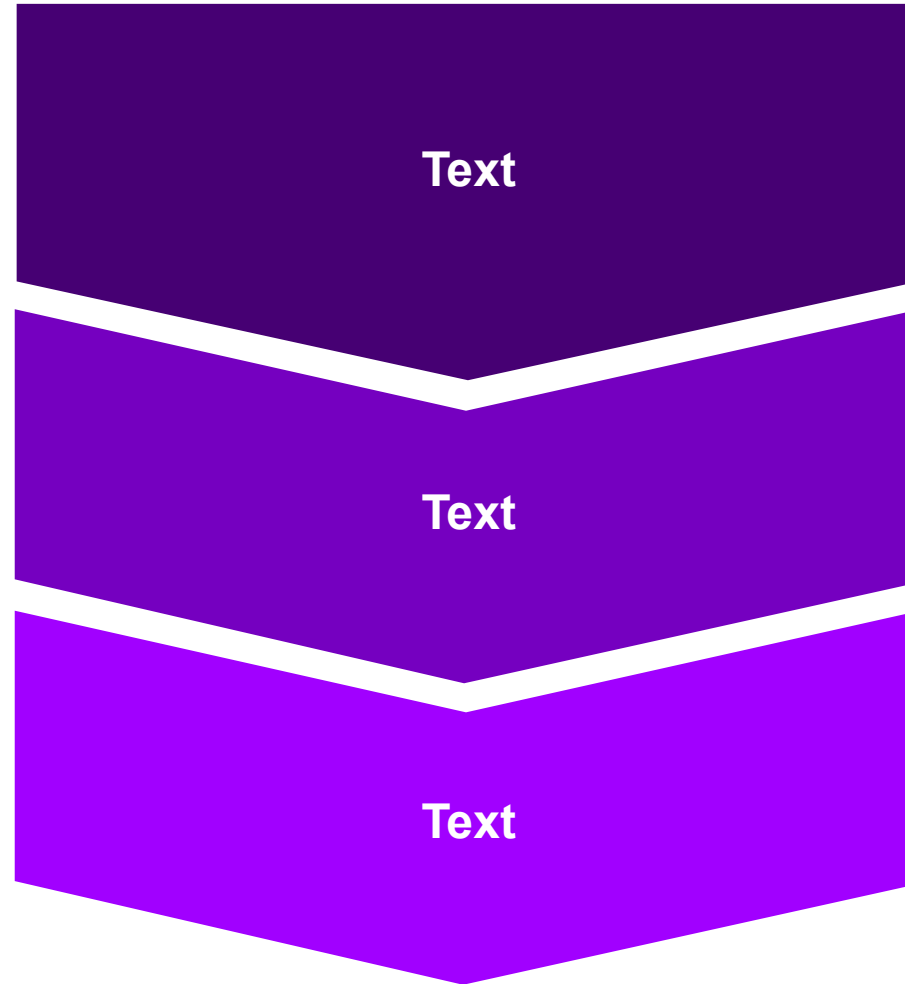
Linear Flow 17



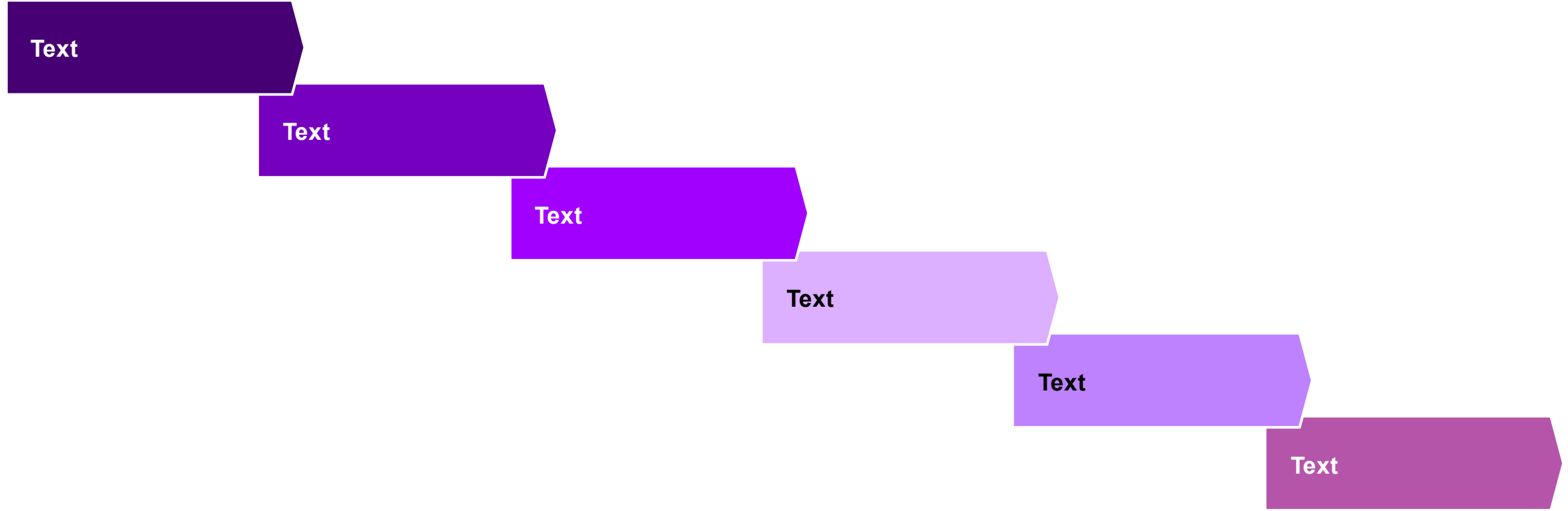
Linear Flow 18



Chevrons



Steps – Descending 1



Steps – Descending 2

Text

Text

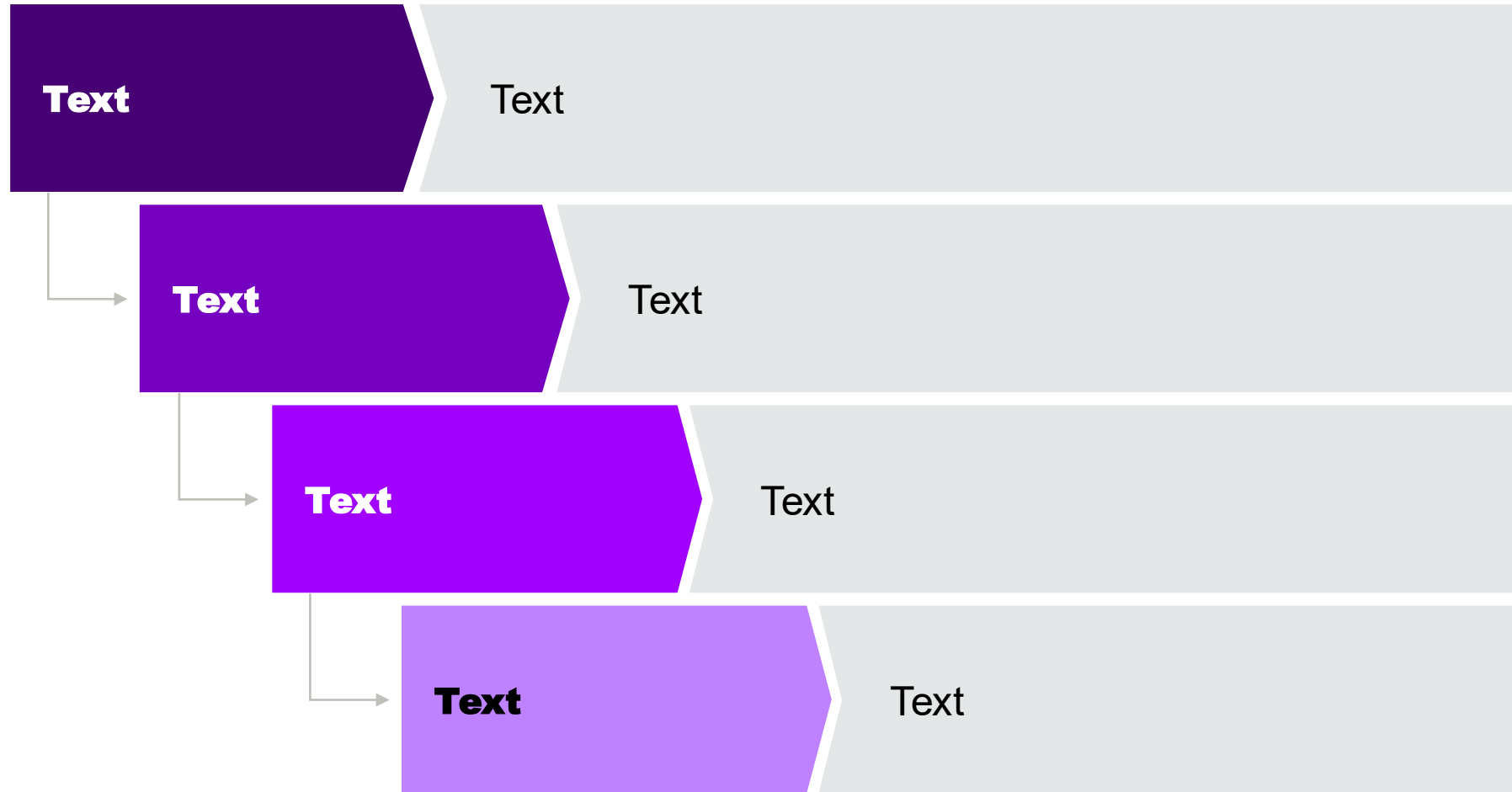
Text

Text

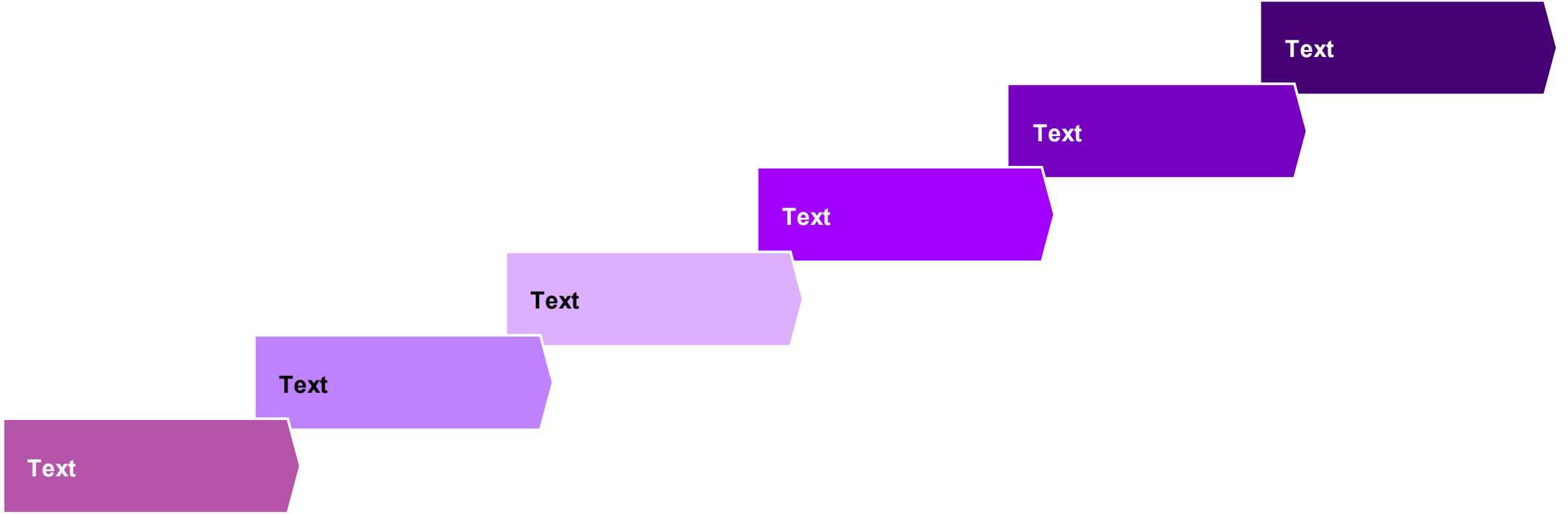
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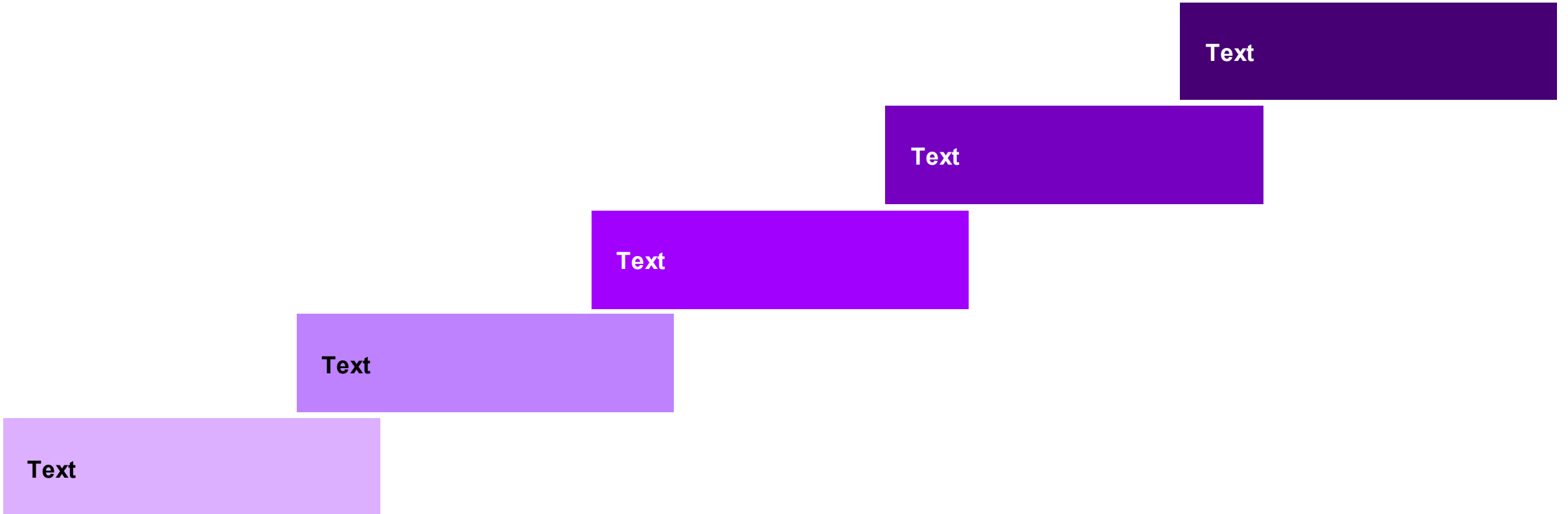
Steps – Descending 3



Steps – Ascending 1



Steps – Ascending 2



Growth 1

Text

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Text

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Growth 2

Text

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Development 1

Text

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Text

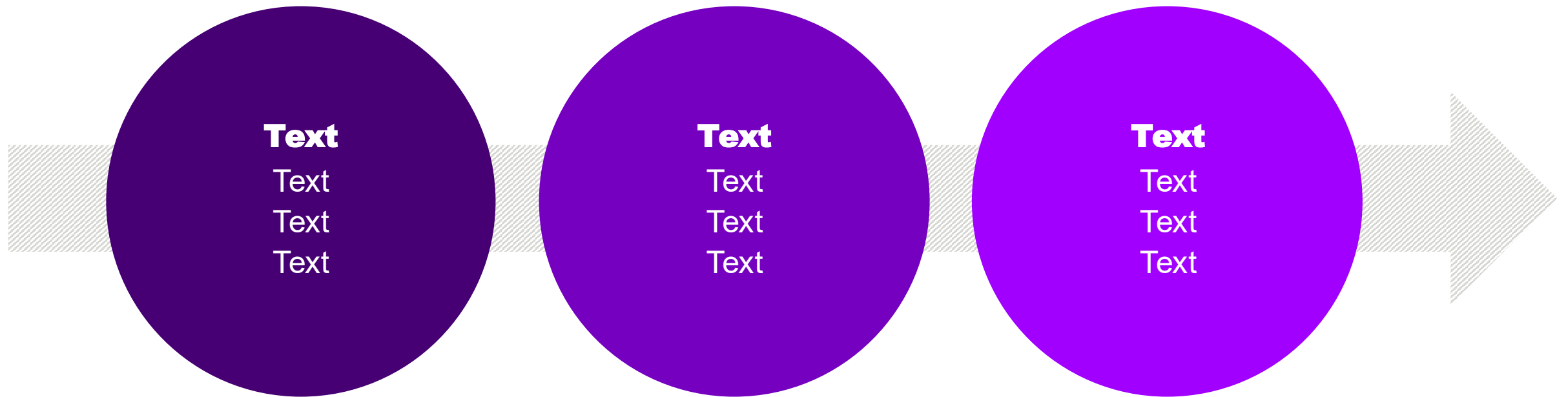
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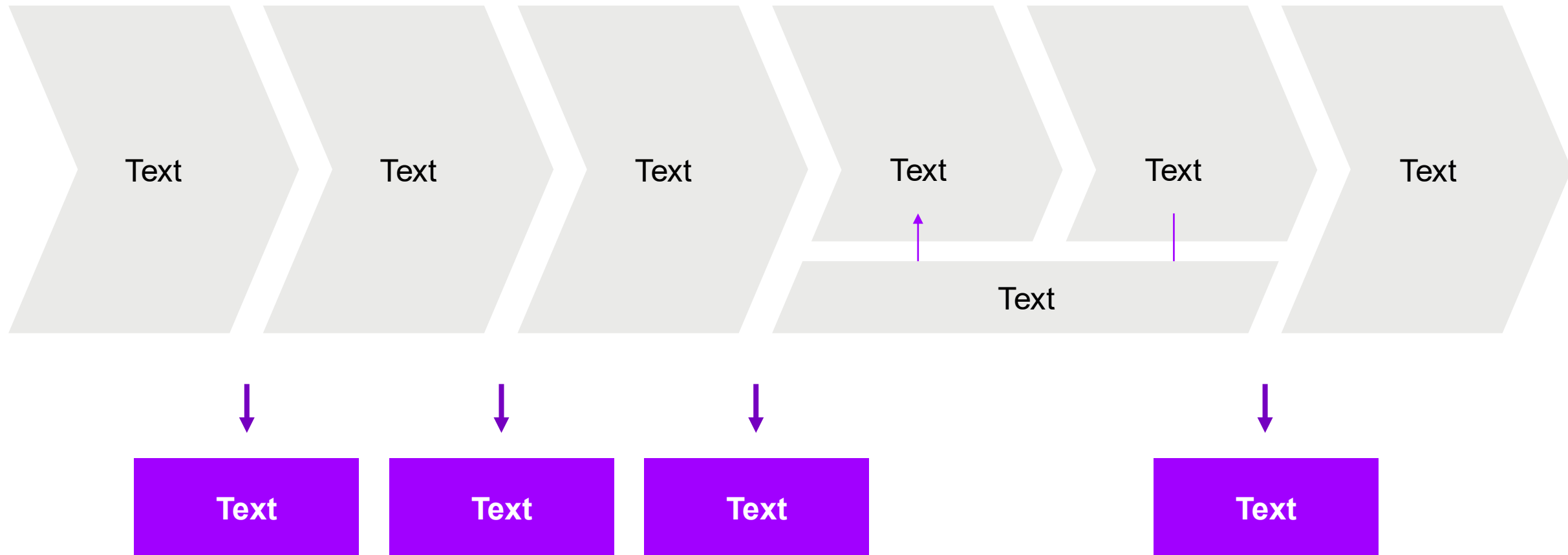
Text

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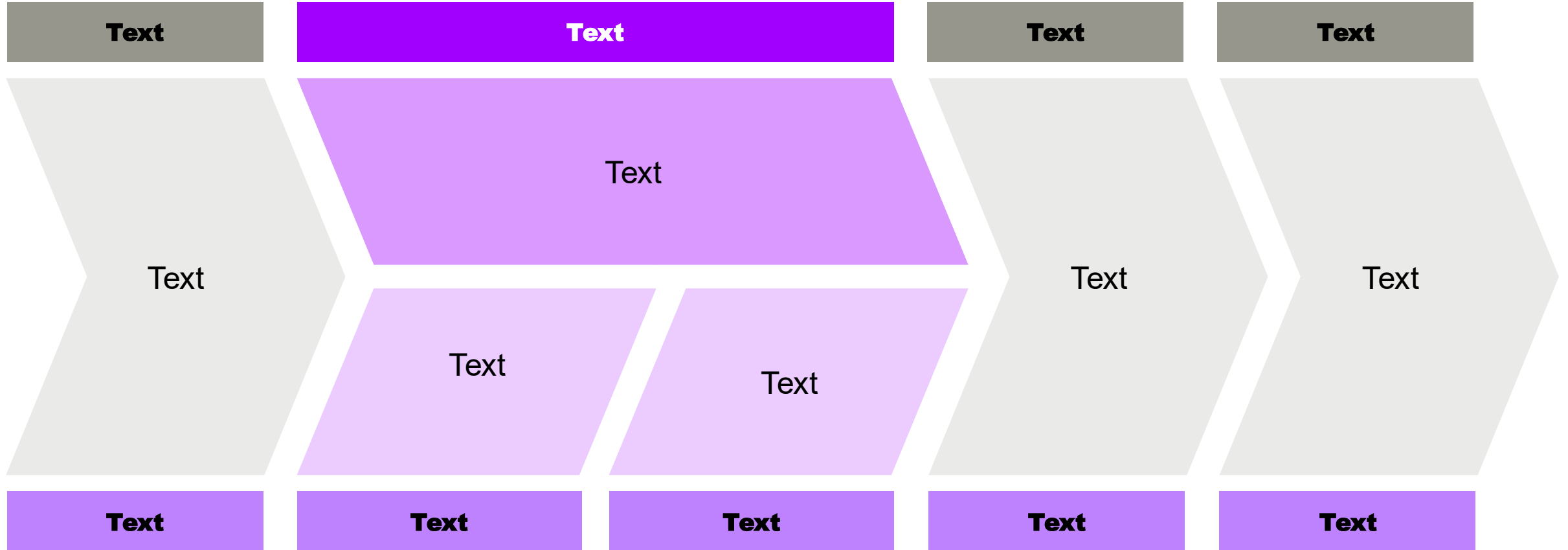
Development 2



Process 1



Process 2



Decisions

Text

- Text
- Text
- Text

**Key
decision
point**

Text

- Text
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- Text

**Key
decision
point**

Changing Course

Text

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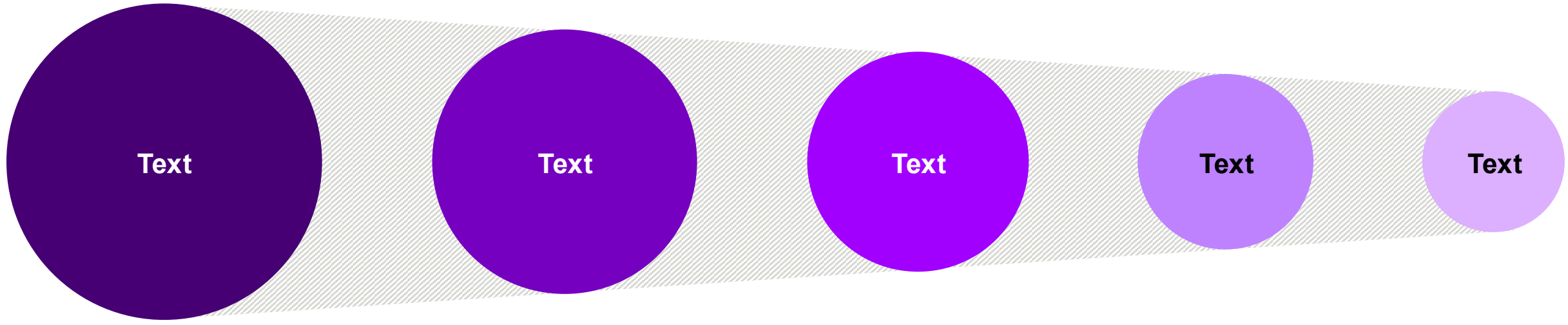
Text

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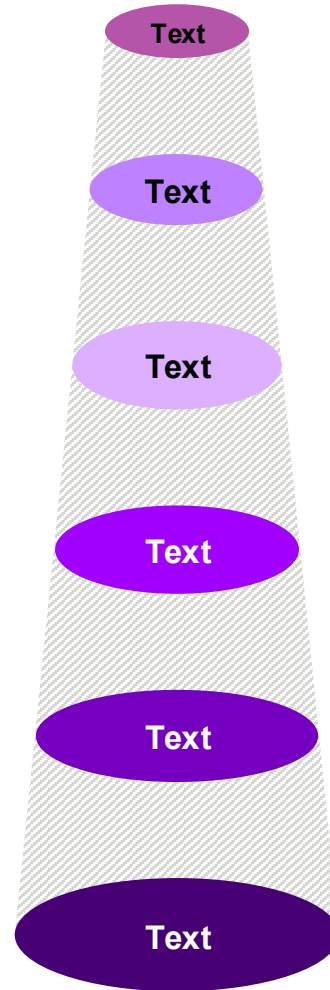
Text
Insert text



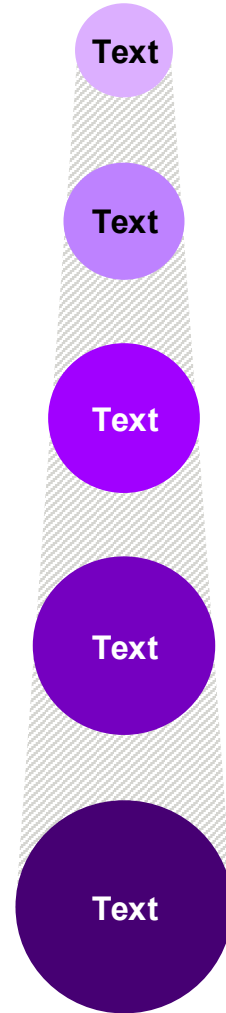
Pipeline 1



Pipeline 2

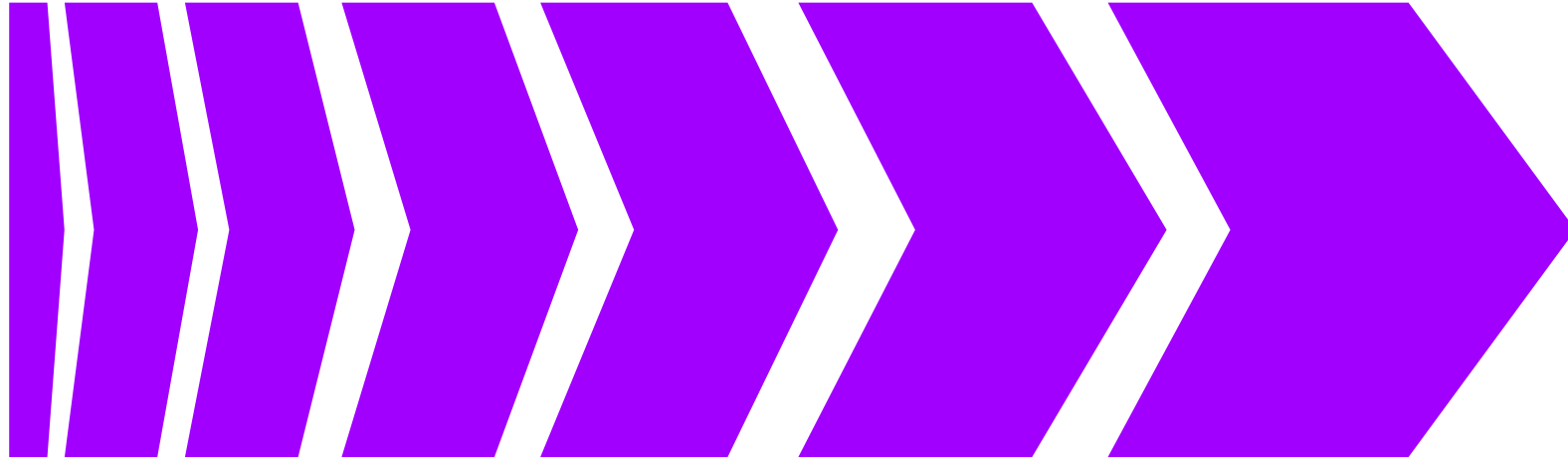


Pipeline 3

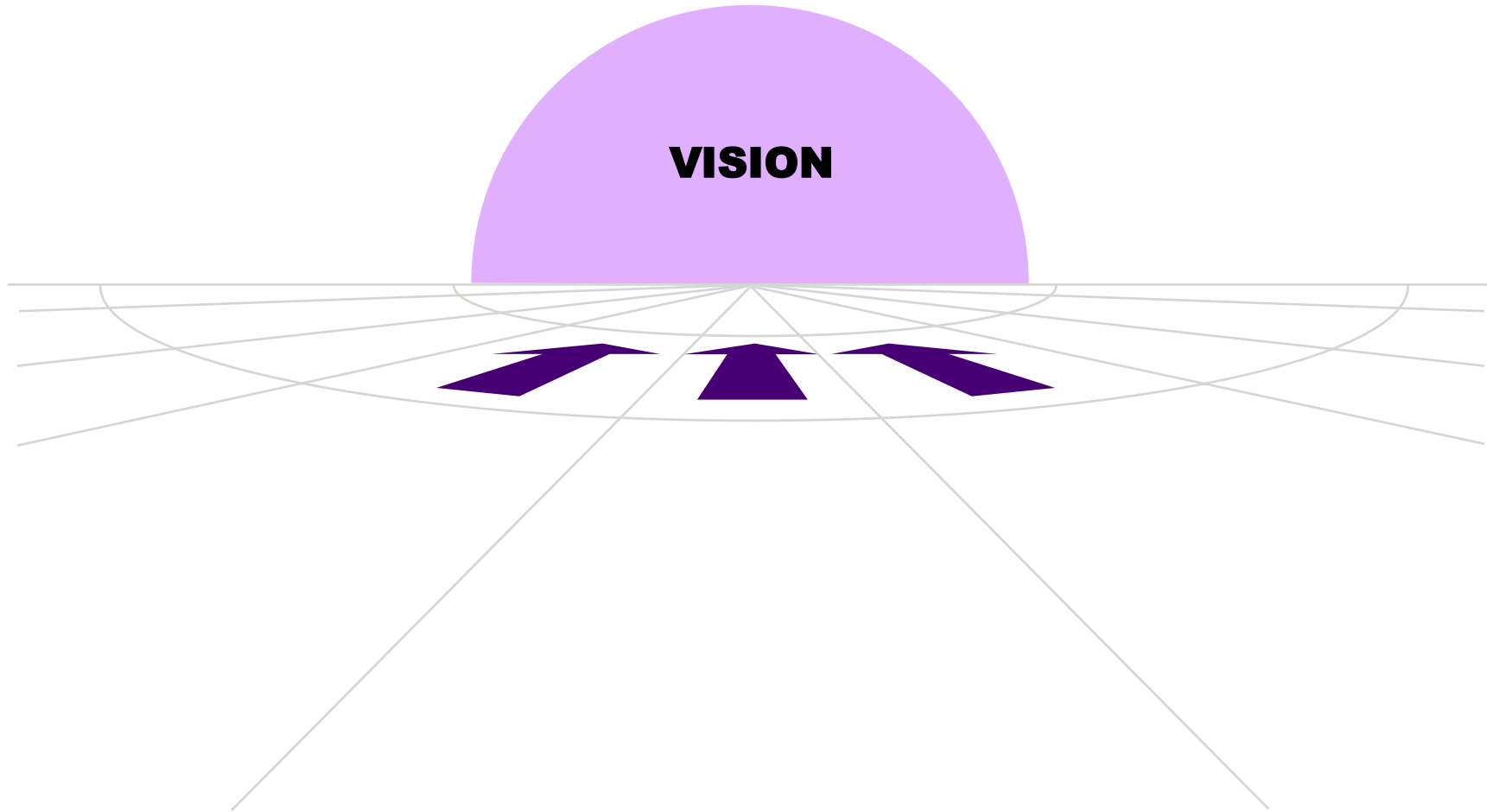


Acceleration

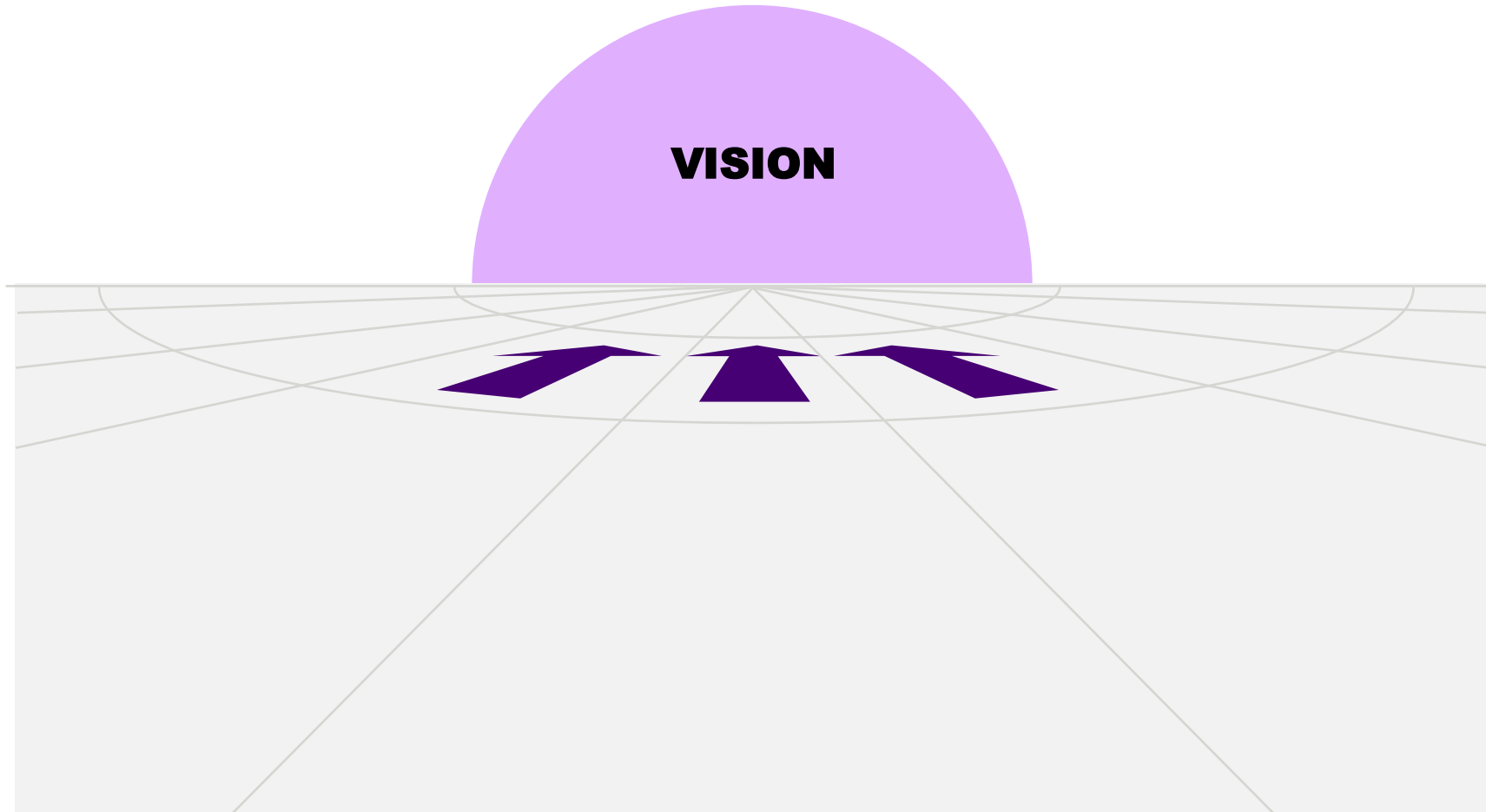
Text



Vision 1



Vision 2





Issue to Outcome Flows

Part of Processes

Marketplace context

Industry context	Performance	Opportunities	Challenges
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Internal Context

Business model context

- Body copy

Operating model context

- Body copy



Outcomes

<Client's> business objectives in connection with the effort described in this proposal are focused around the following desired outcomes.

Interim outcomes Month/year	Interim outcomes Month/year	Target outcomes
Economic <ul style="list-style-type: none">• Body copy	Economic <ul style="list-style-type: none">• Body copy	Economic <ul style="list-style-type: none">• Body copy
Economic <ul style="list-style-type: none">• Body copy	Economic <ul style="list-style-type: none">• Body copy	Economic <ul style="list-style-type: none">• Body copy
Economic <ul style="list-style-type: none">• Body copy	Economic <ul style="list-style-type: none">• Body copy	Economic <ul style="list-style-type: none">• Body copy



Summary of your business issues and outcomes

From issue

**To
outcome**

- Body copy

- Body copy

User note: choose one of the following five 3-slide design options for showing a summary of the issues and outcomes, our understanding of the critical considerations and our value proposition.

Our understanding of the critical considerations



Our value proposition for the engagement

From issue

Pace

Certainty

Strategic agility

**Other
(if applicable)**

To outcome

- Body copy

- Body copy

- Body copy

- Body copy

- Body copy

- Body copy

- Body copy

- Body copy

- Body copy

- Body copy

- Body copy

- Body copy

Summary of your business issues and outcomes



From issue

- Body copy



To outcome

- Body copy

Our understanding of the critical considerations



- Body copy

Our value proposition for the engagement

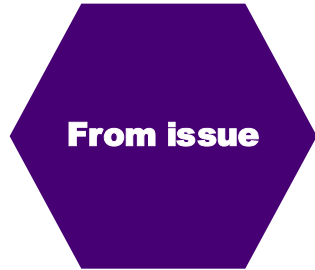


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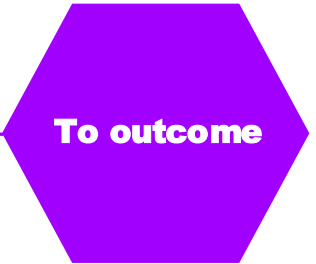
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• Body copy

Summary of your business issues and outcomes

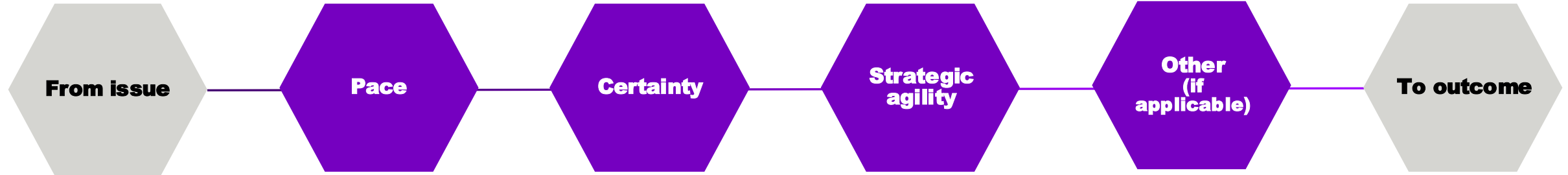


- Body copy



- Body copy

Our understanding of the critical considerations



• Body copy

• Body copy

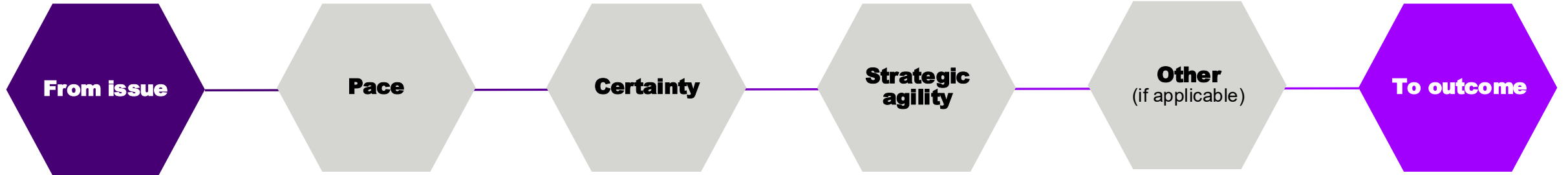
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• Body copy

Our value proposition for the engagement



• Body copy

• Body copy

• Body copy

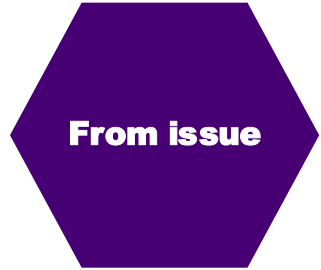
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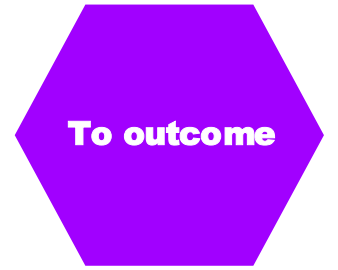
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Summary of your business issues and outcomes

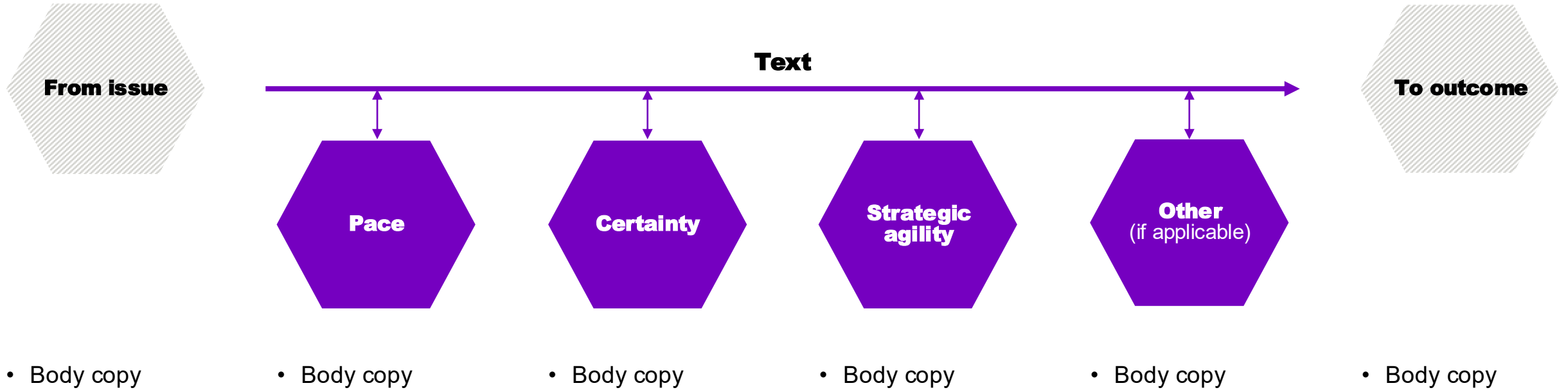


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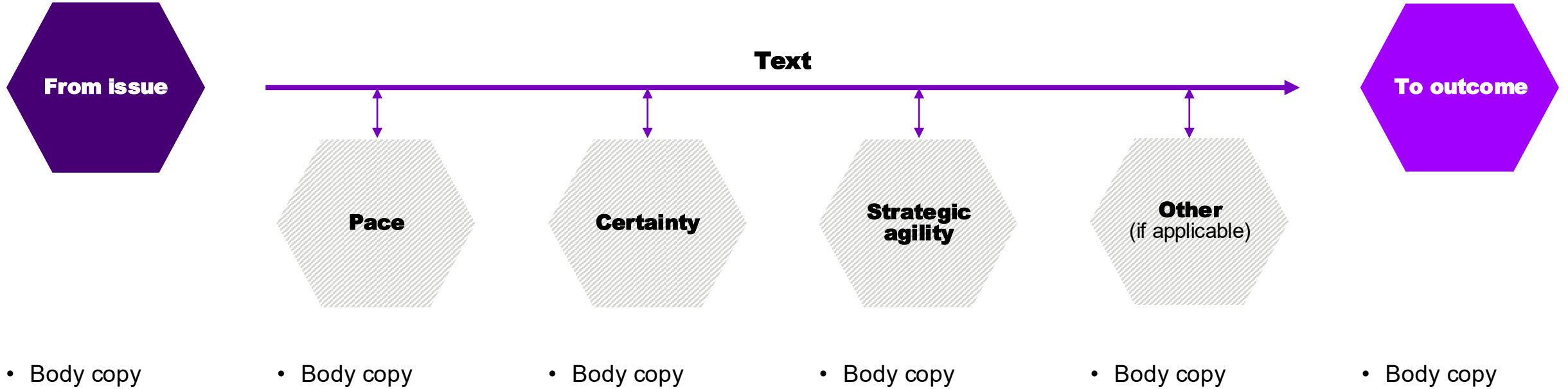


- Body copy

Our understanding of the critical considerations



Our value proposition for the engagement



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Summary of your business issues and outcomes



From issue

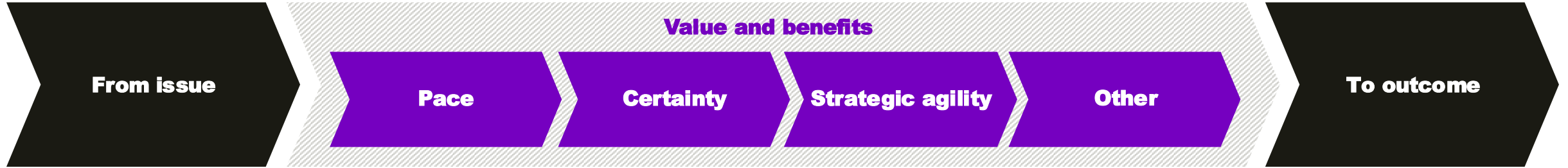
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To outcome

- Body copy

Our understanding of the critical considerations



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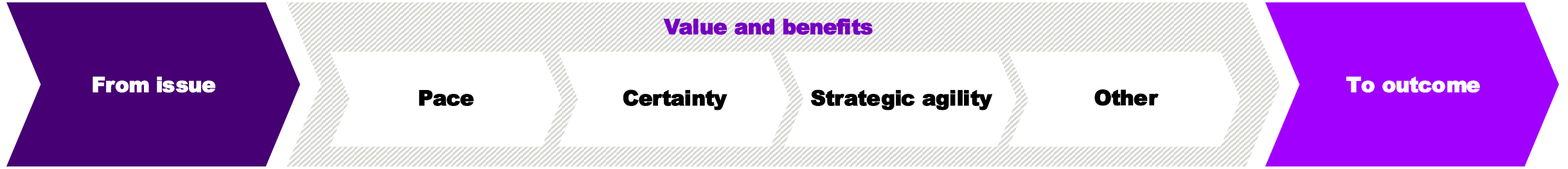
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Our value proposition for the engagement



• Body copy

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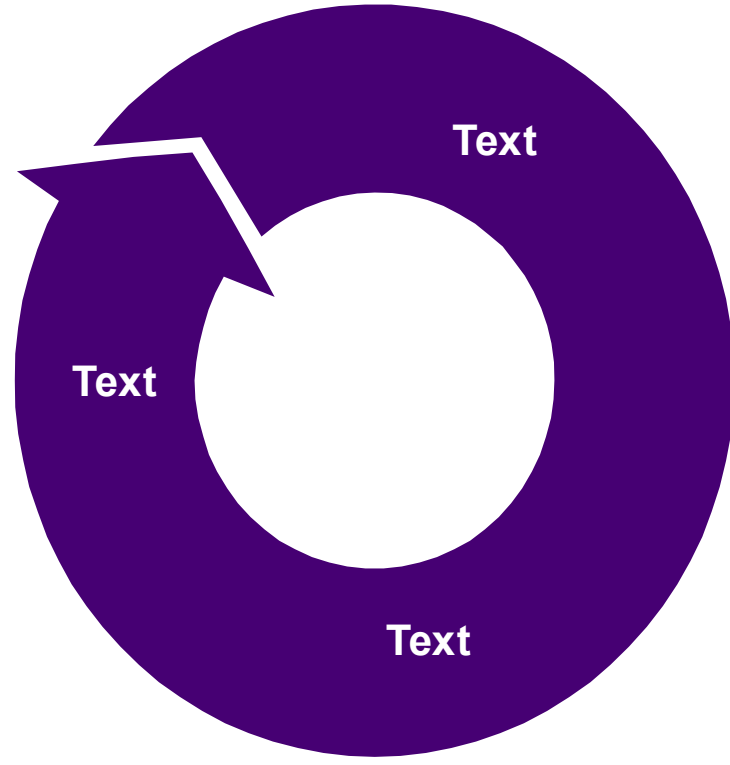
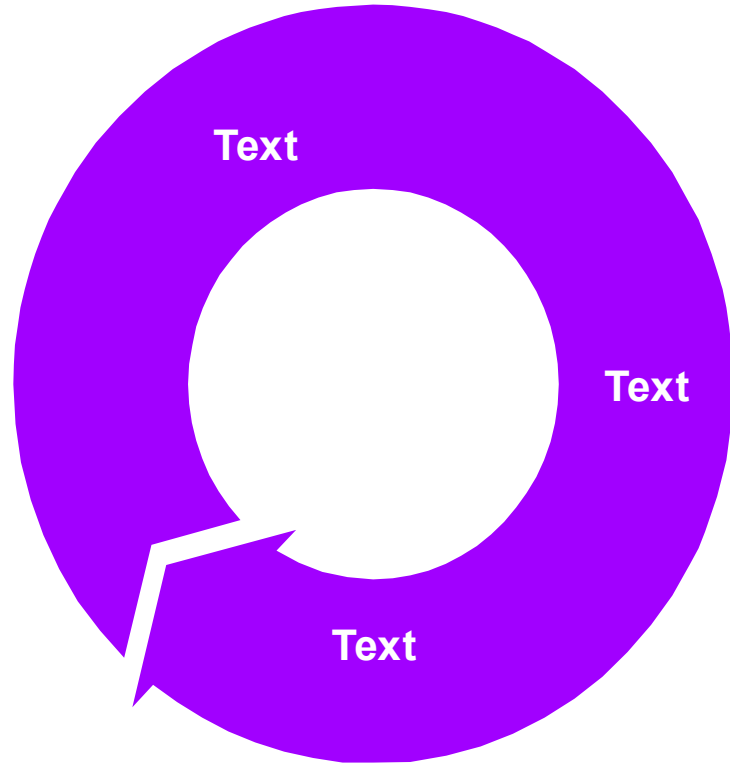
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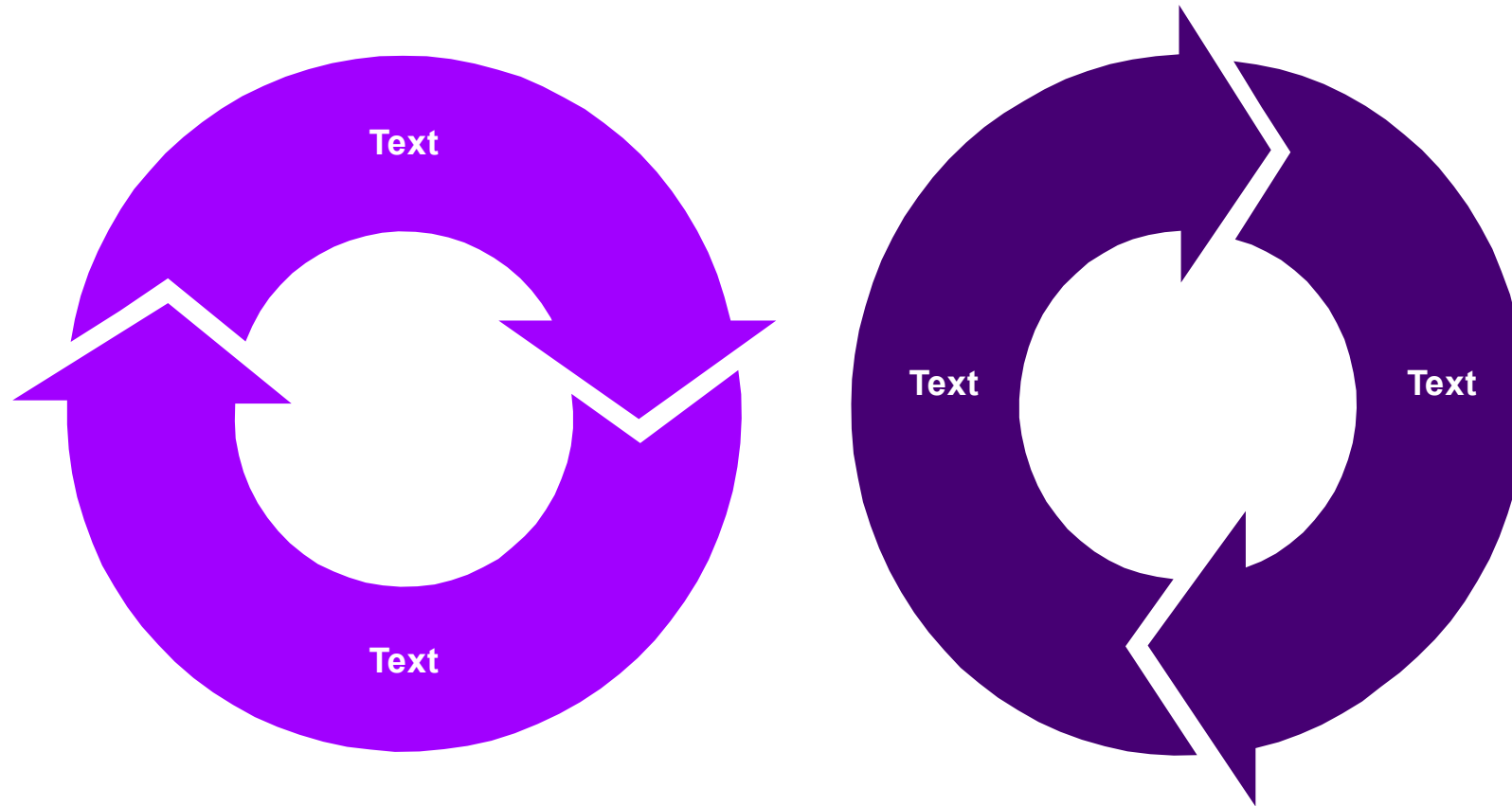
Circular Flows

Part of Processes

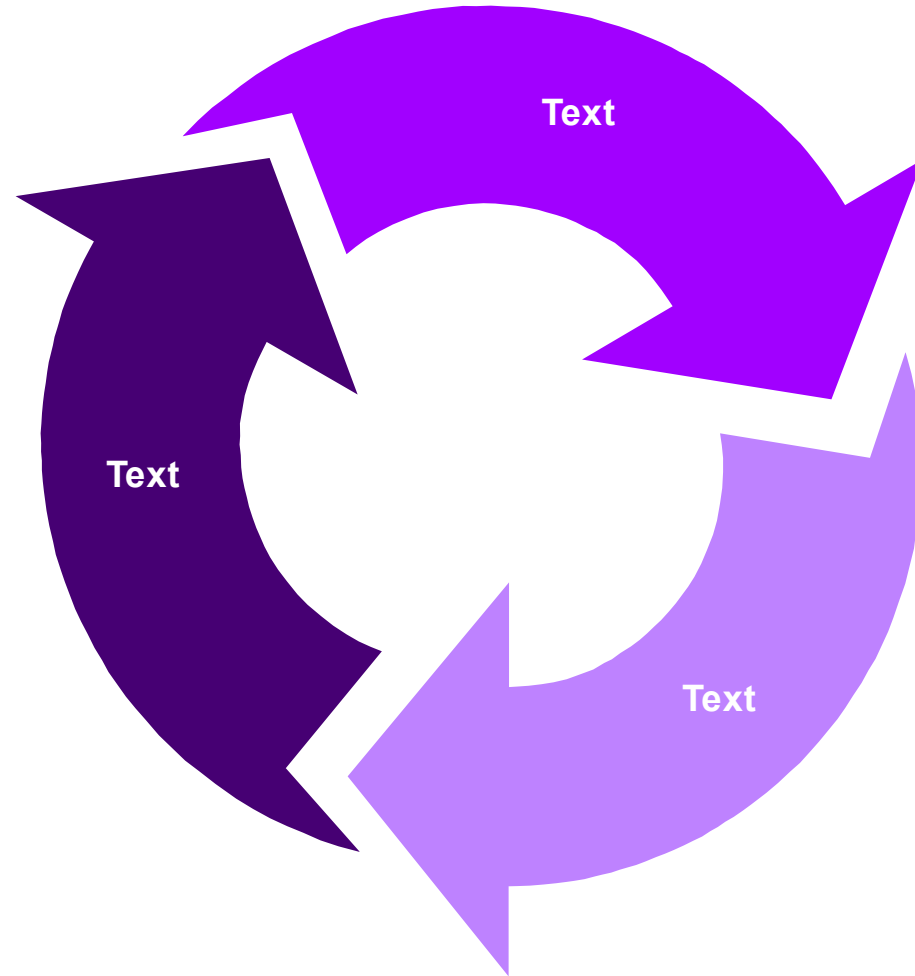
Circular Flow 1



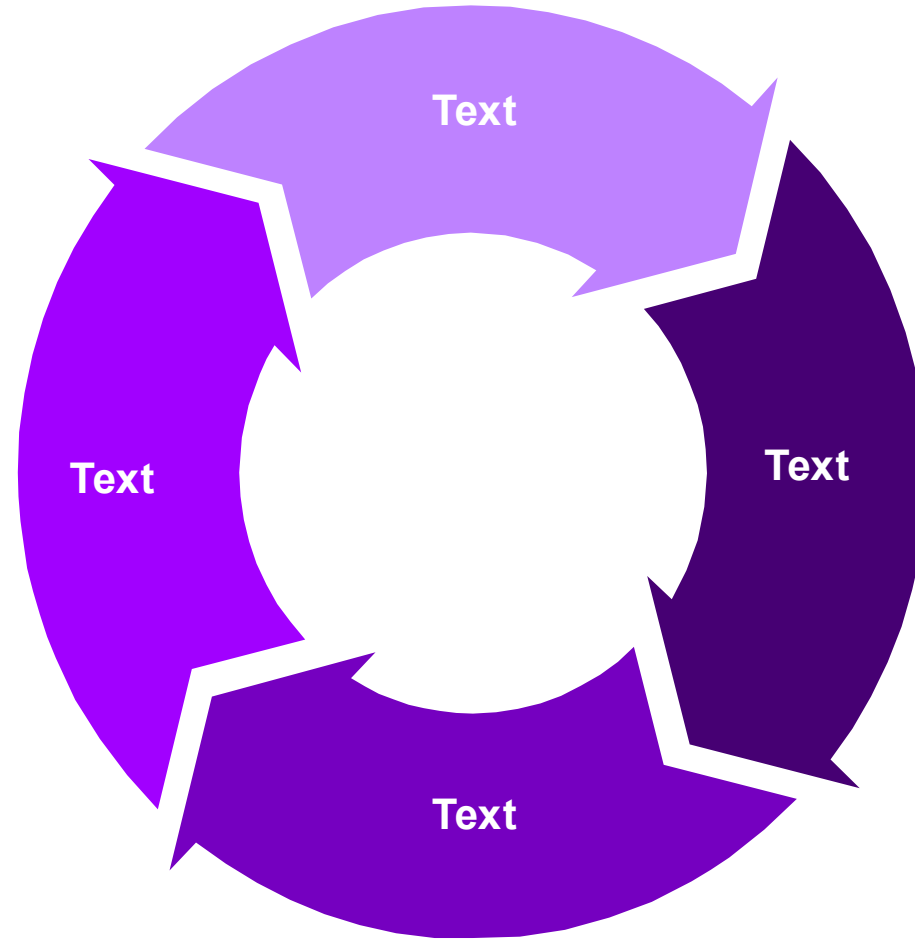
Circular Flow 2



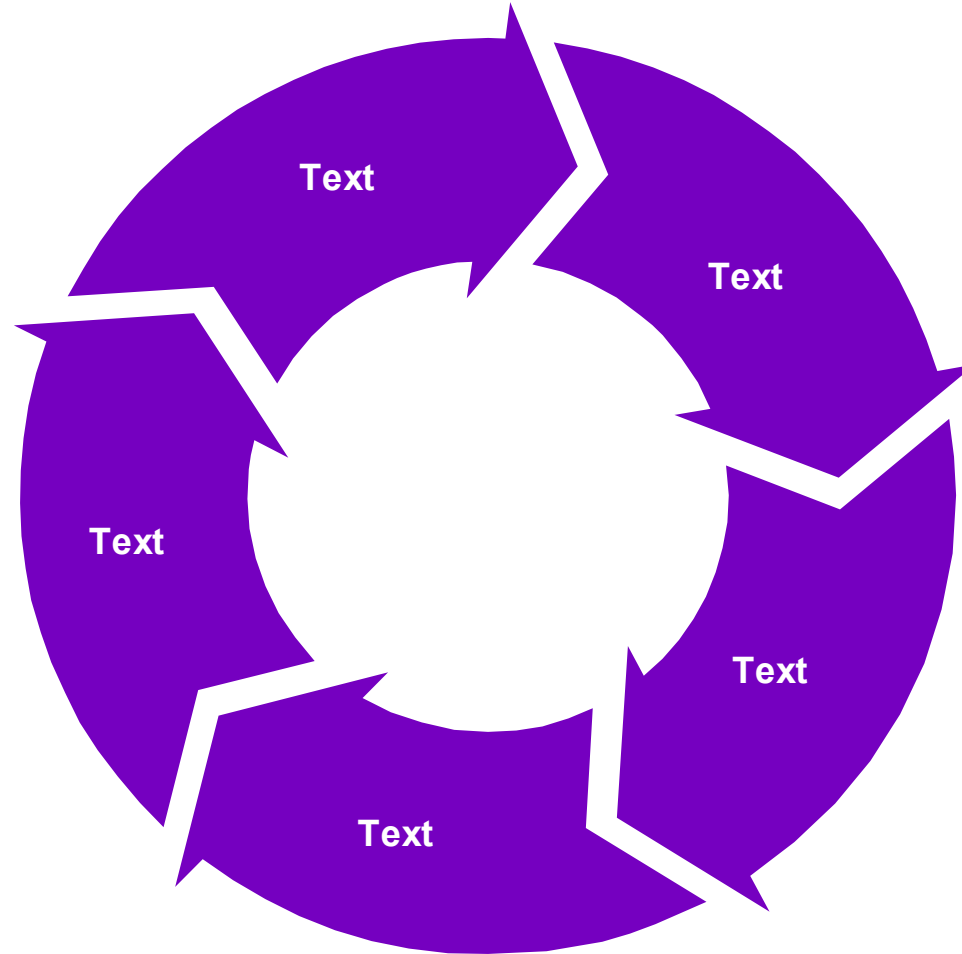
Circular Flow 3



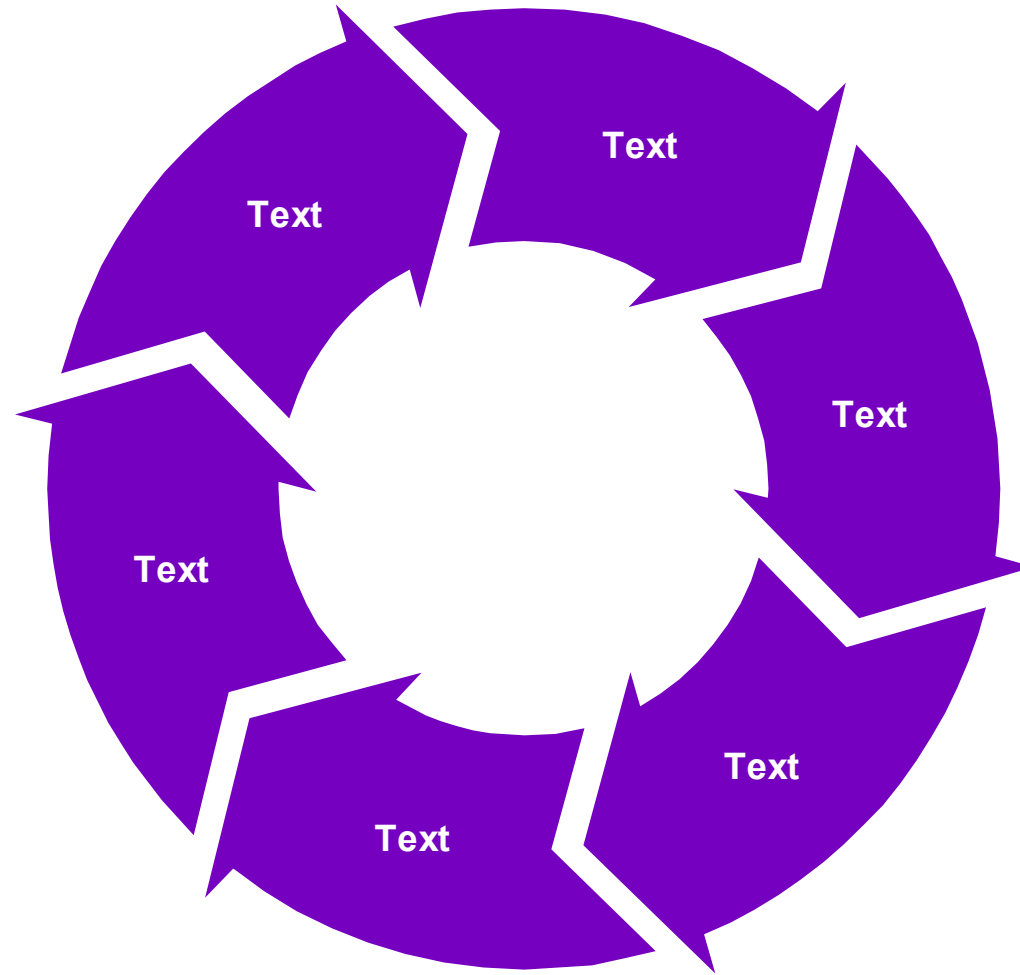
Circular Flow 4



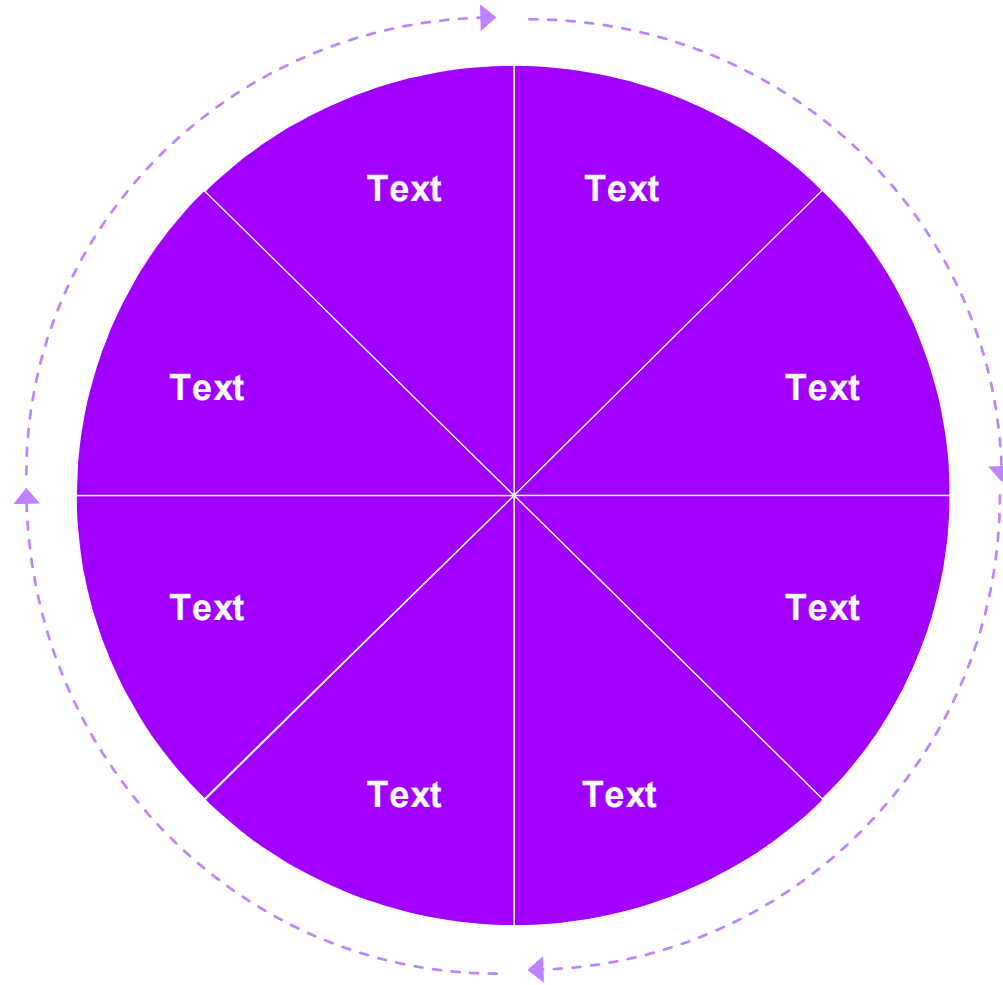
Circular Flow 5



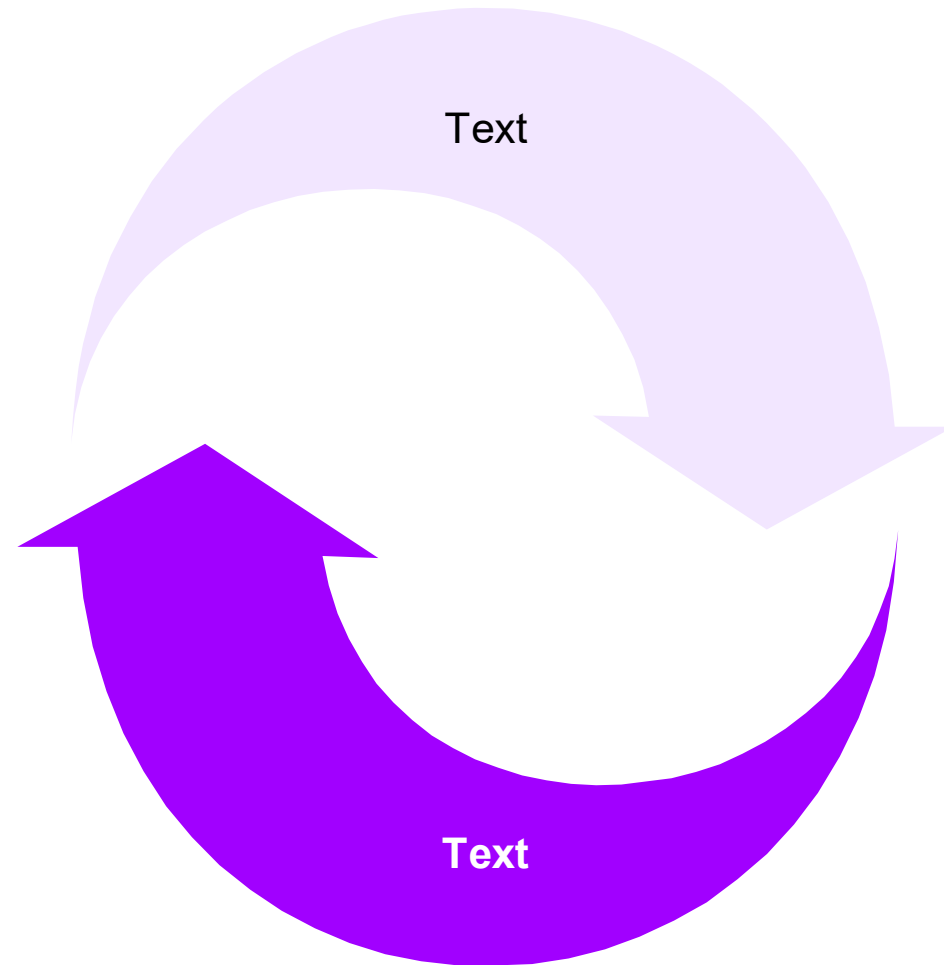
Circular Flow 6



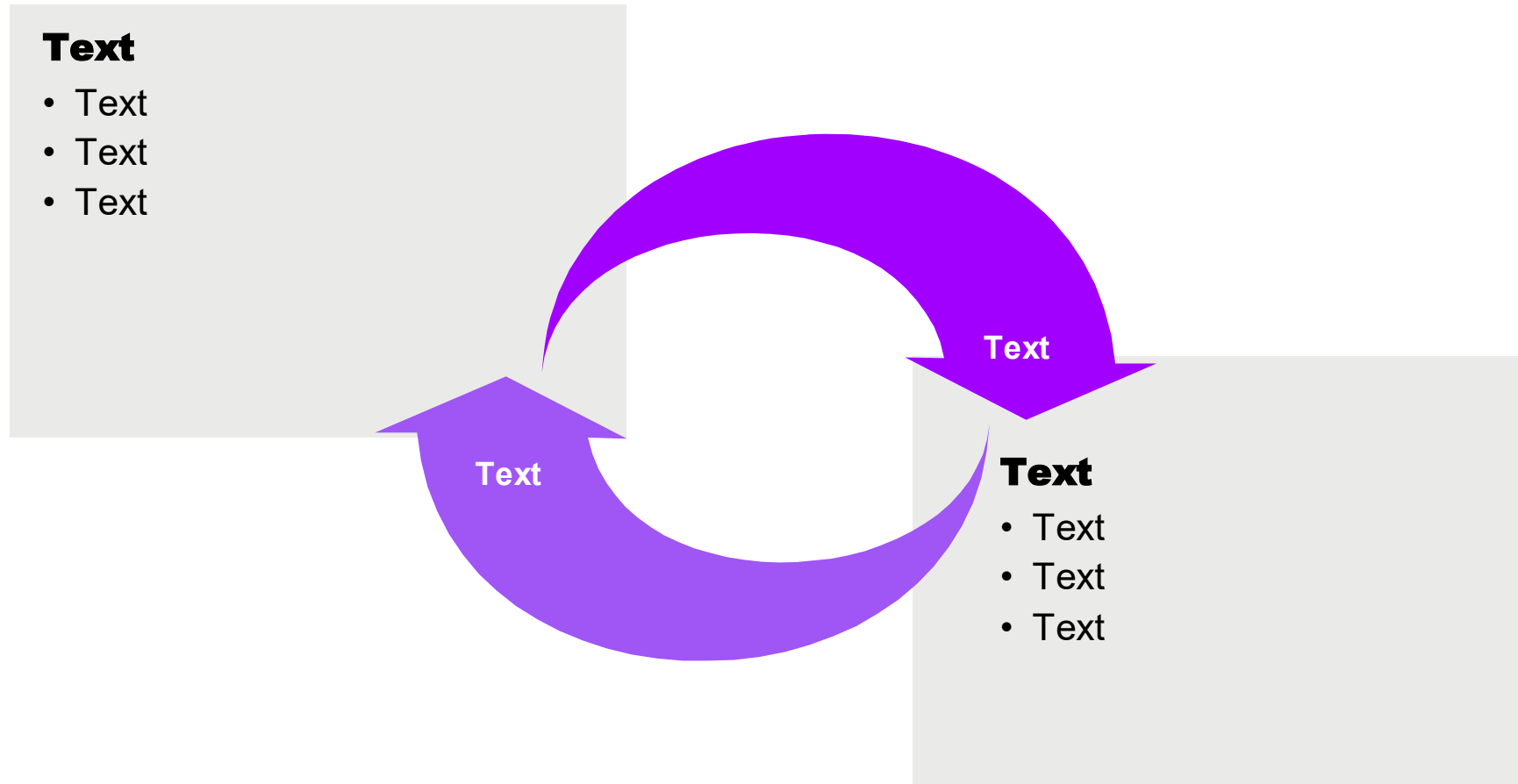
Circular Flow 7



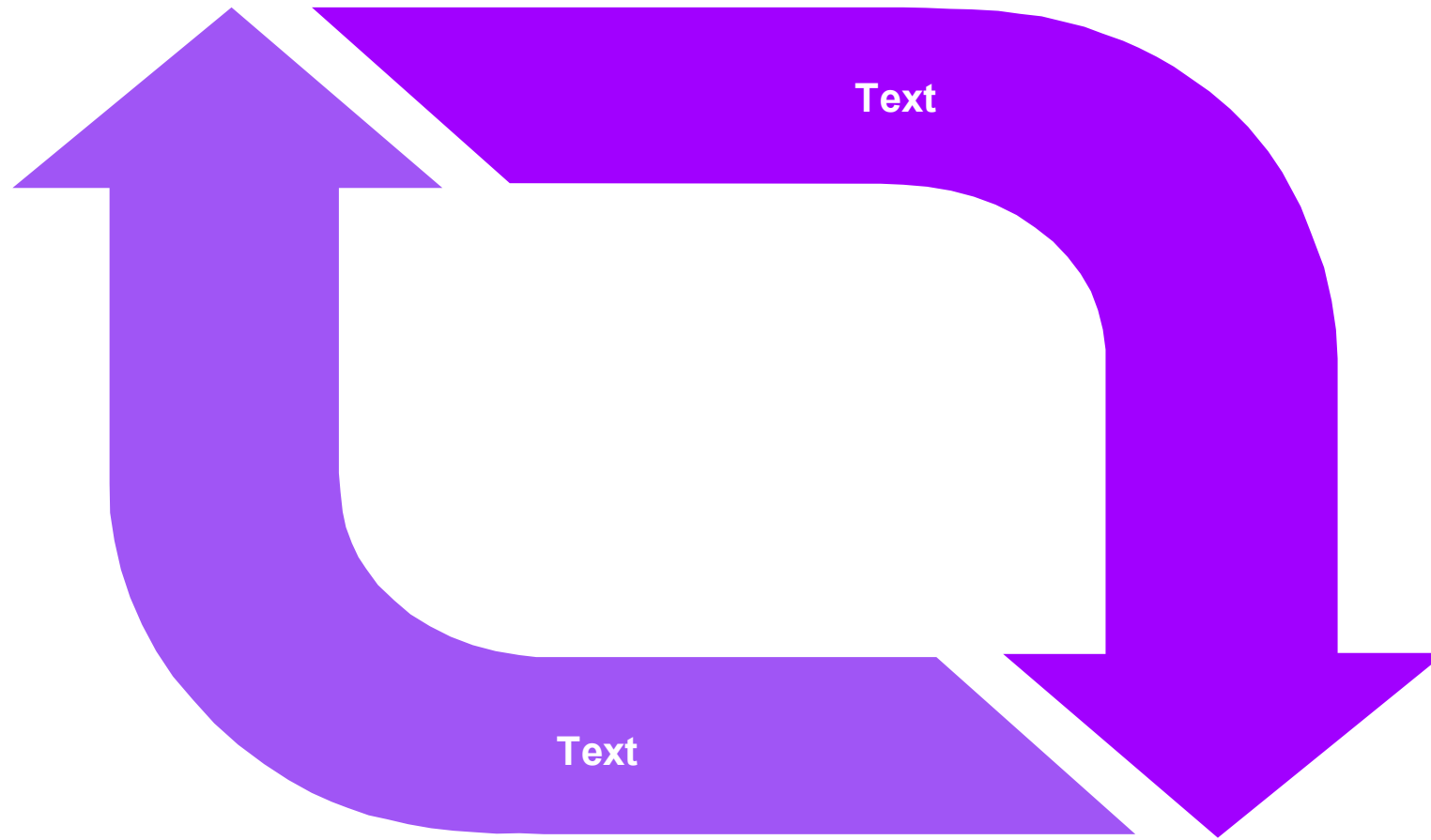
Circular Flow 8



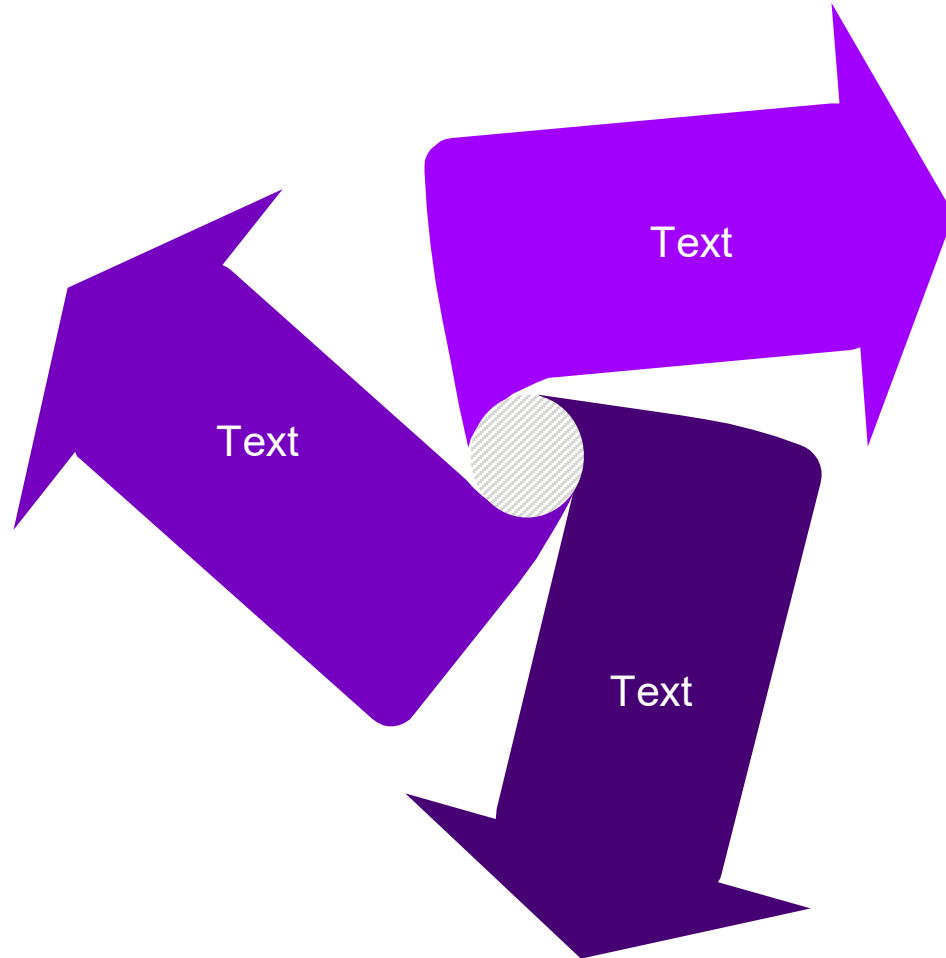
Circular Flow 9



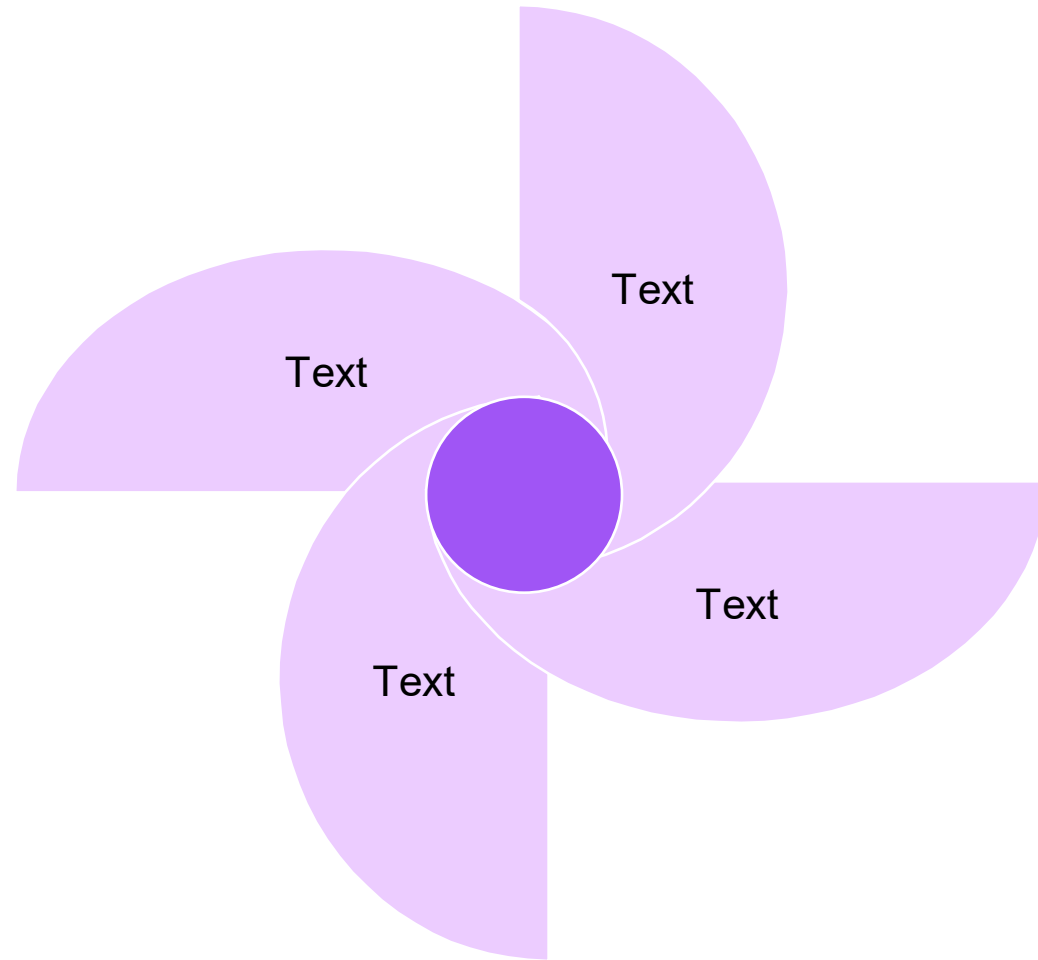
Circular Flow 10



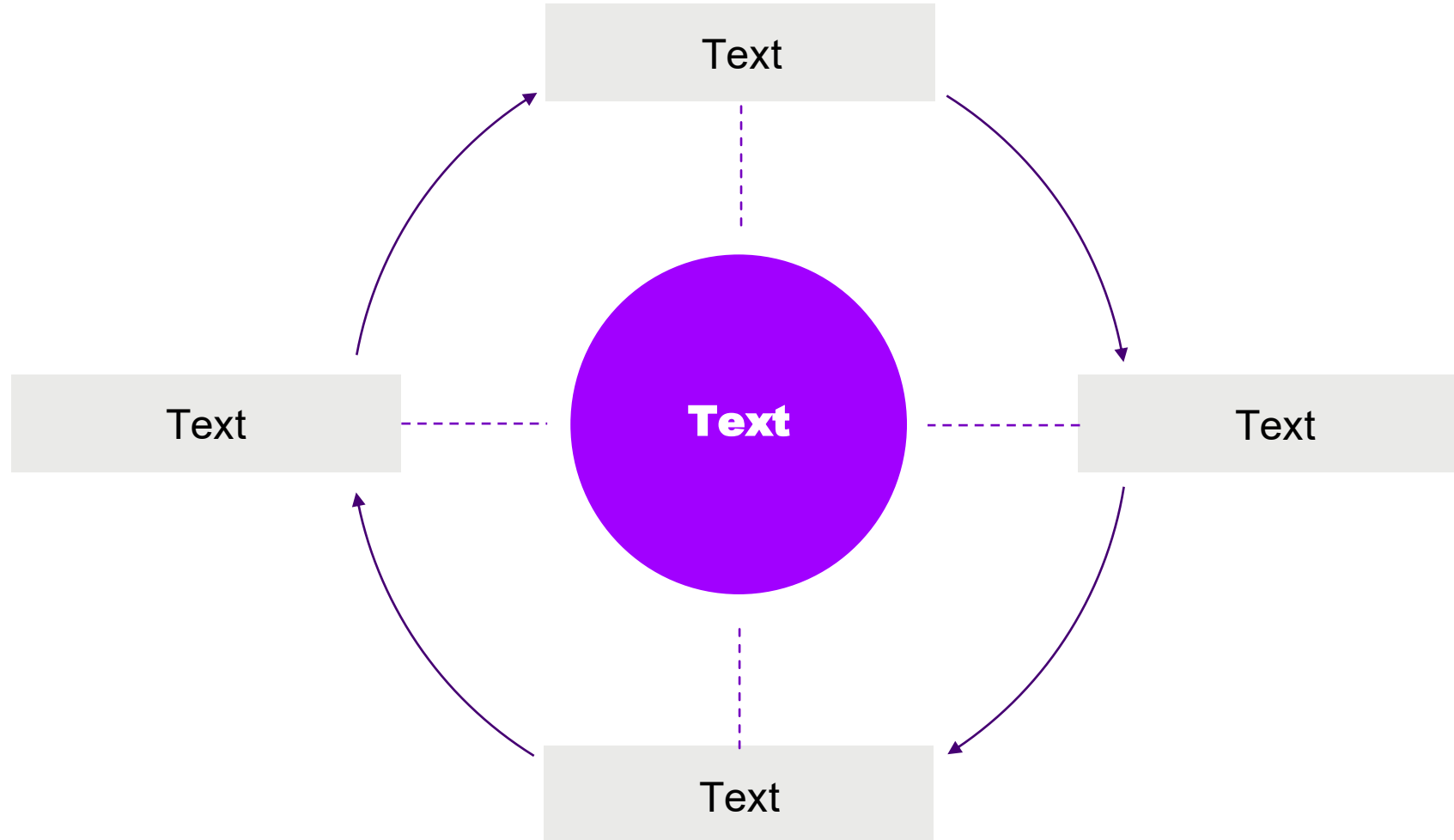
Circular Flow 11



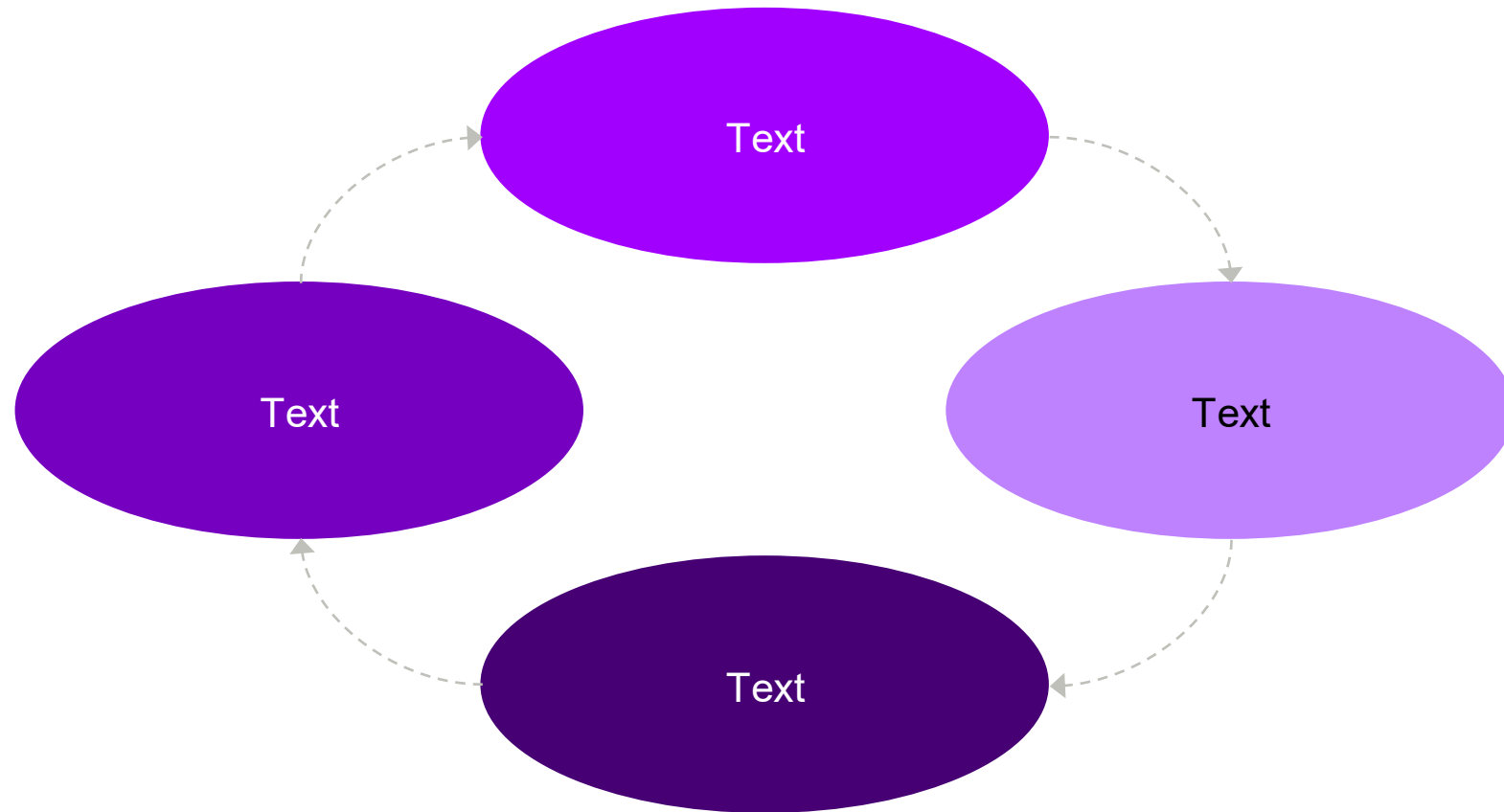
Circular Flow 12



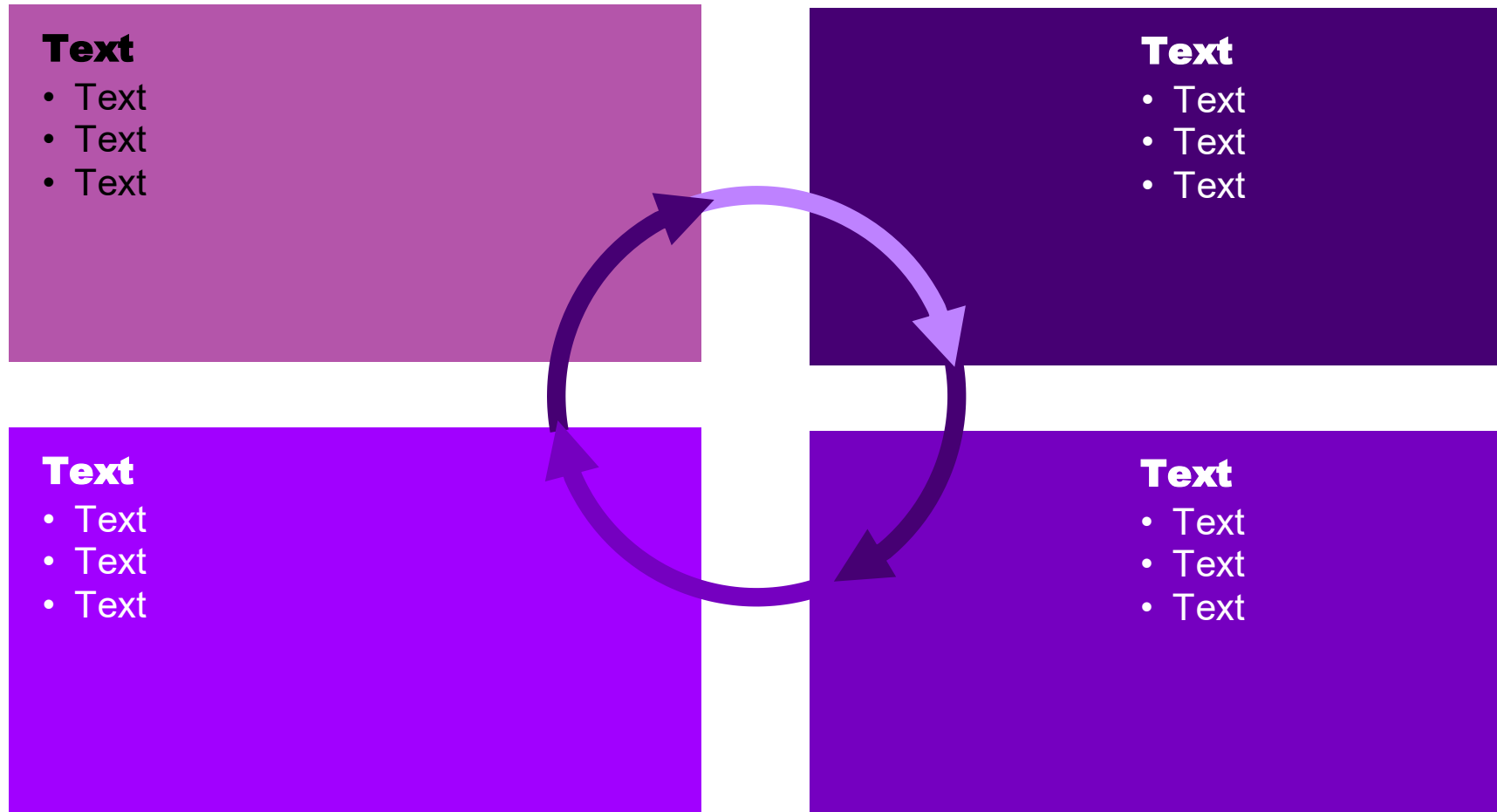
Iterative Flow 1



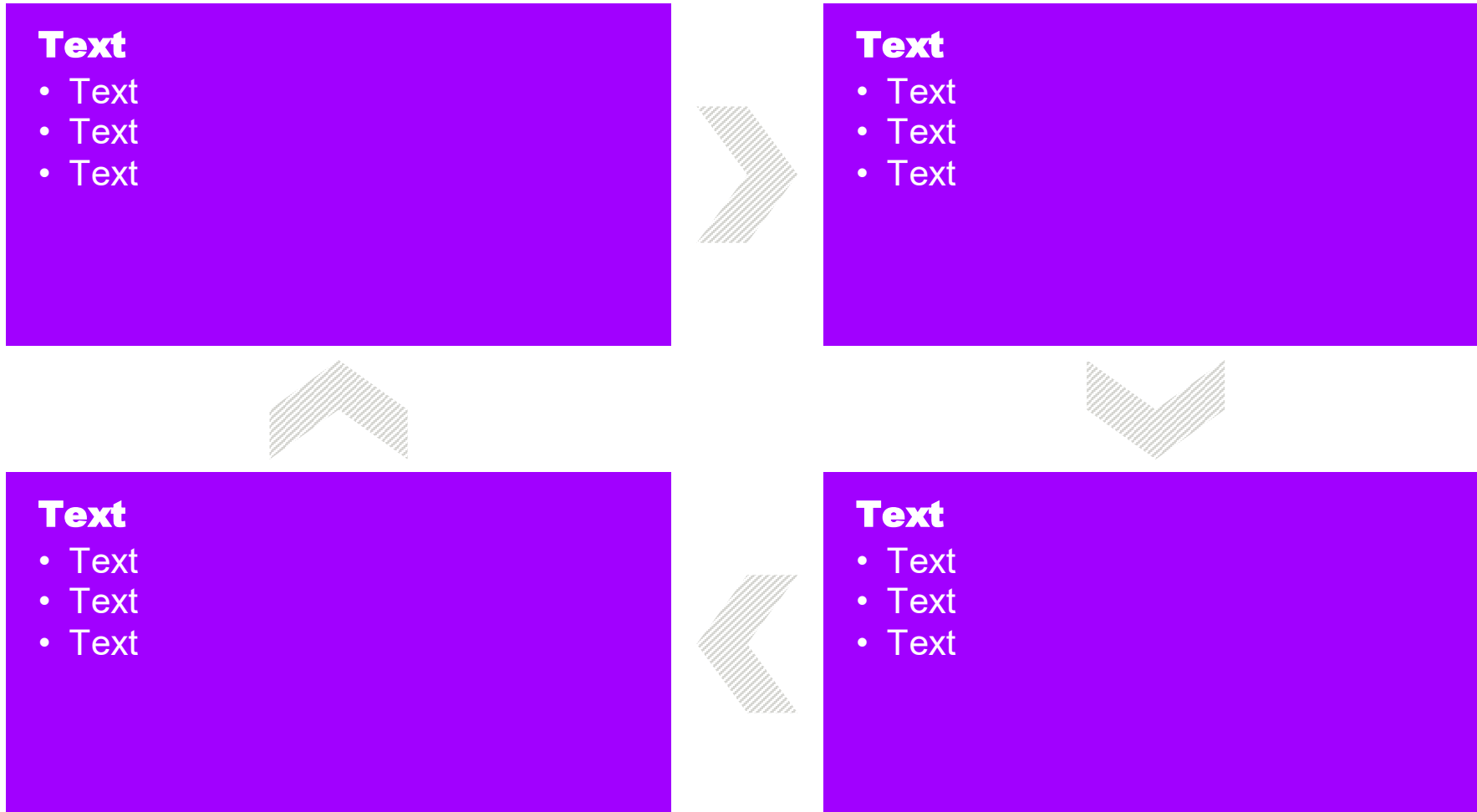
Iterative Flow 2



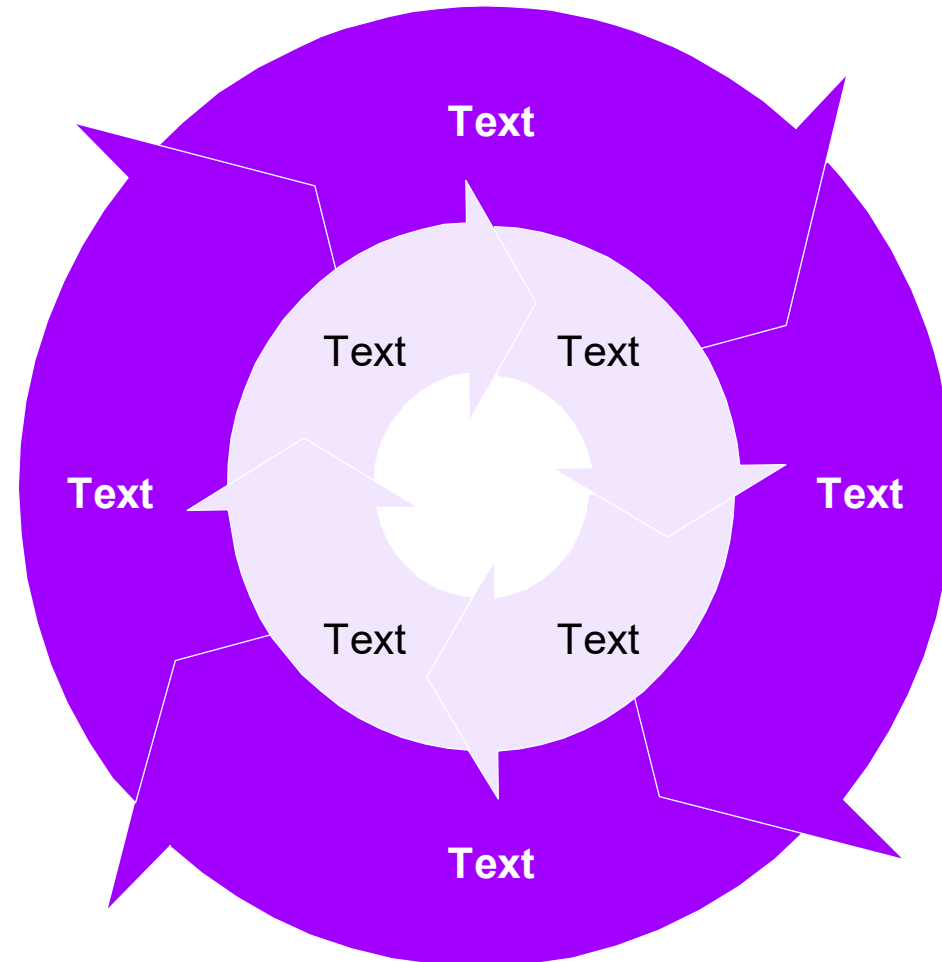
Iterative Flow 3



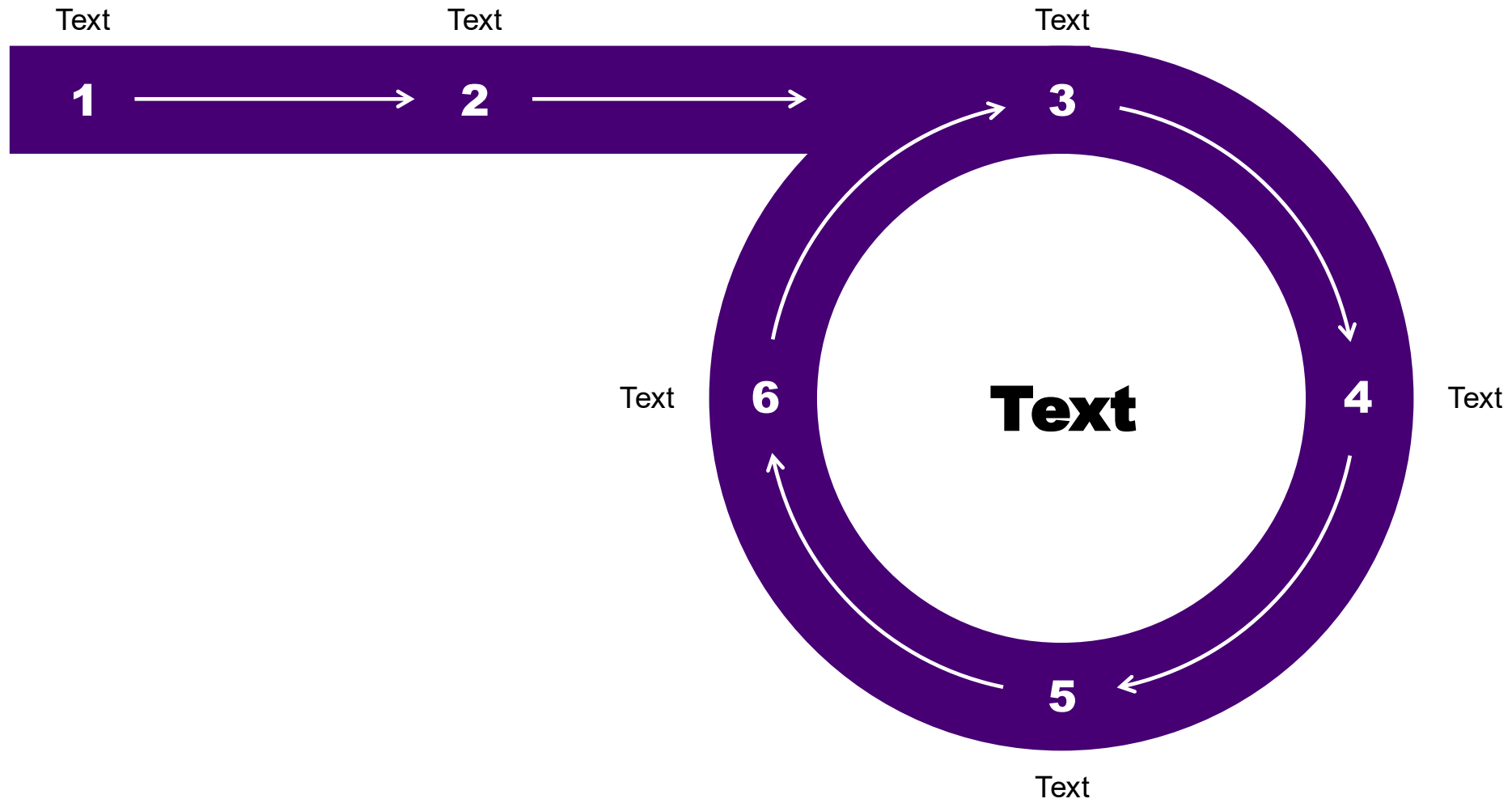
Iterative Flow 4



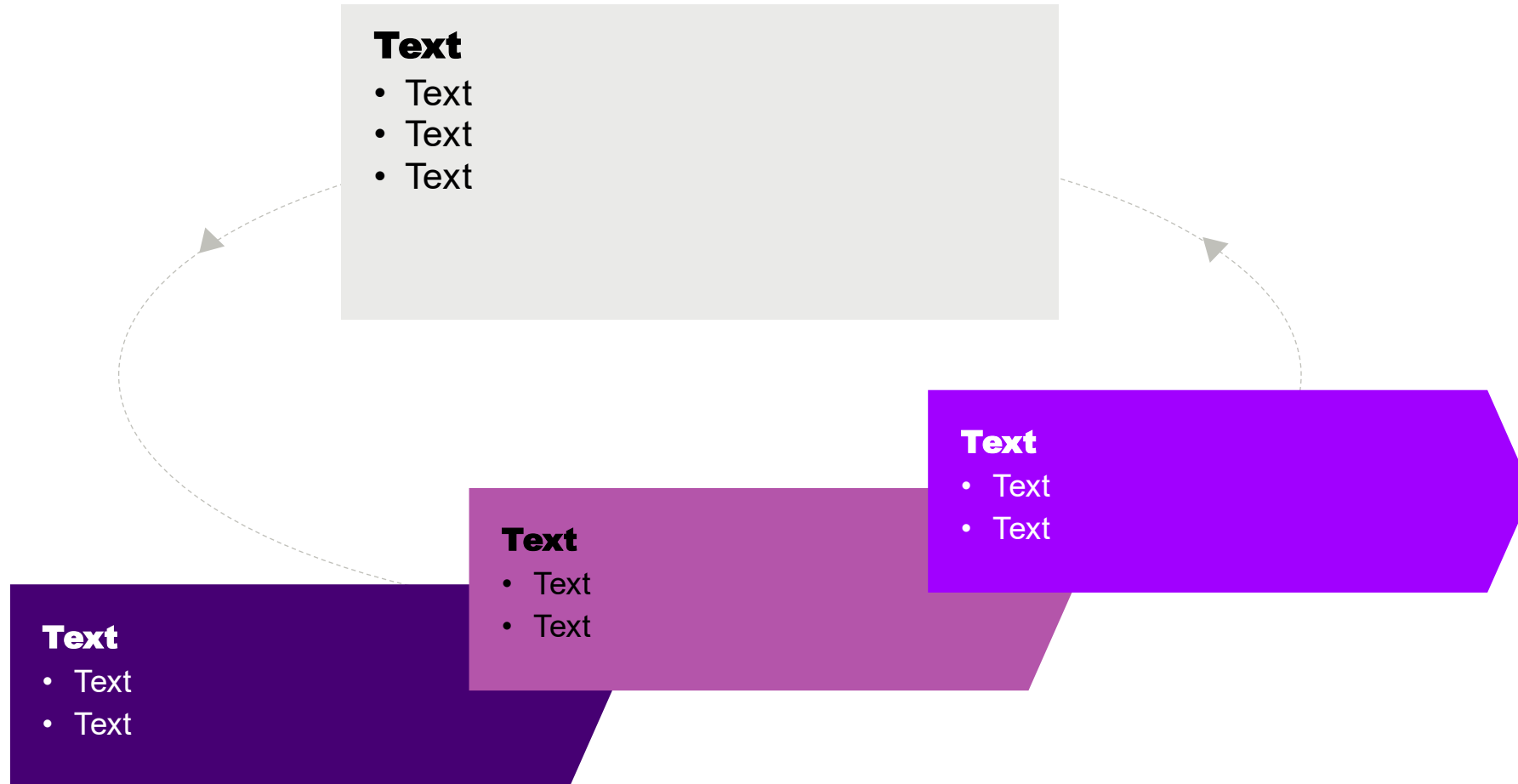
Dual Iterative Flow



Impacted Flow 1



Impacted Flow 2





Static Objects

Circles

Trees

Boxes

Text Objects

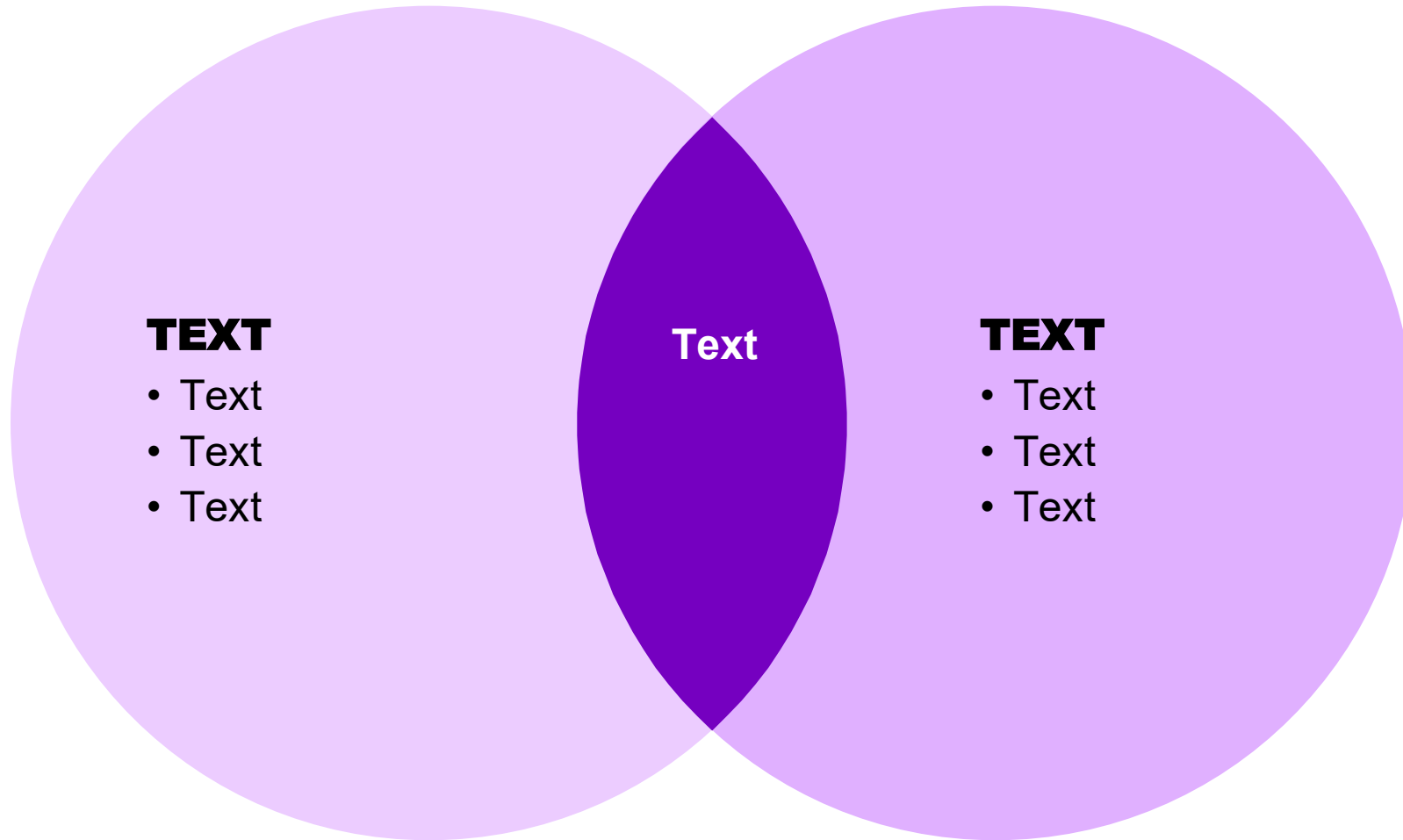
Other Structures



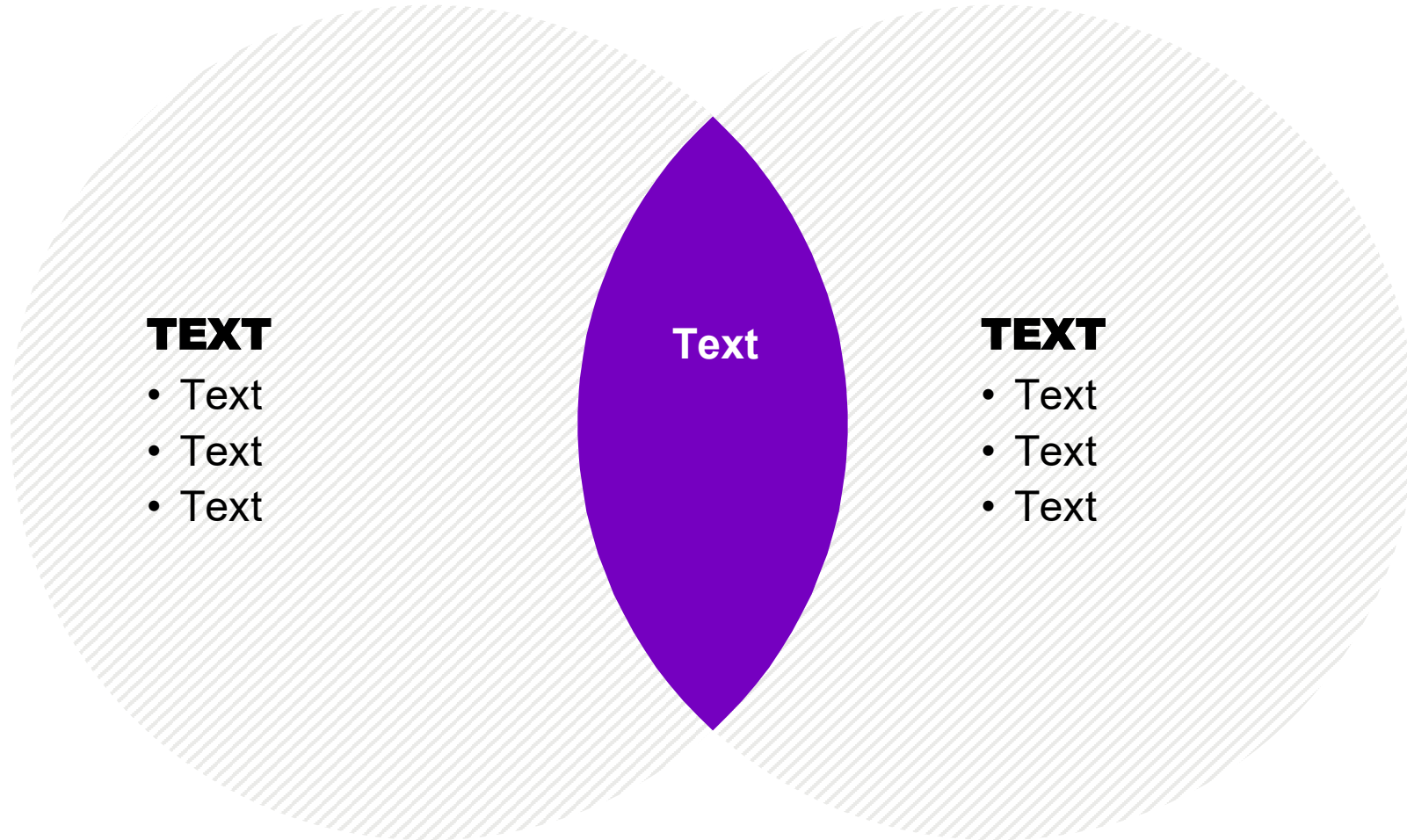
Circles

Part of Static Objects

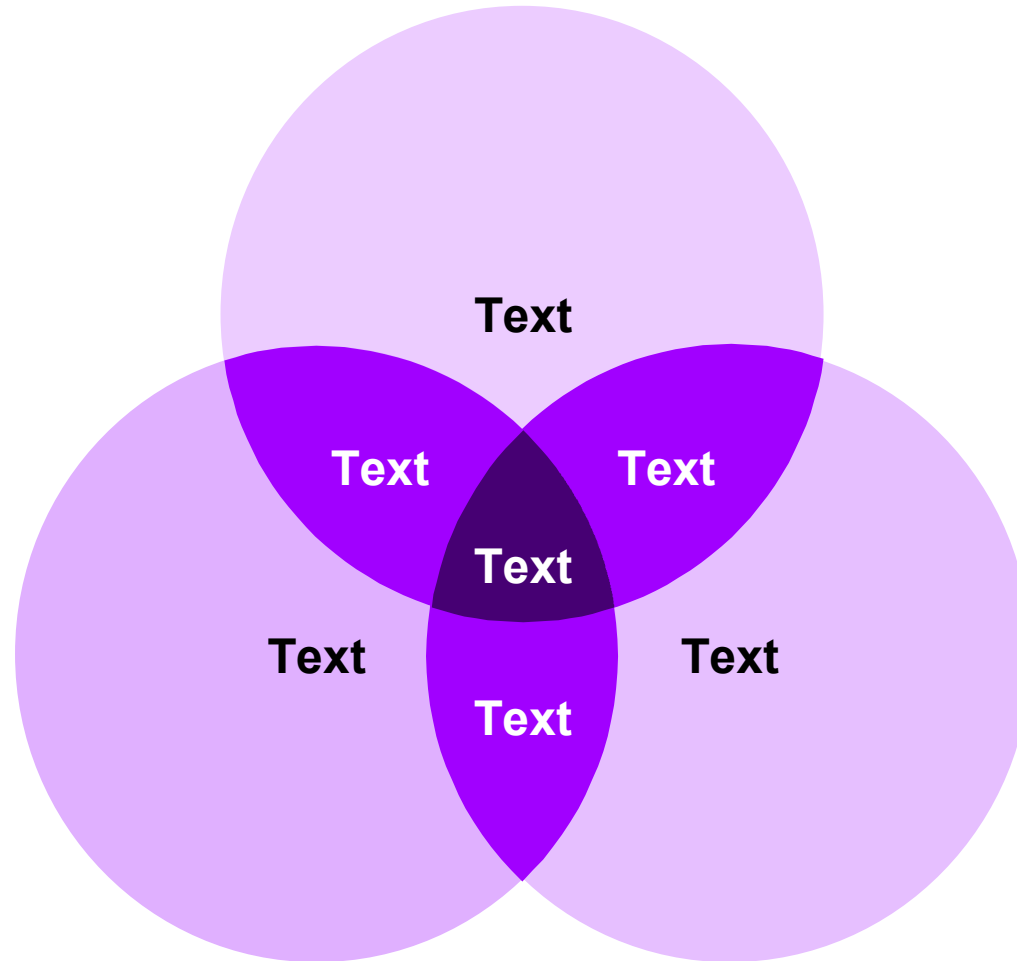
Interlocking Circles 1



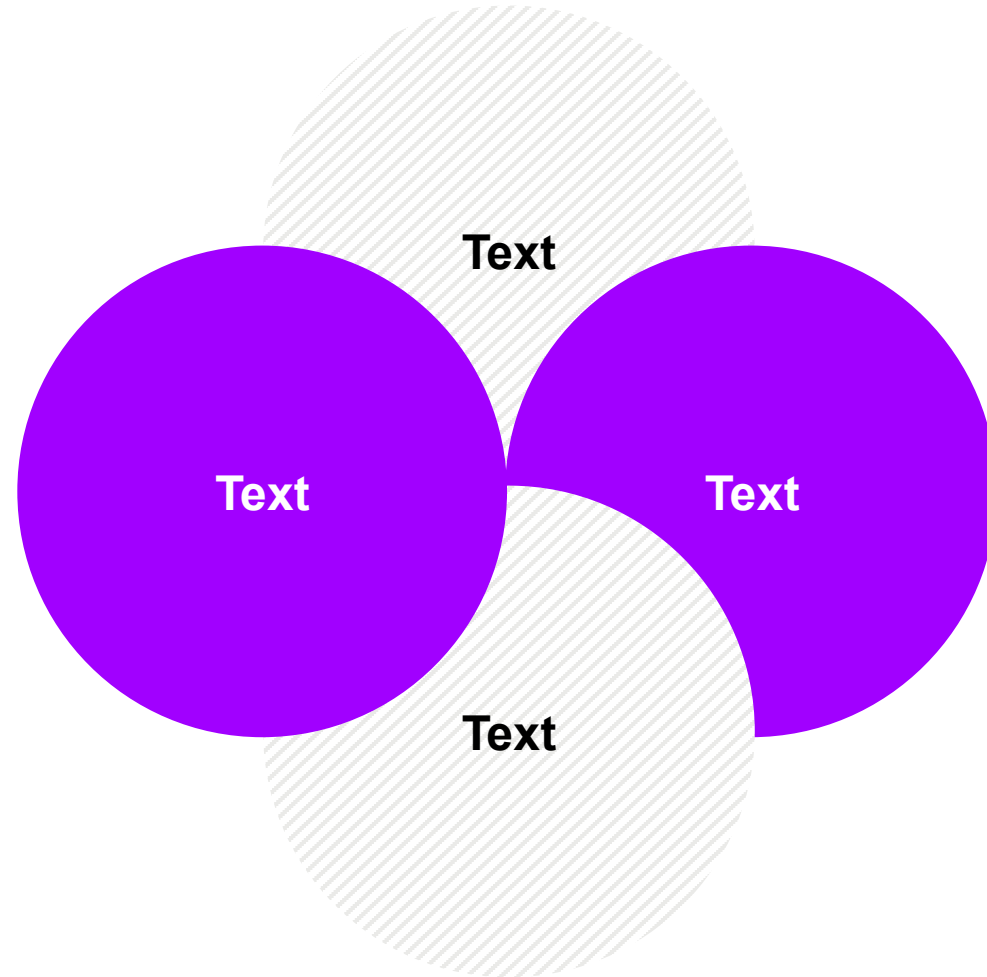
Interlocking Circles 2



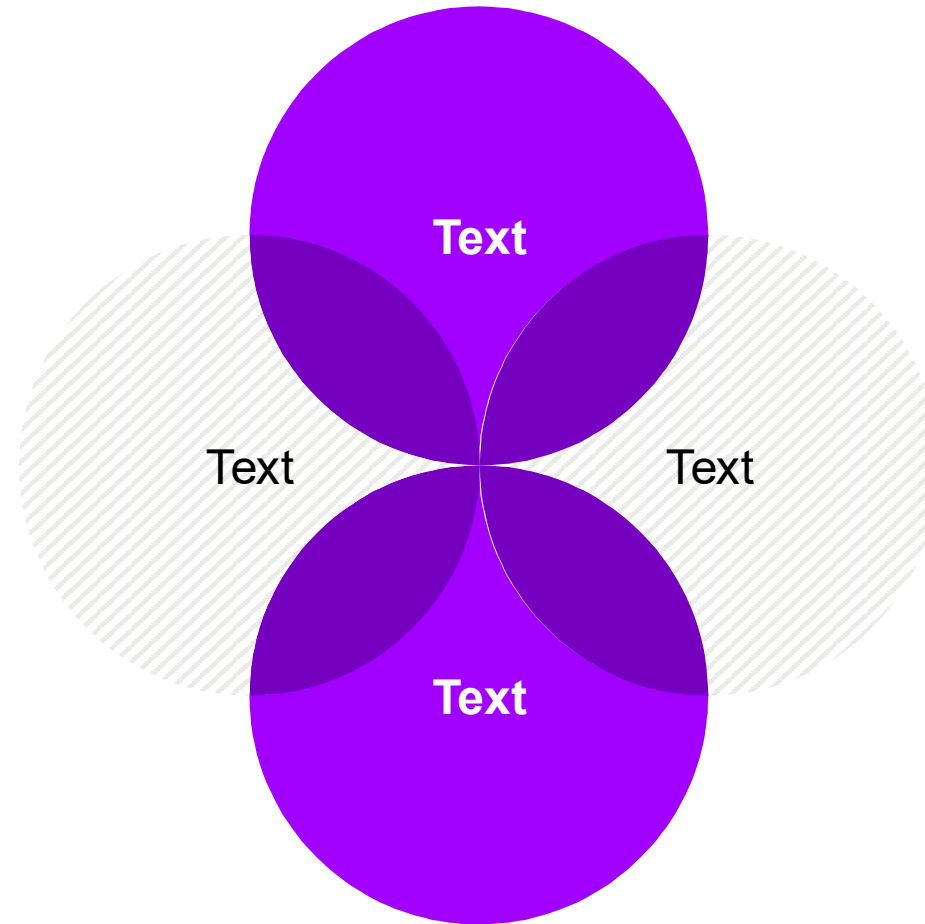
Interlocking Circles 3



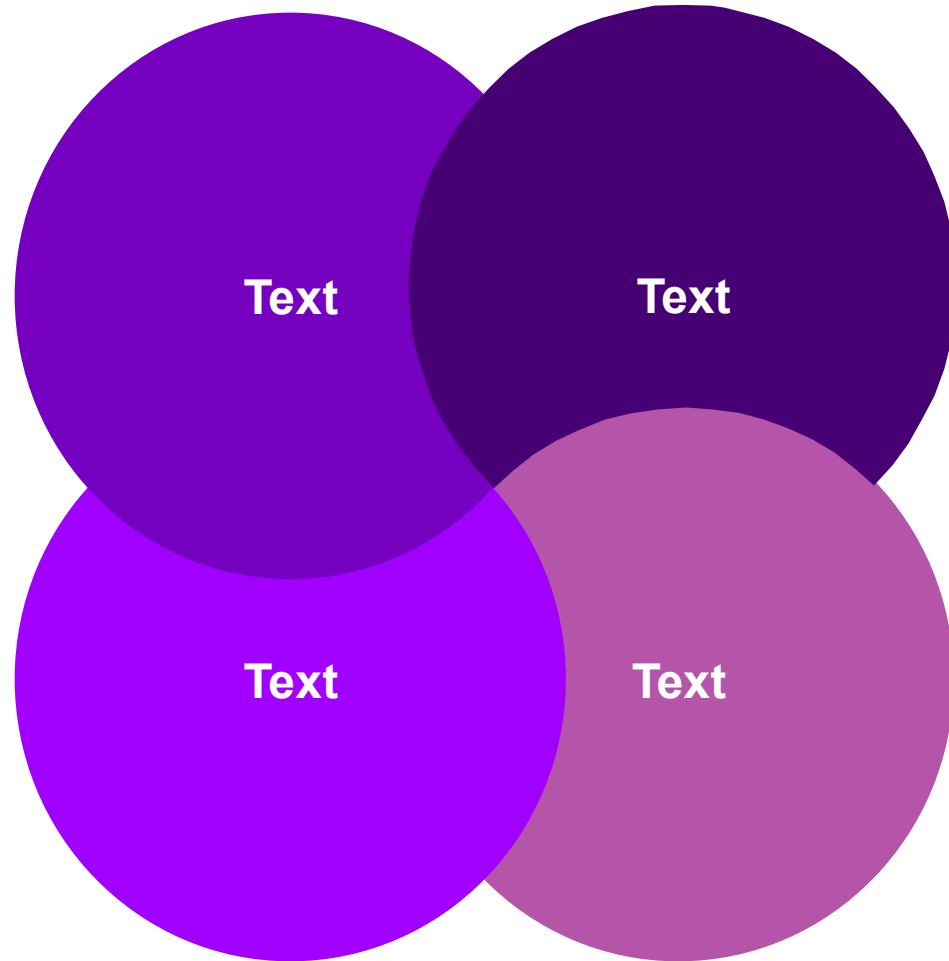
Interlocking Circles 4



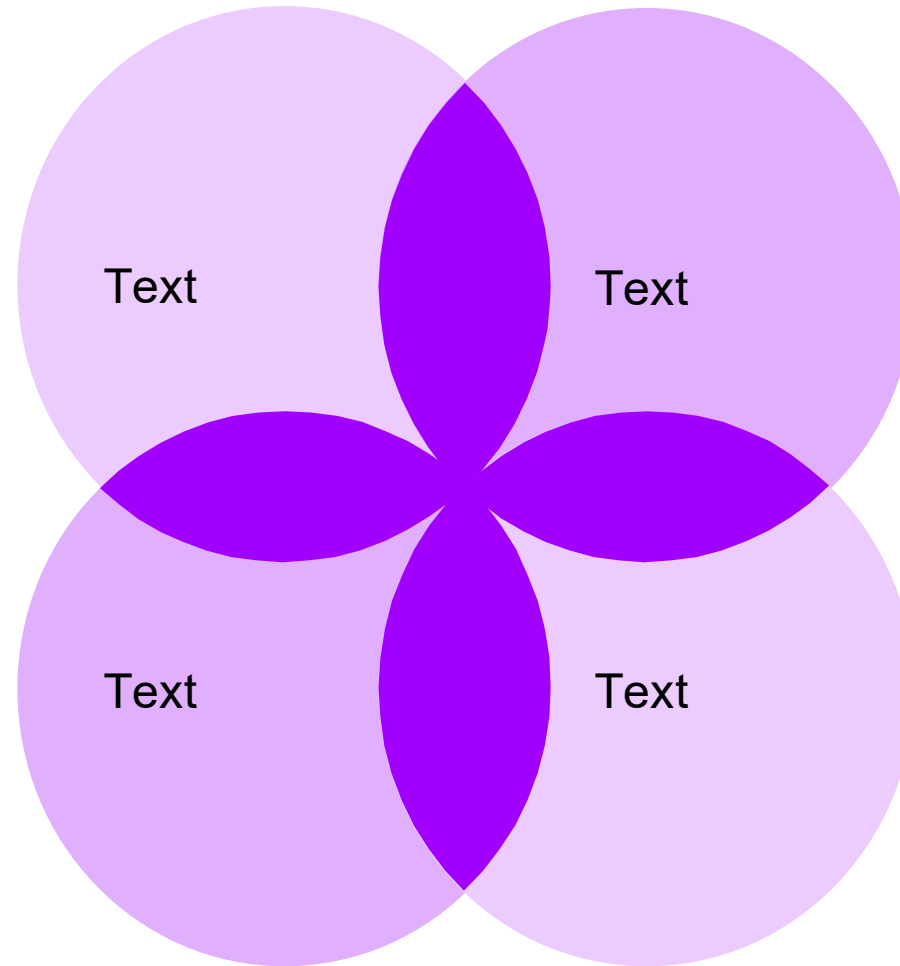
Interlocking Circles 5



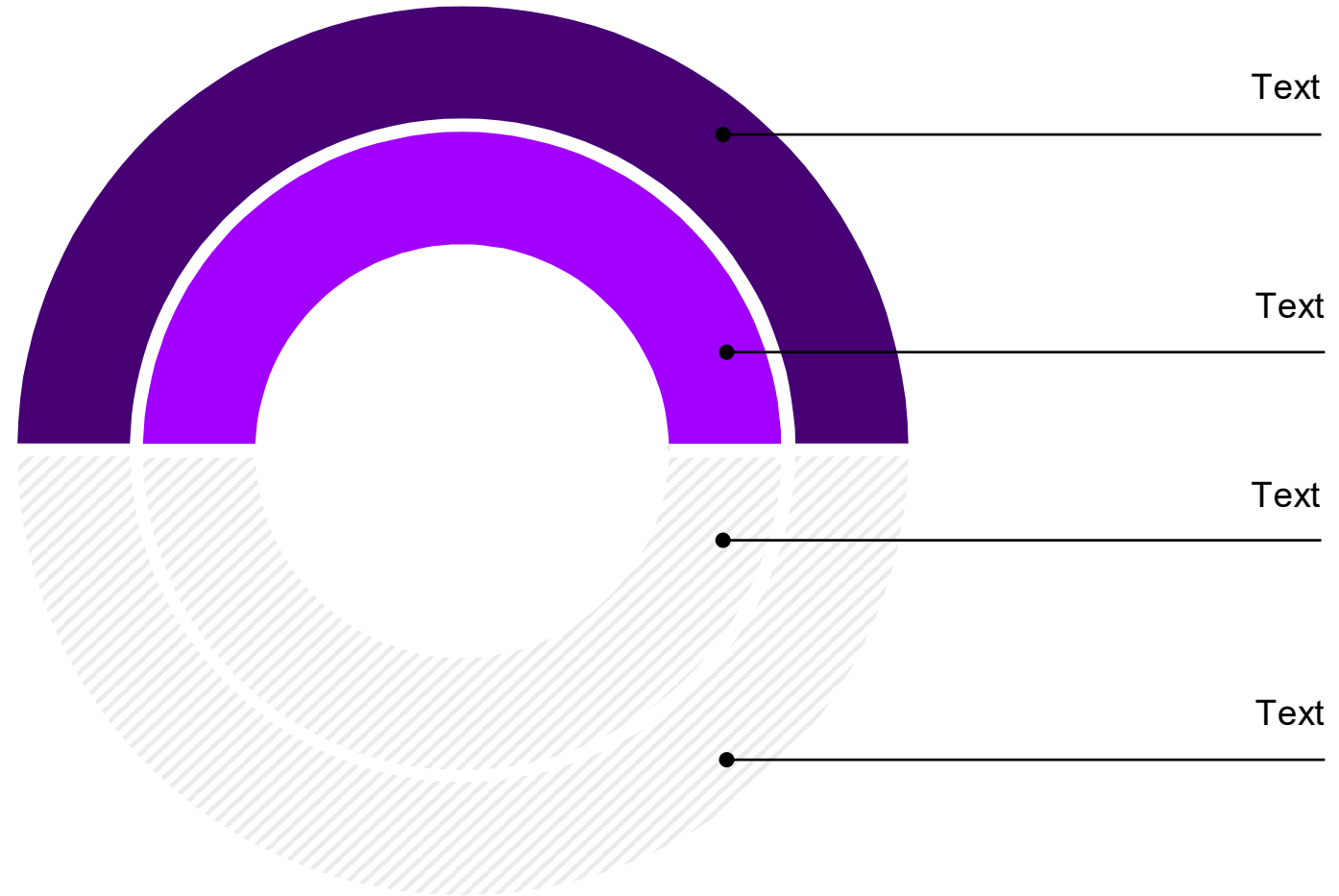
Interlocking Circles 6



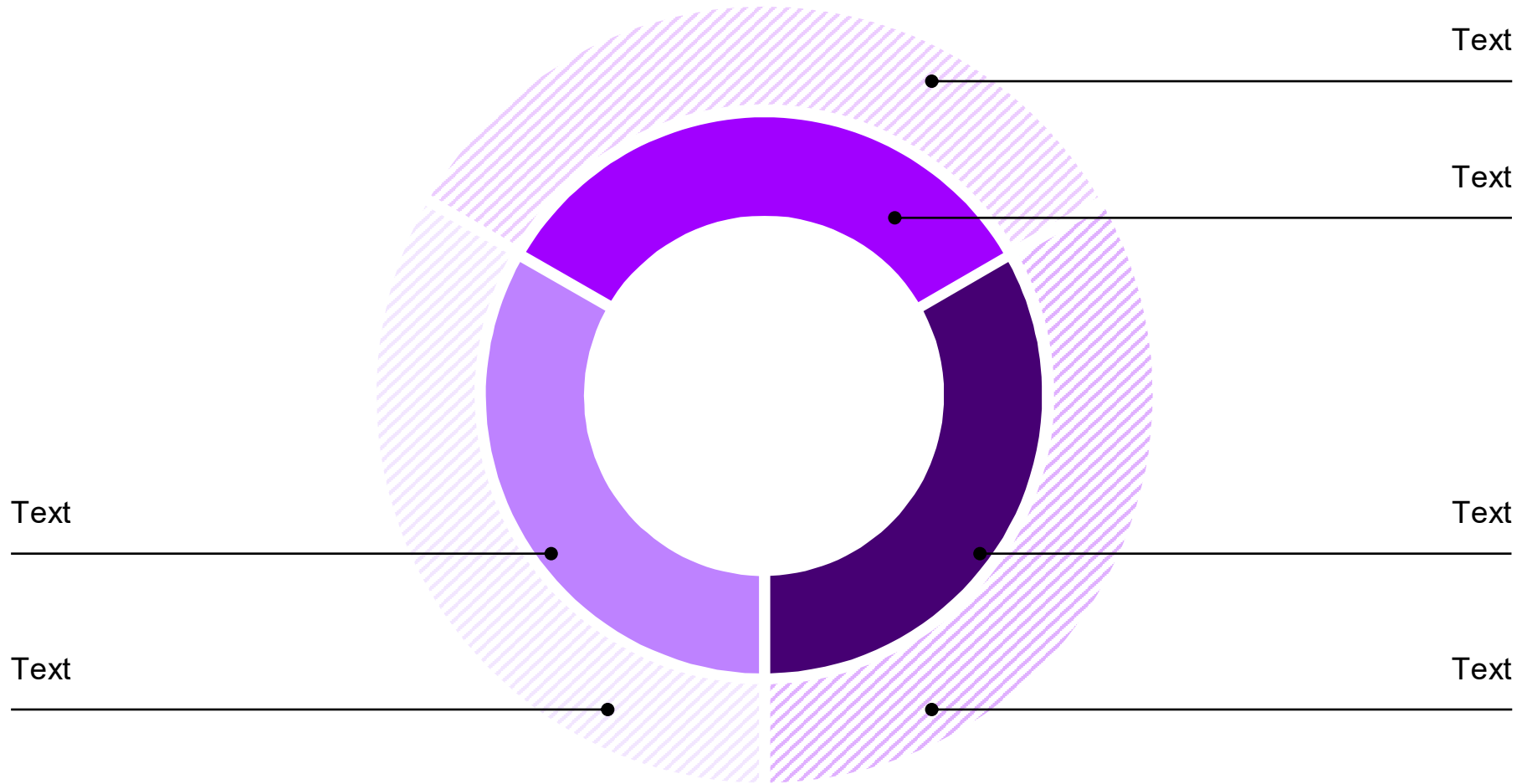
Interlocking Circles 7



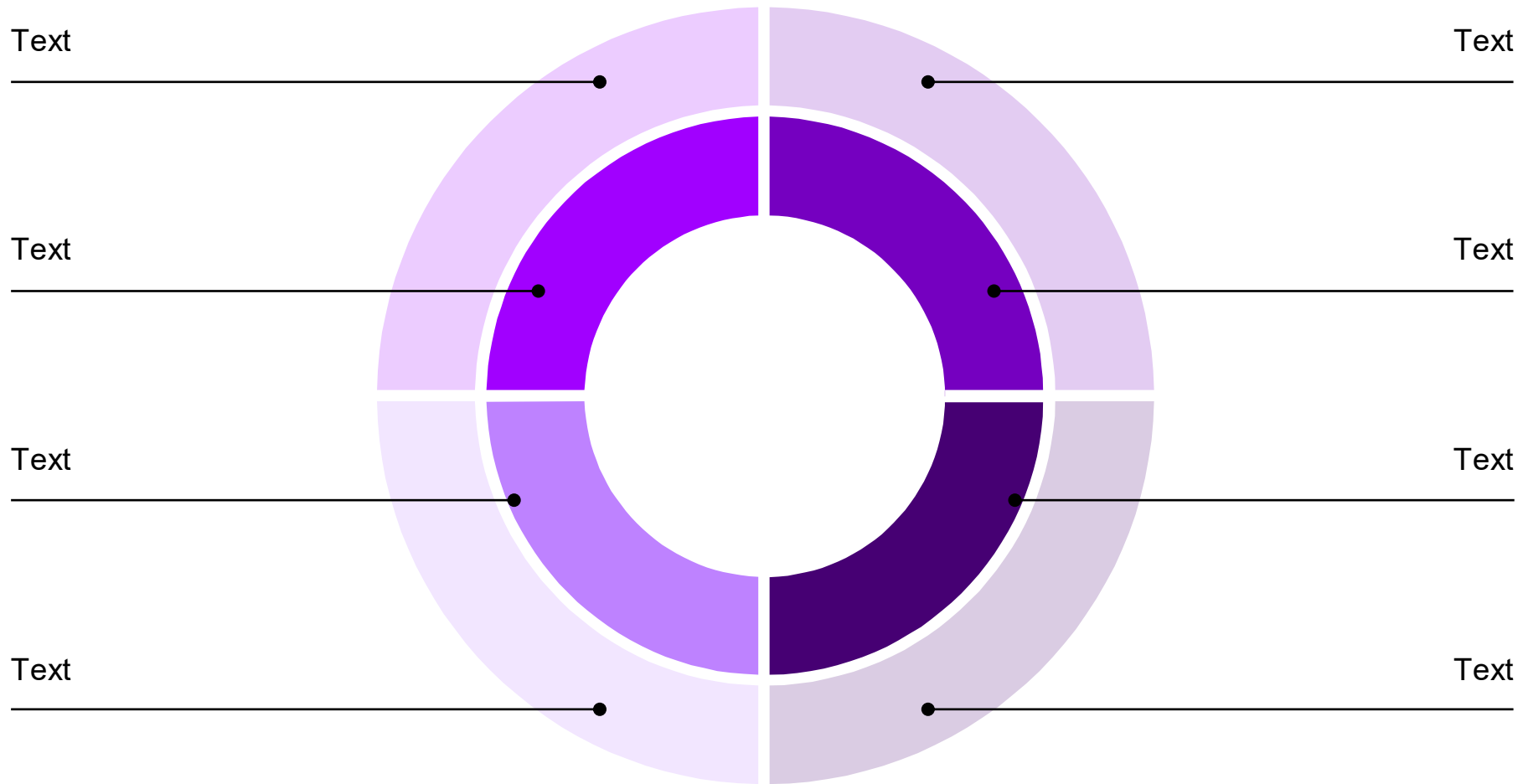
Circle Illustration 1



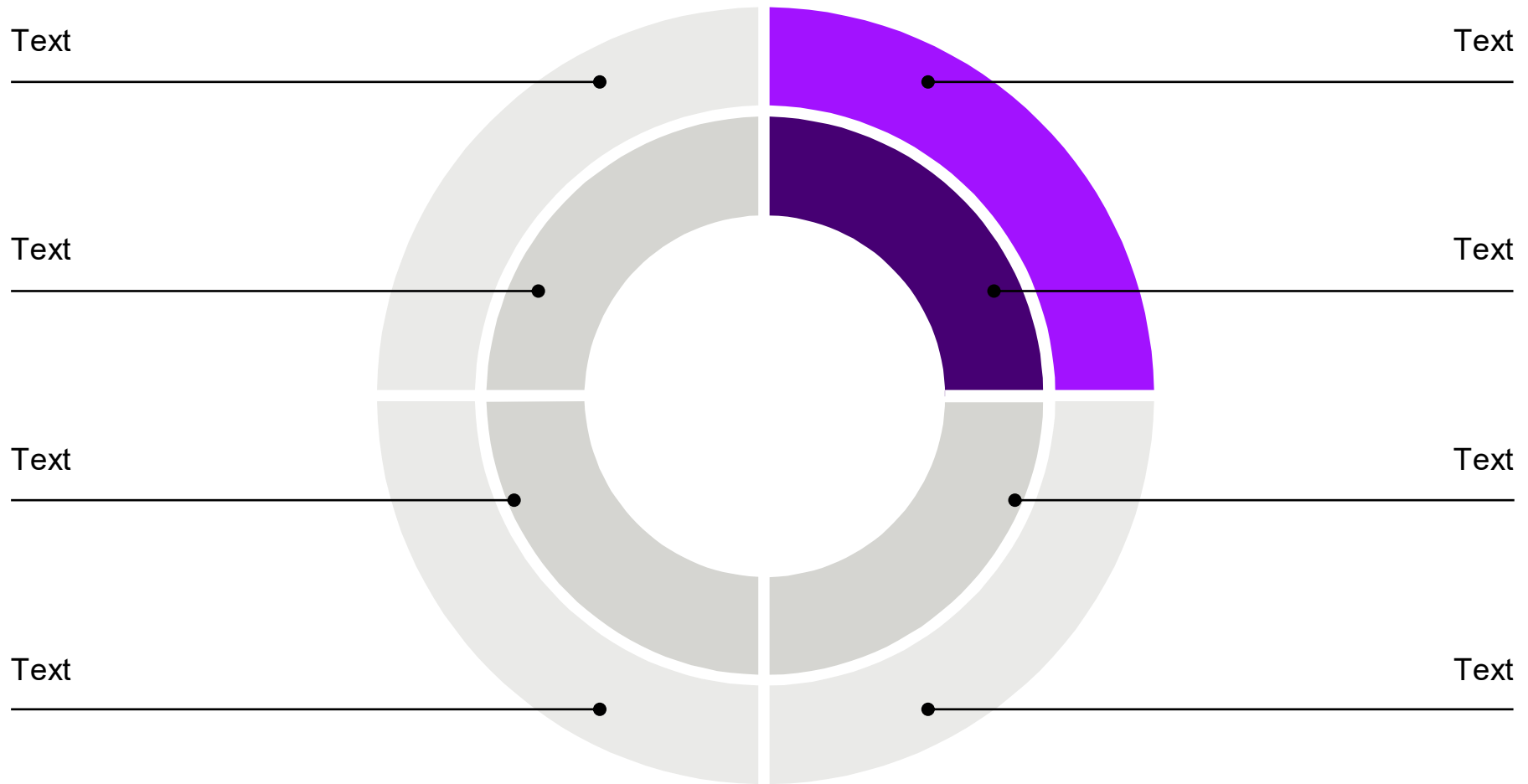
Circle Illustration 2



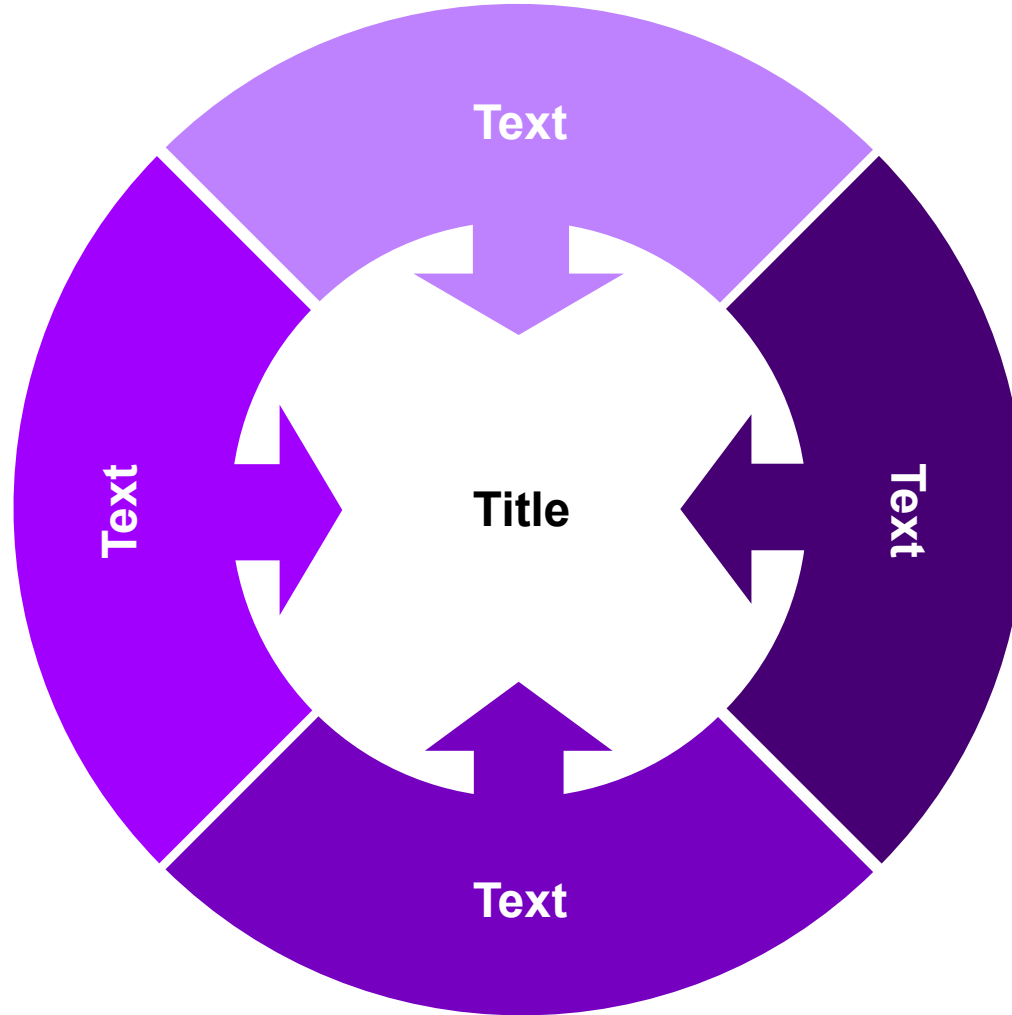
Circle Illustration 3



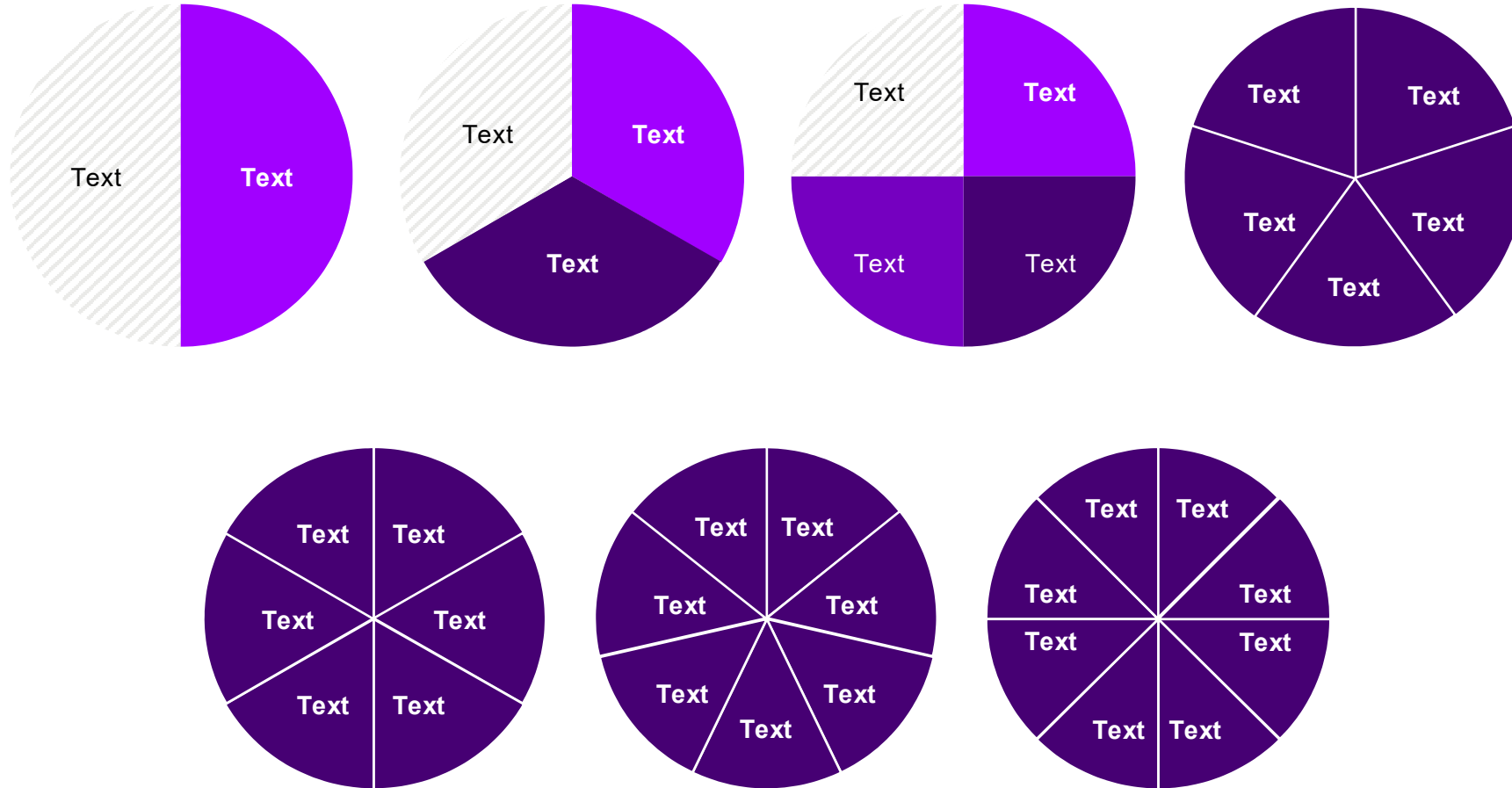
Circle Illustration 4



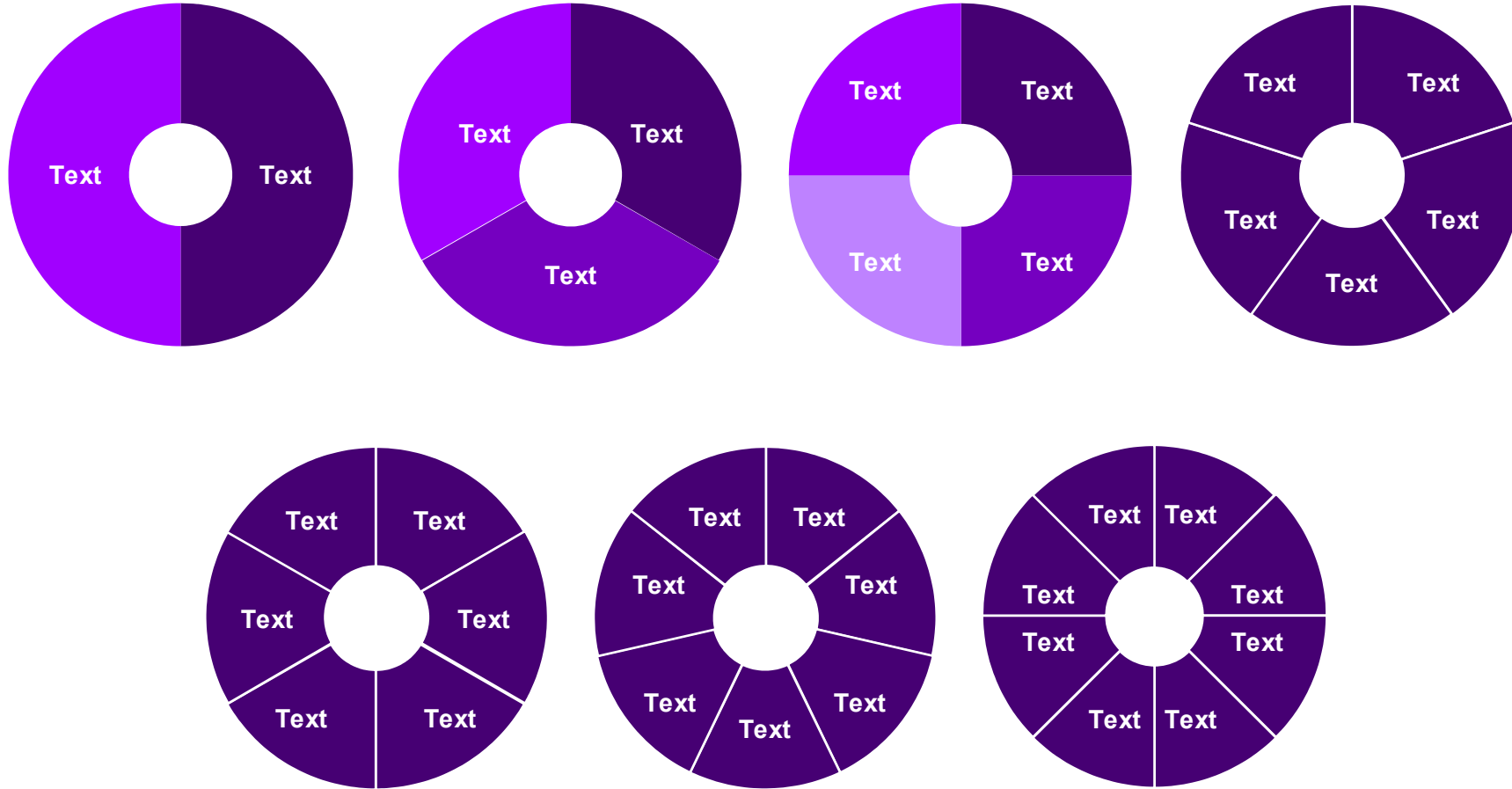
Circle Illustration 5



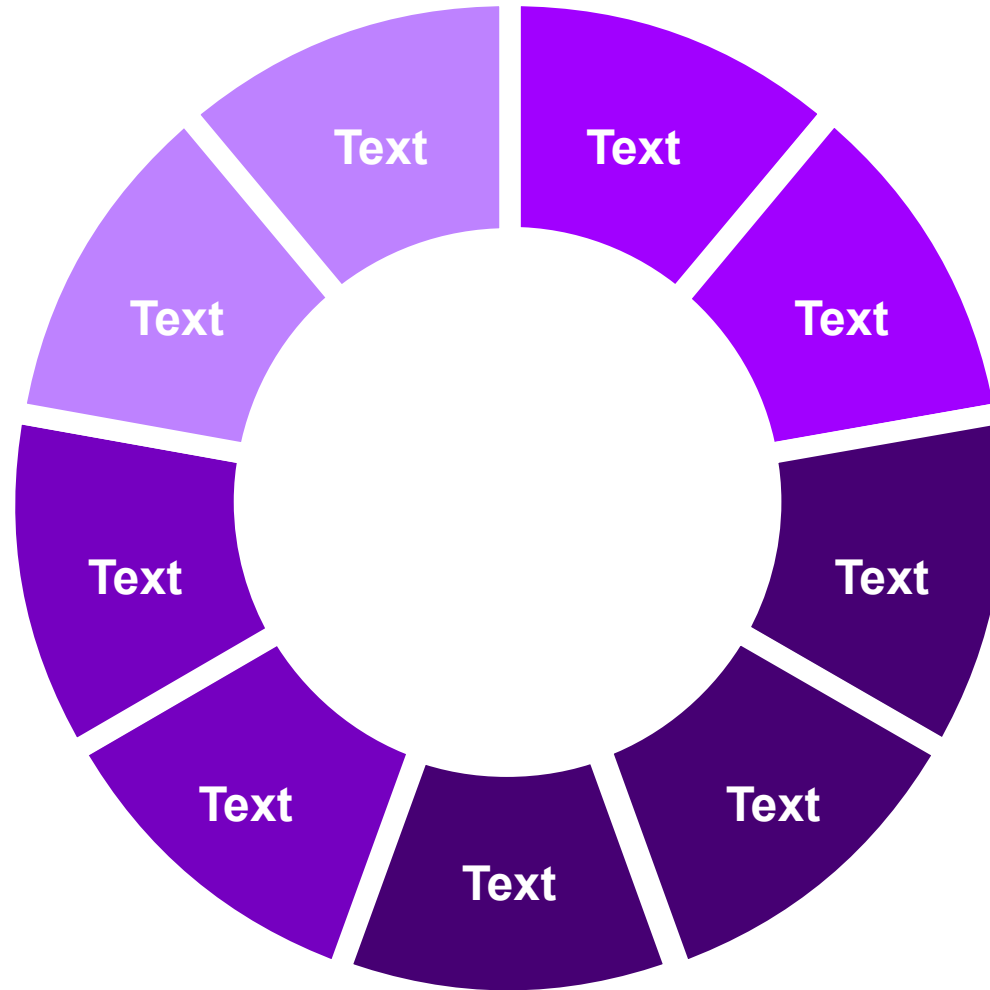
Circular Segments 1



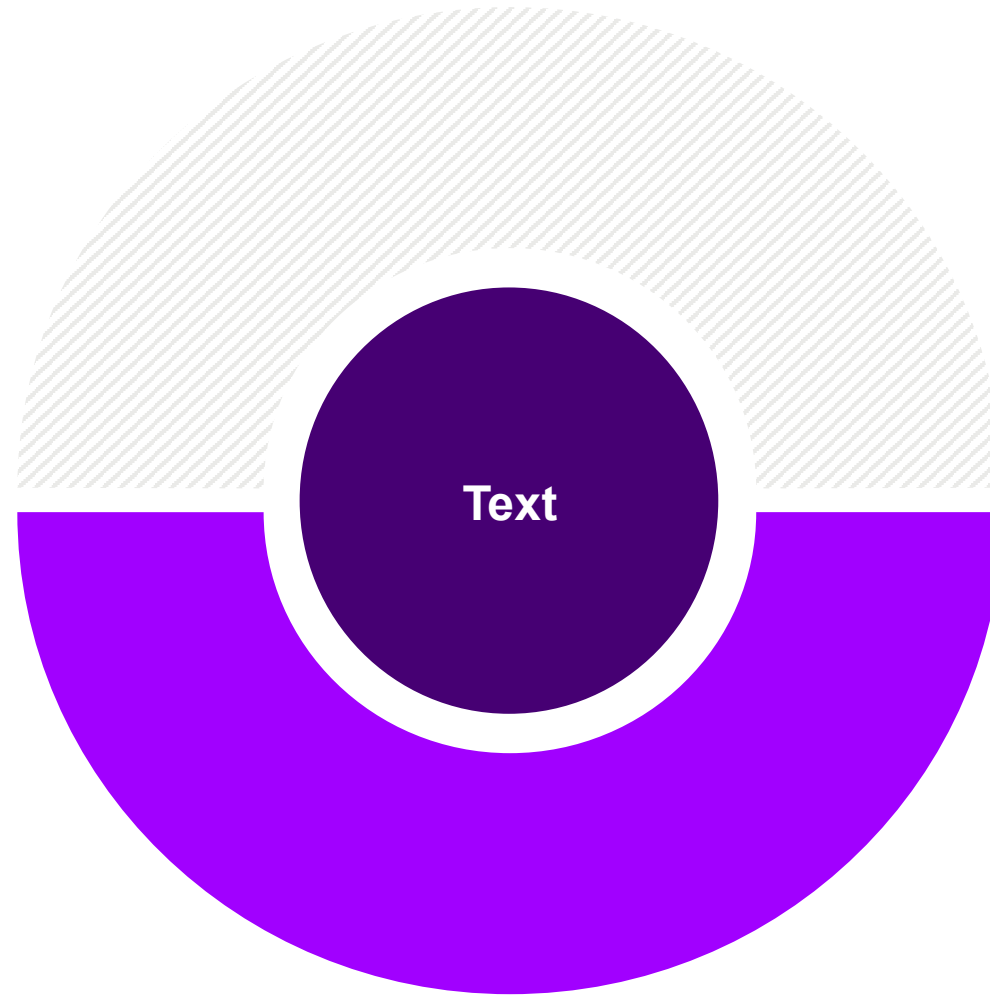
Circular Segments 2 – Donuts



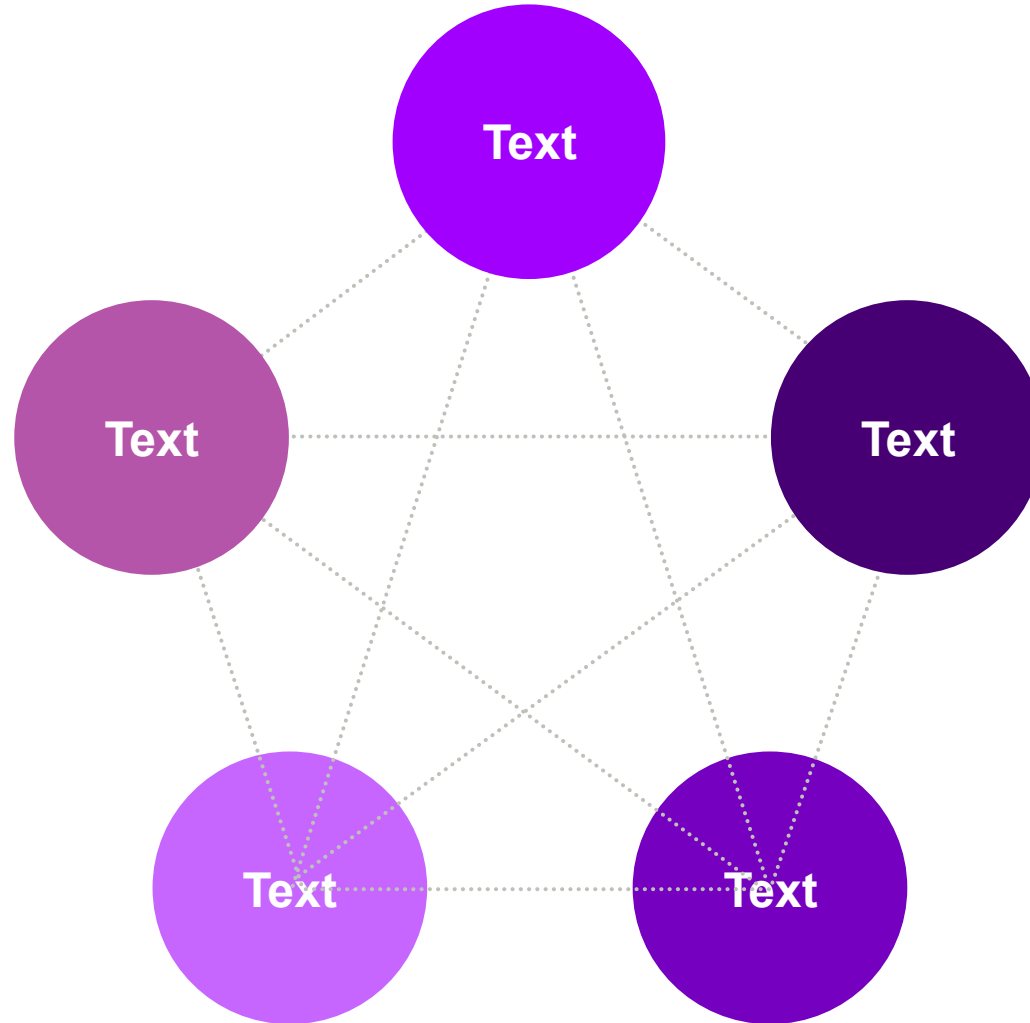
Circular Segments 3 – Separated



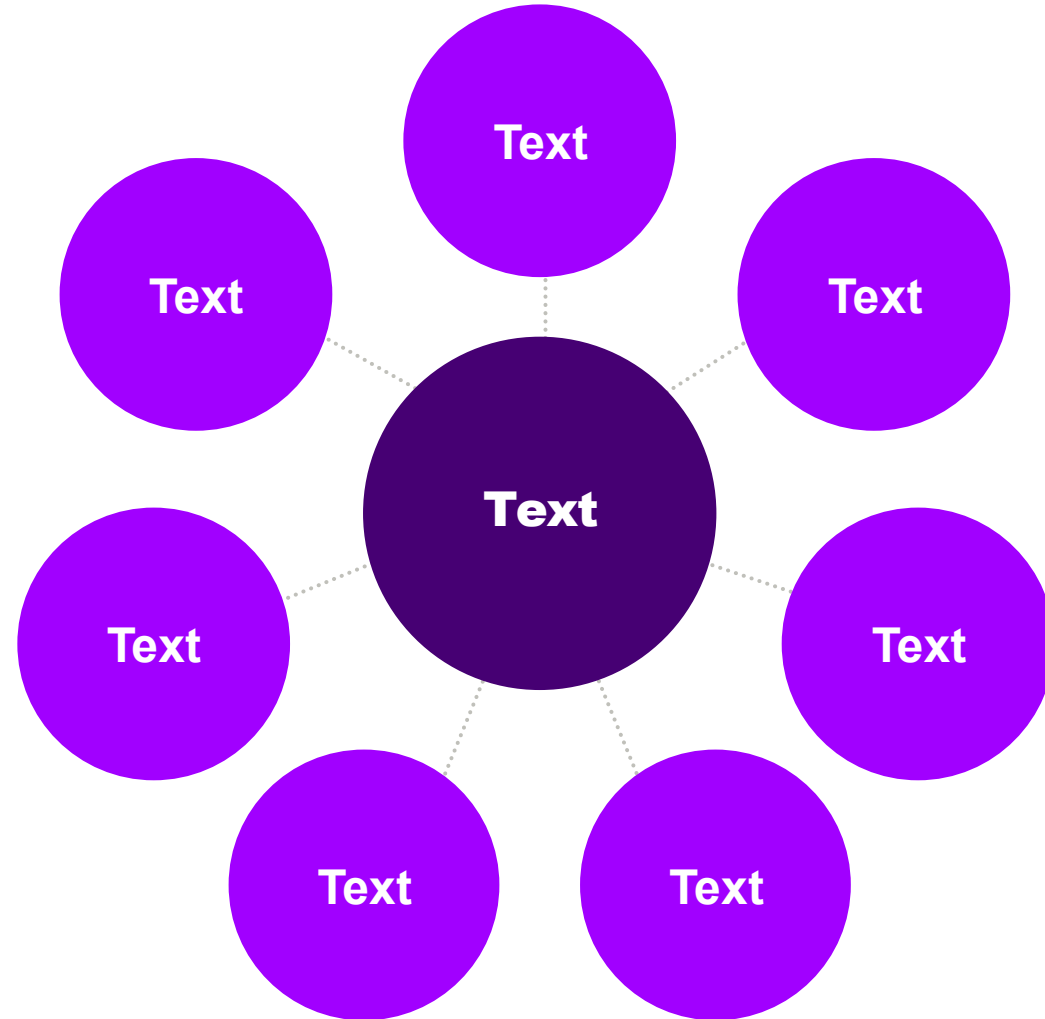
Factors



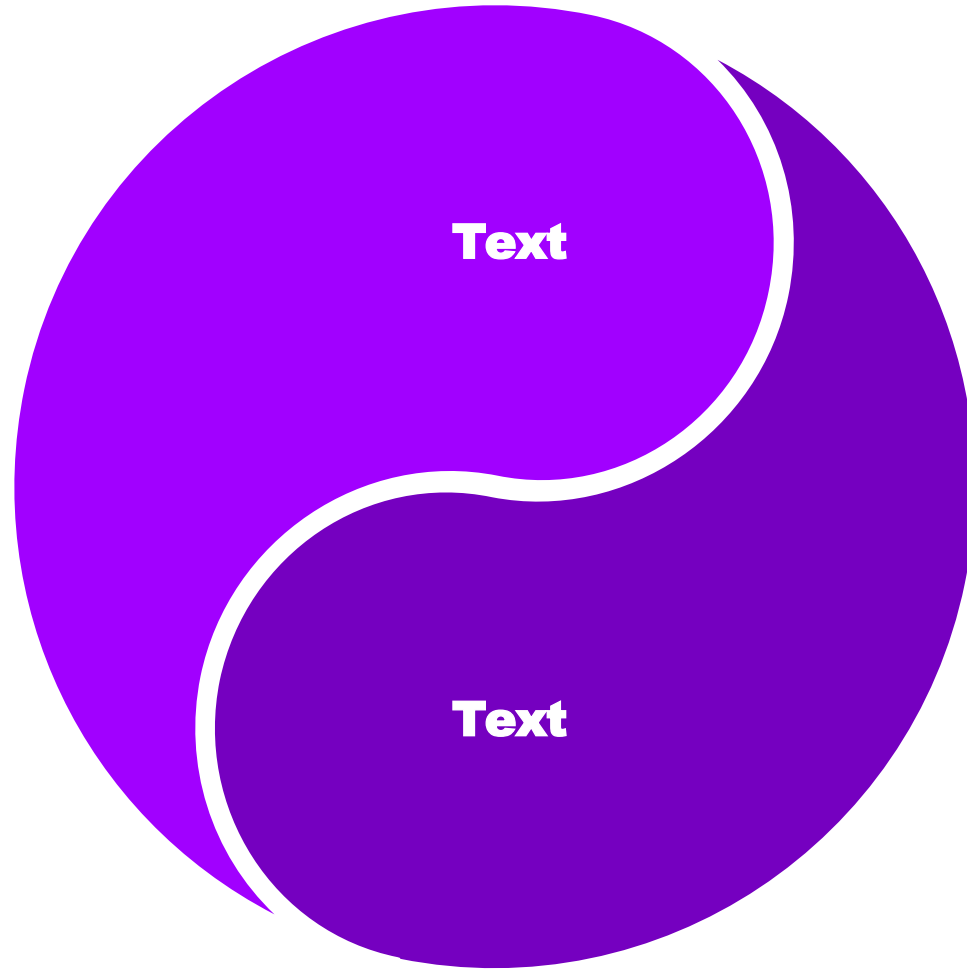
Linked Circles 1



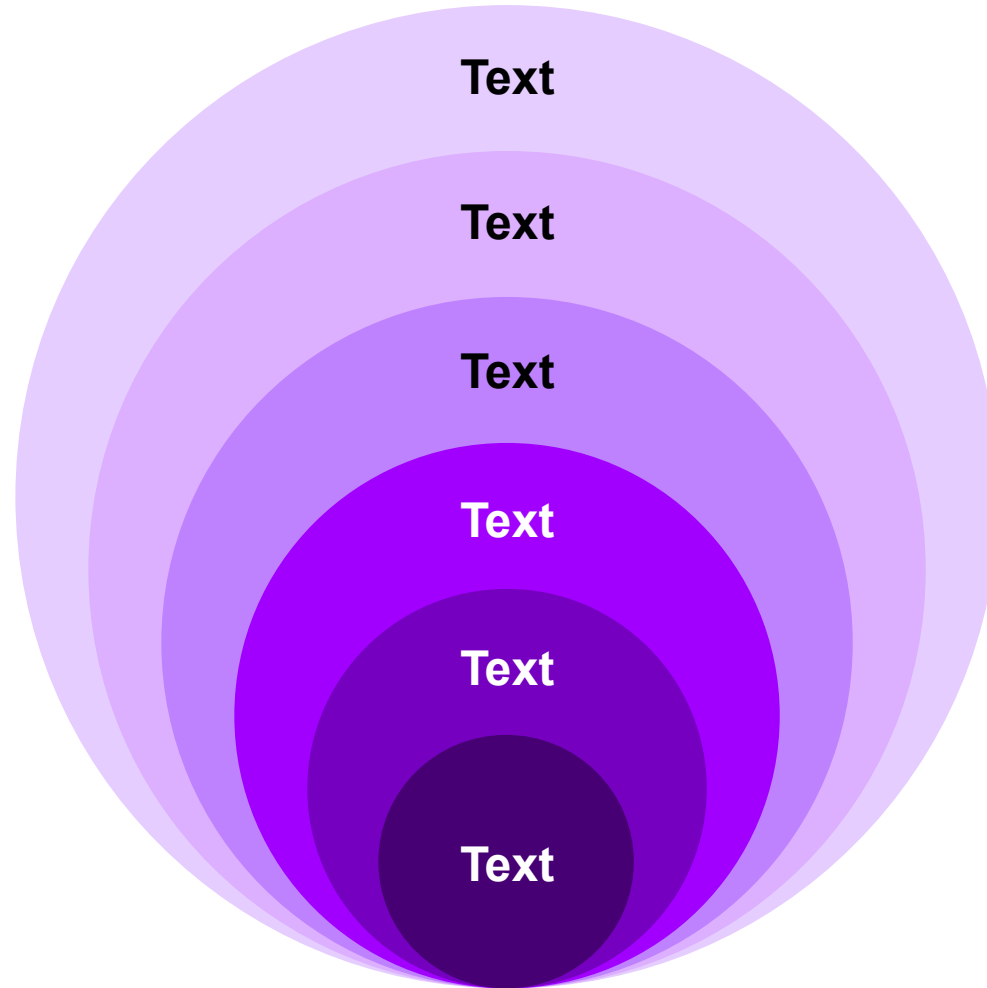
Linked Circles 2



Components



Layers

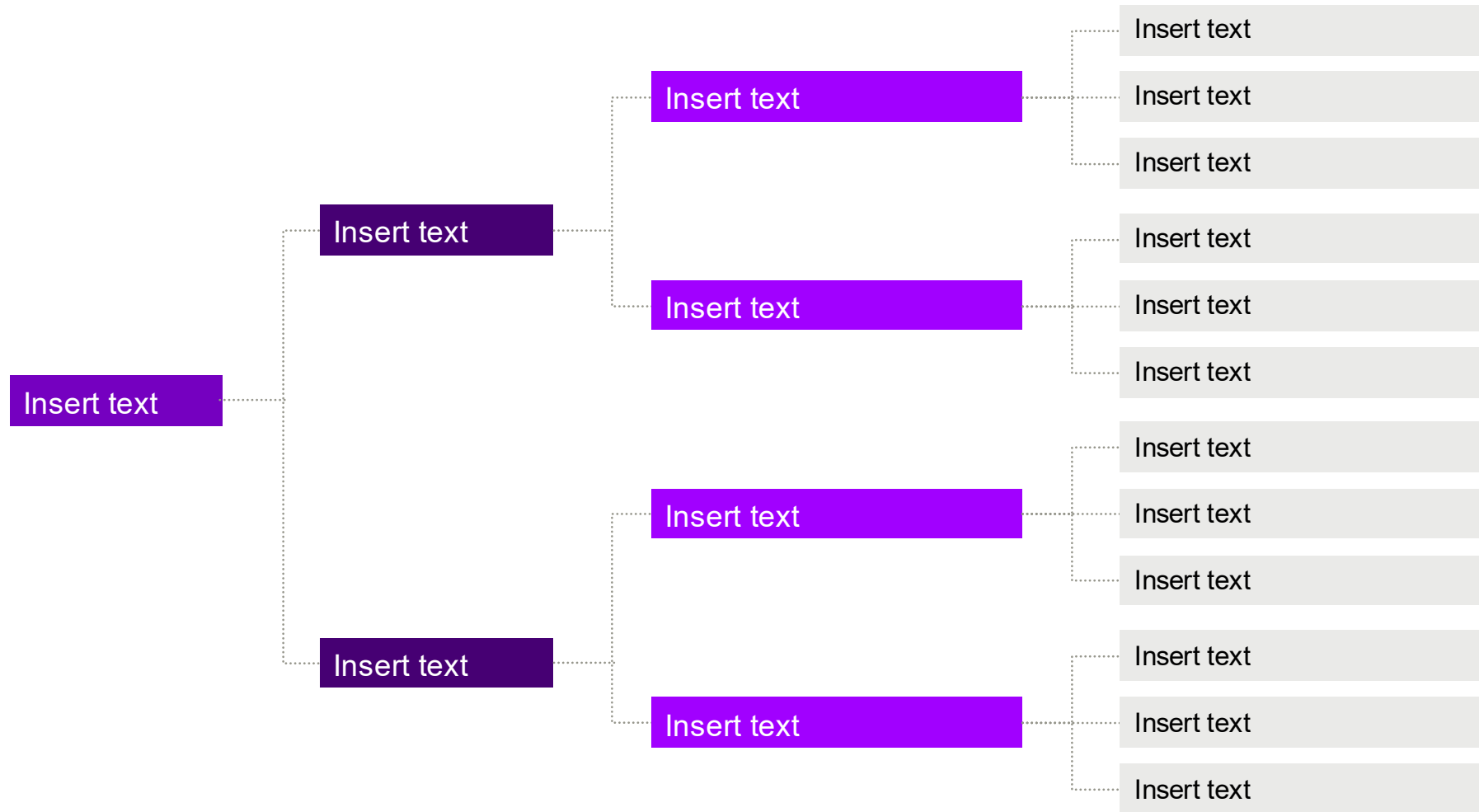




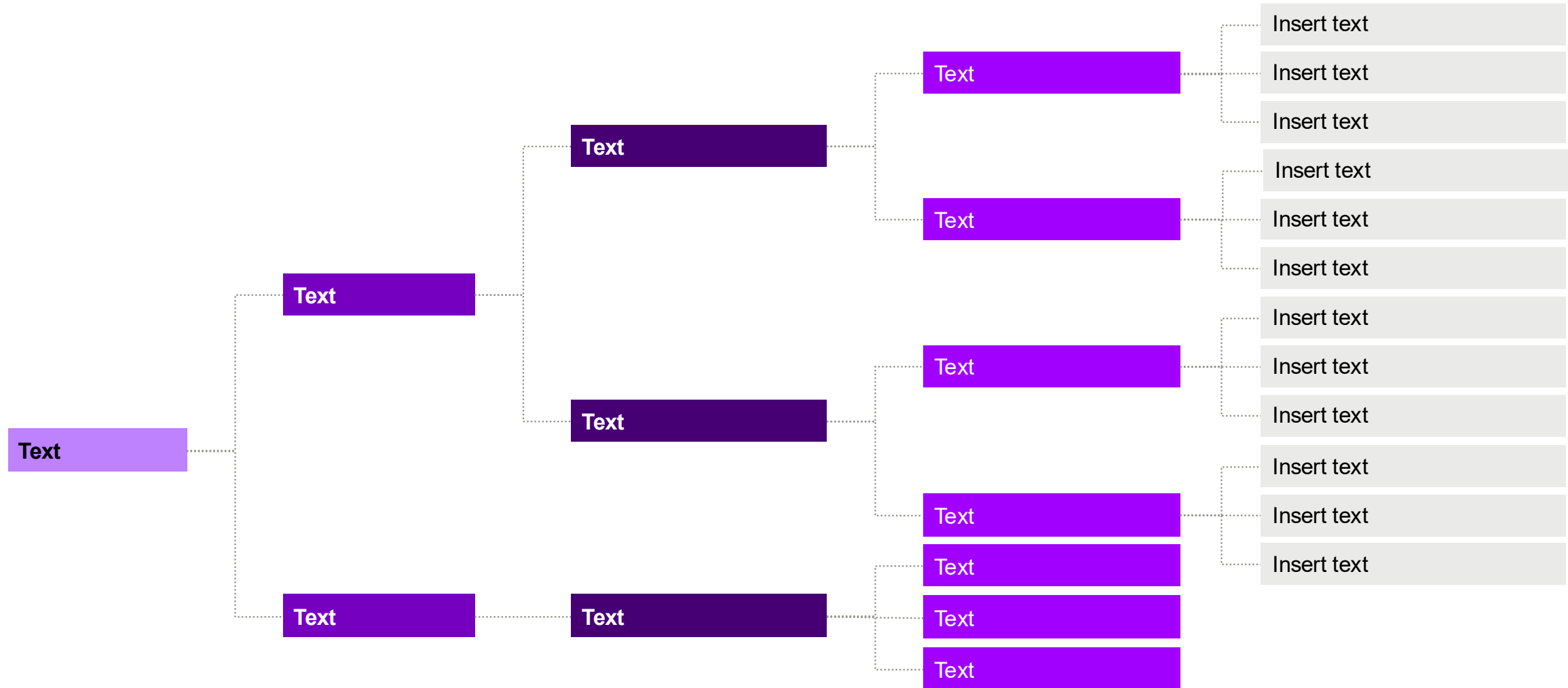
Trees

Part of Static Objects

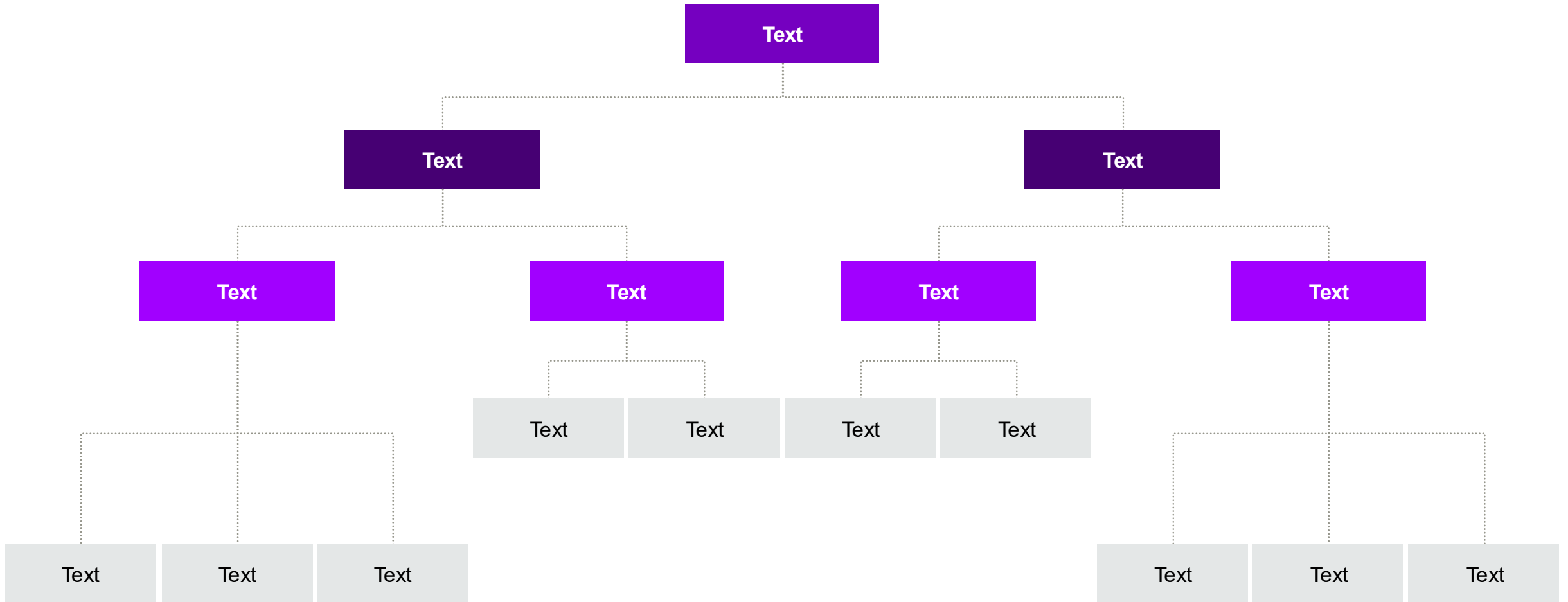
Horizontal Issue Tree - Symmetric



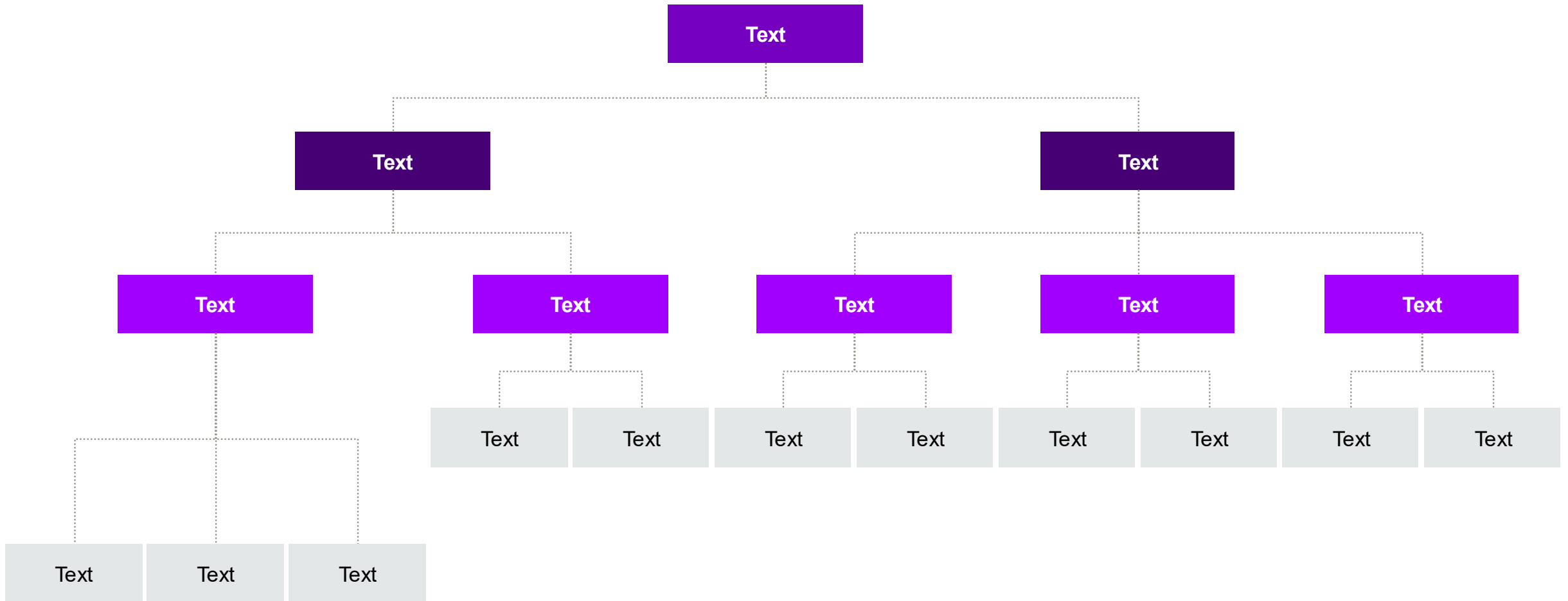
Horizontal Issue Tree - Asymmetric



Vertical Issue Tree – Symmetric



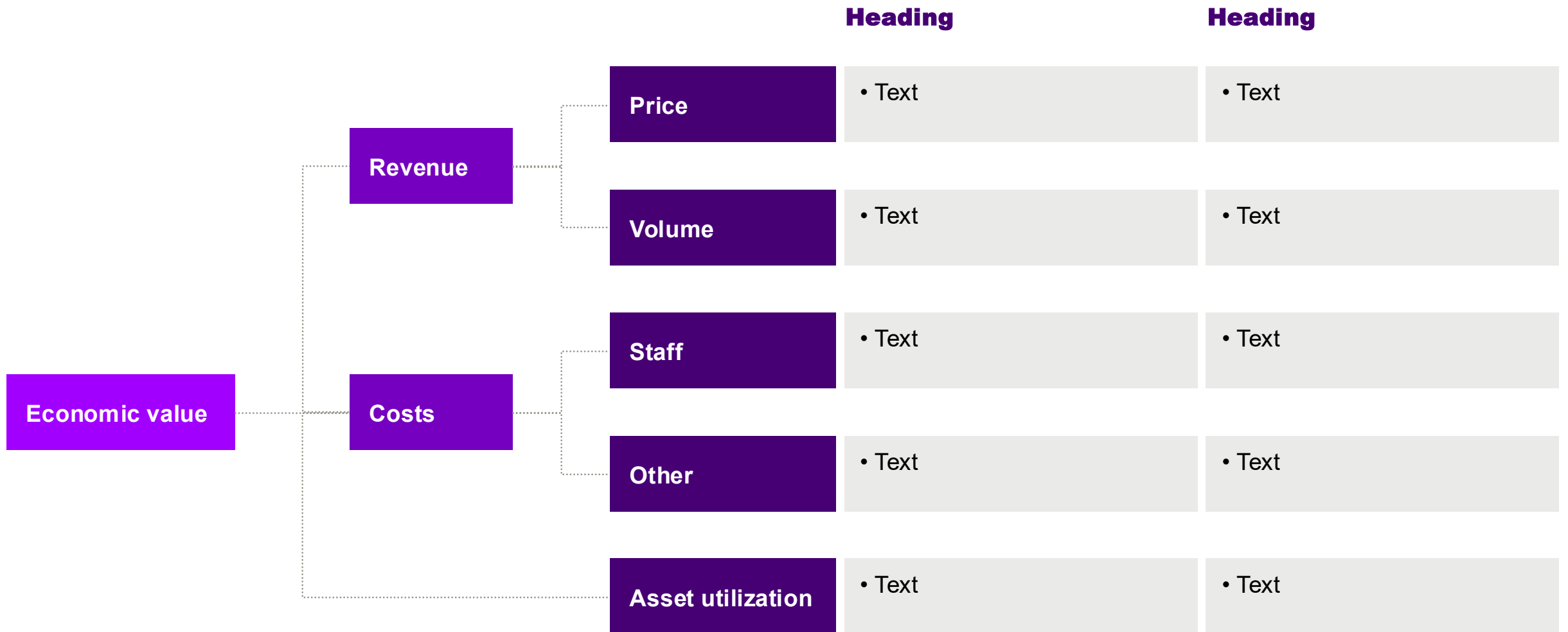
Vertical Issue Tree - Asymmetric



Mapping – Horizontal



Comment Text

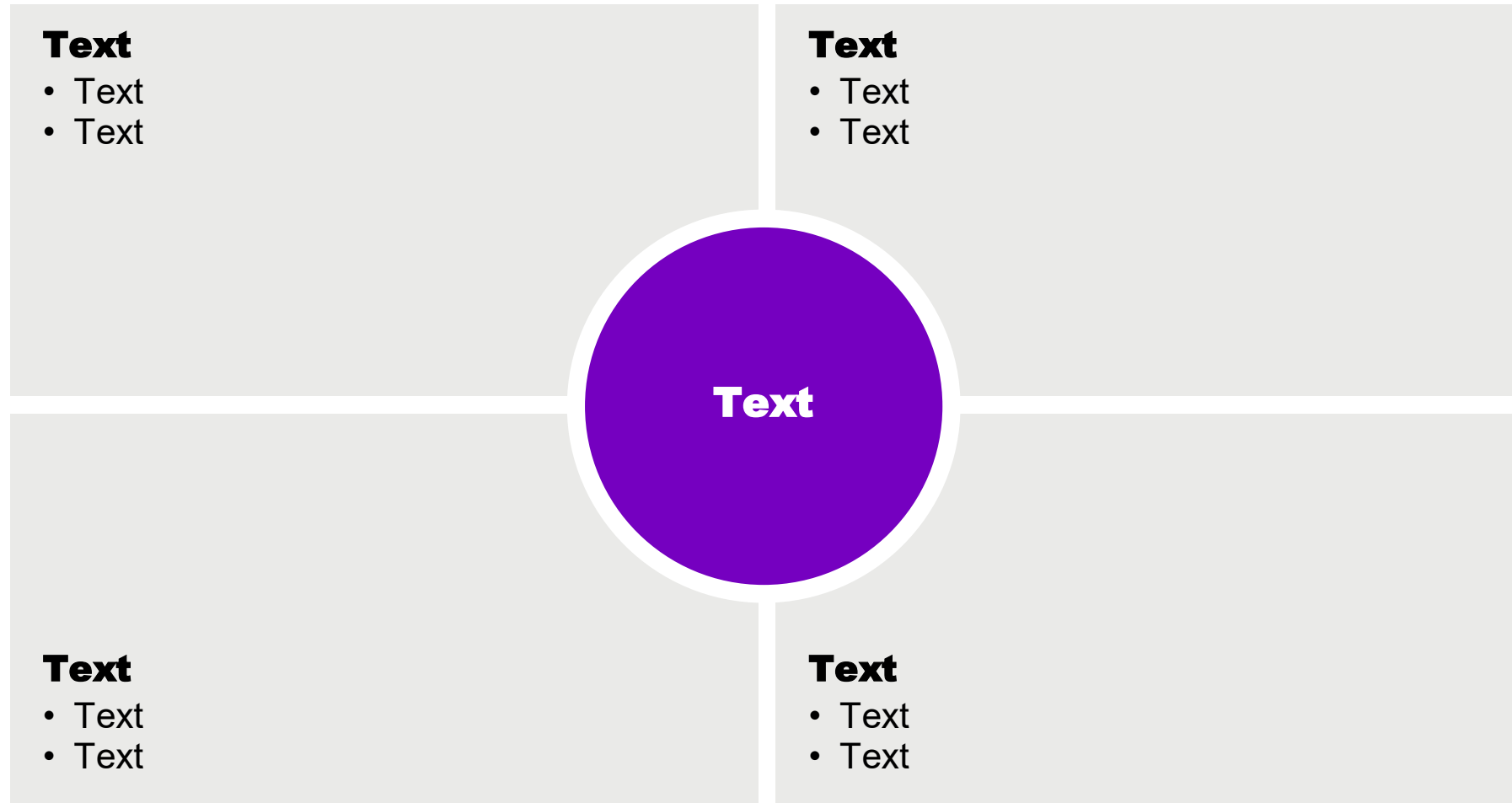




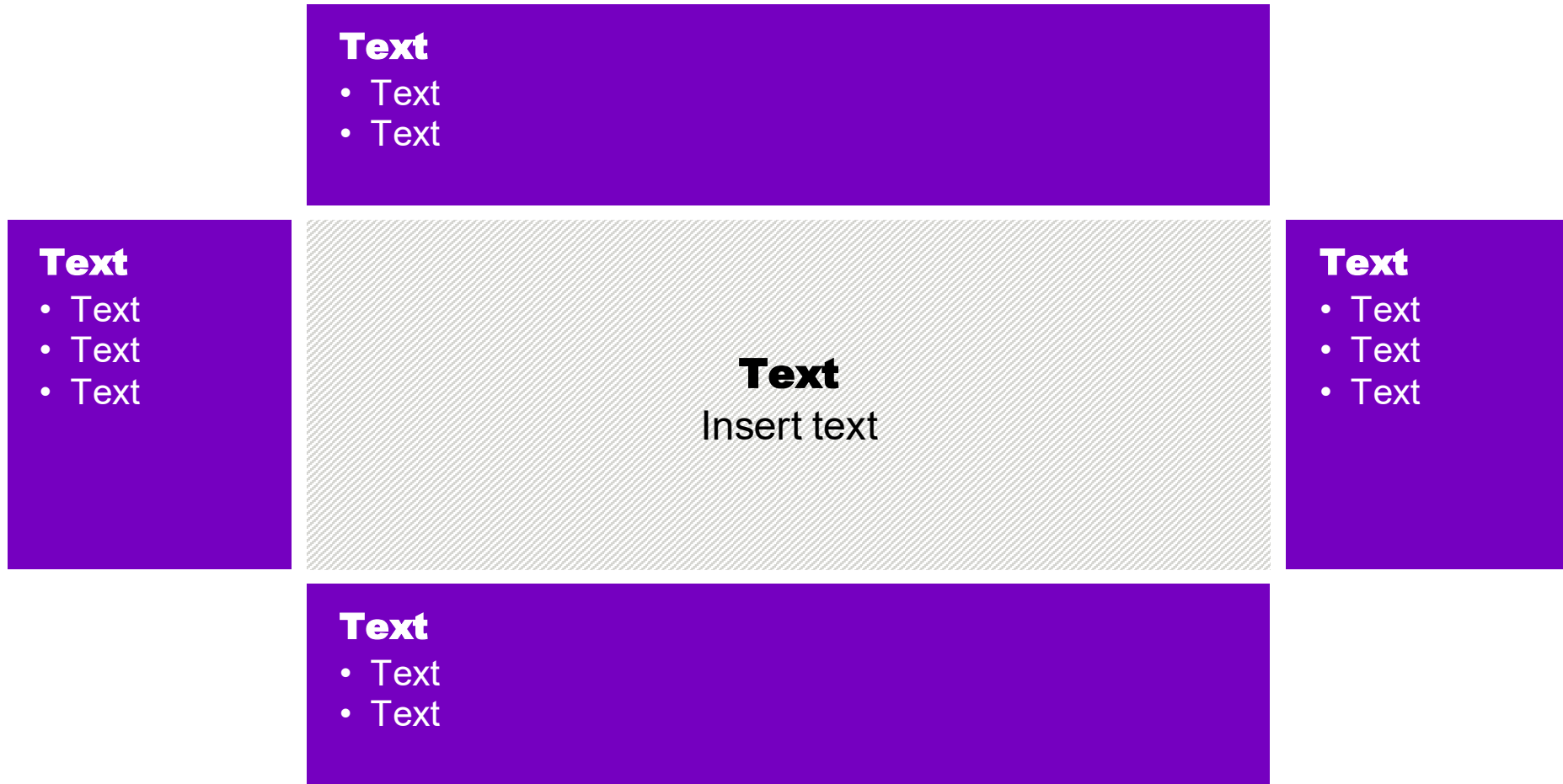
Boxes

Part of Static Objects

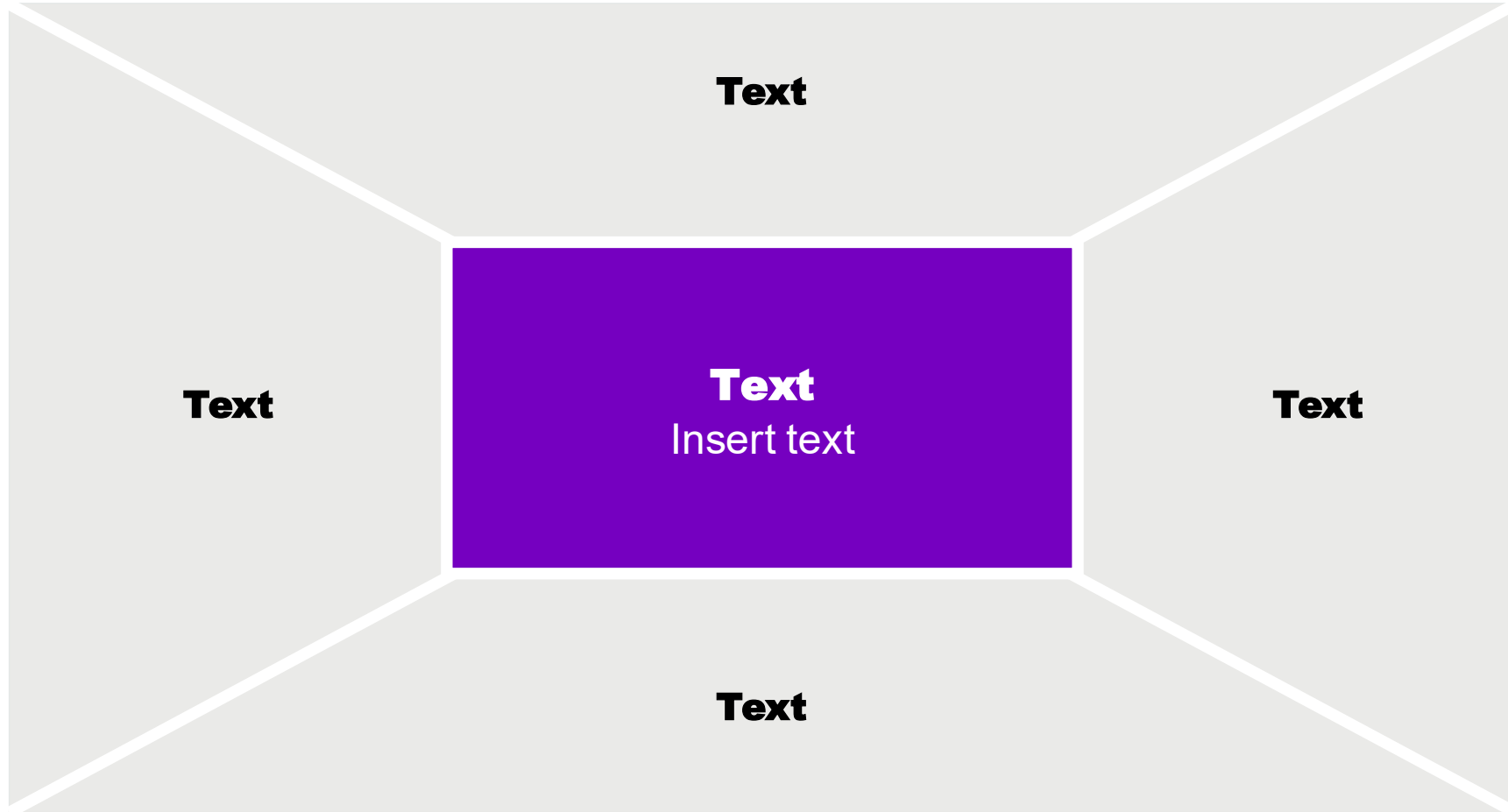
Factors 1



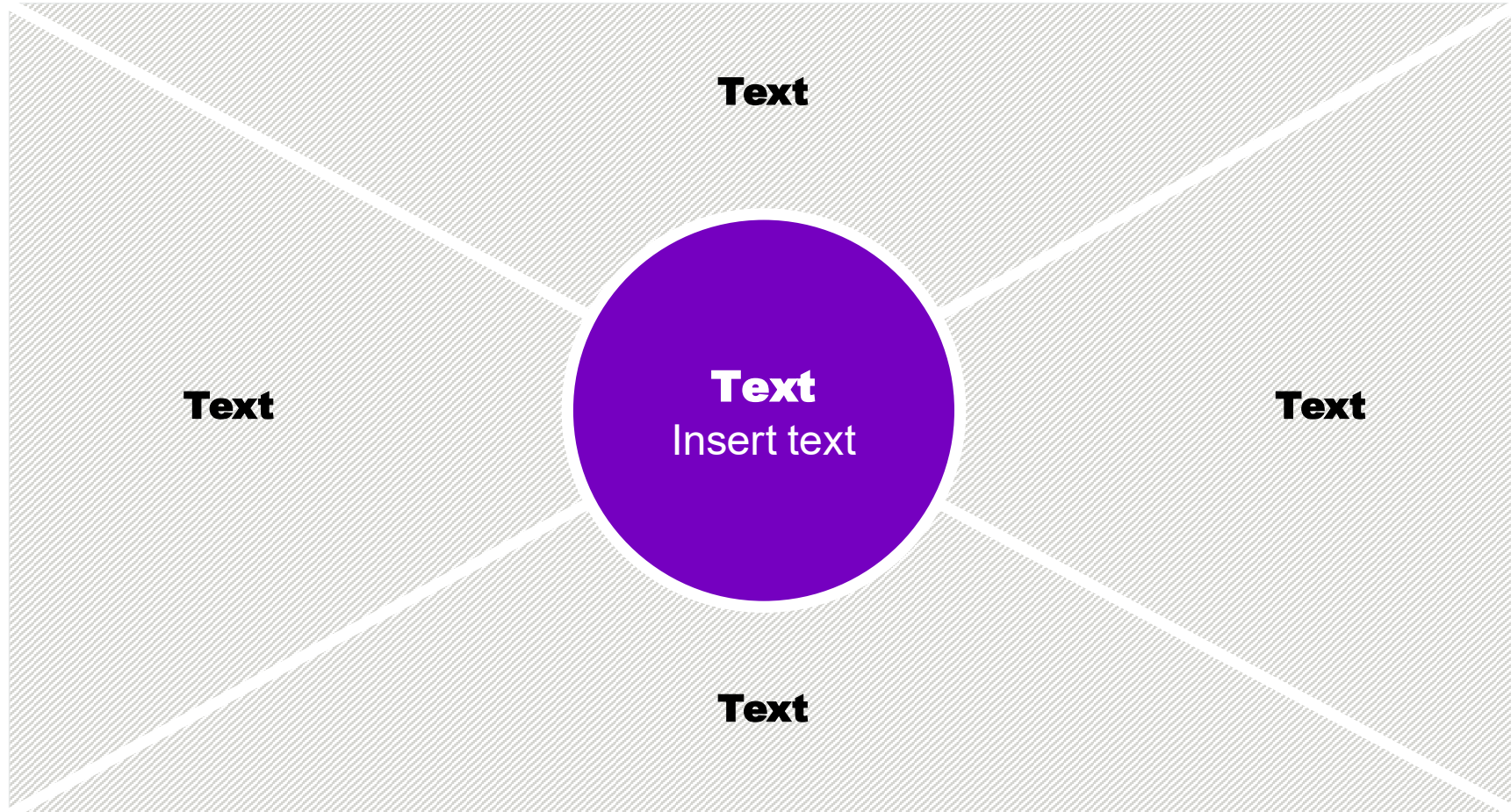
Factors 2



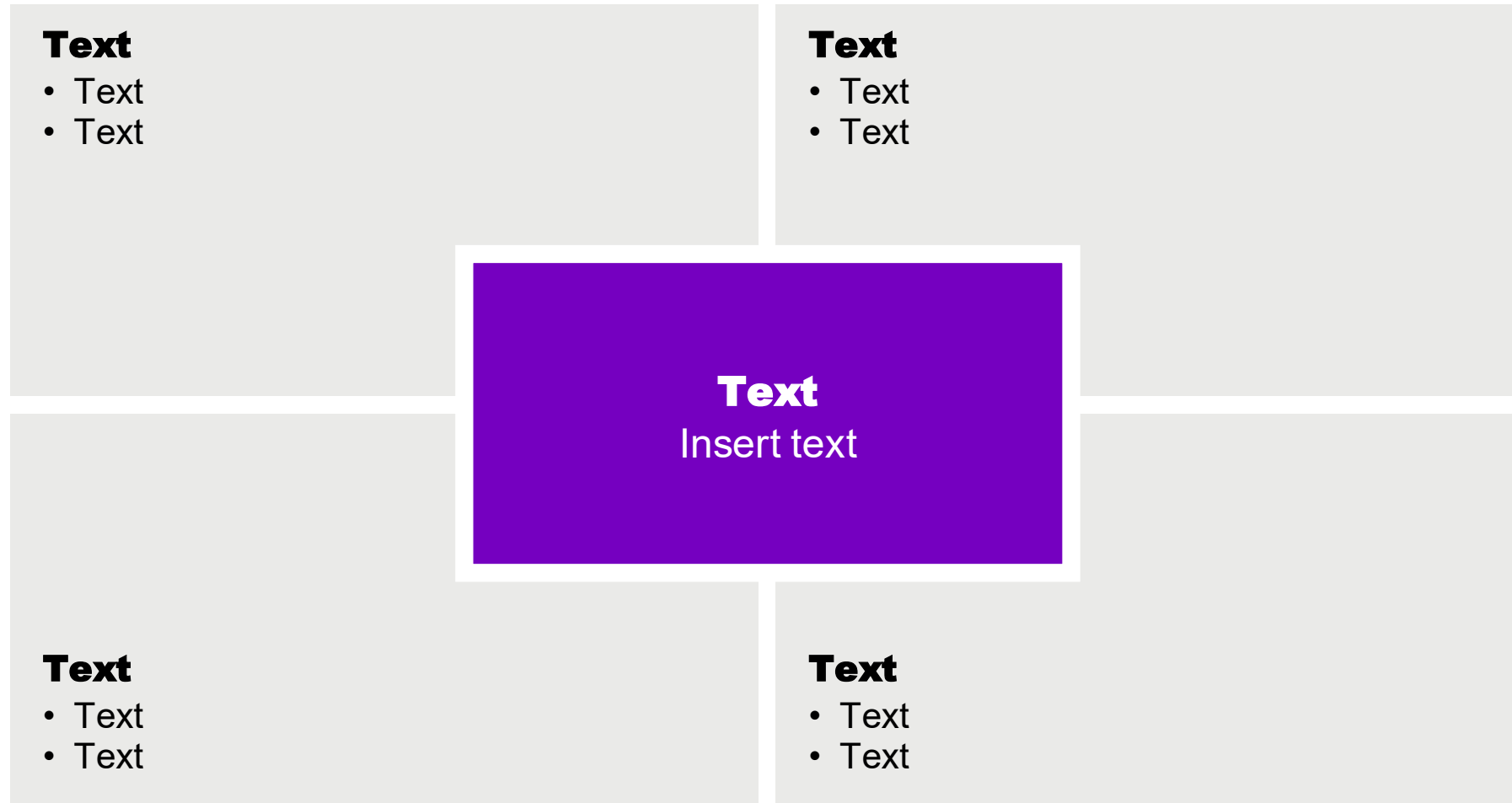
Factors 3



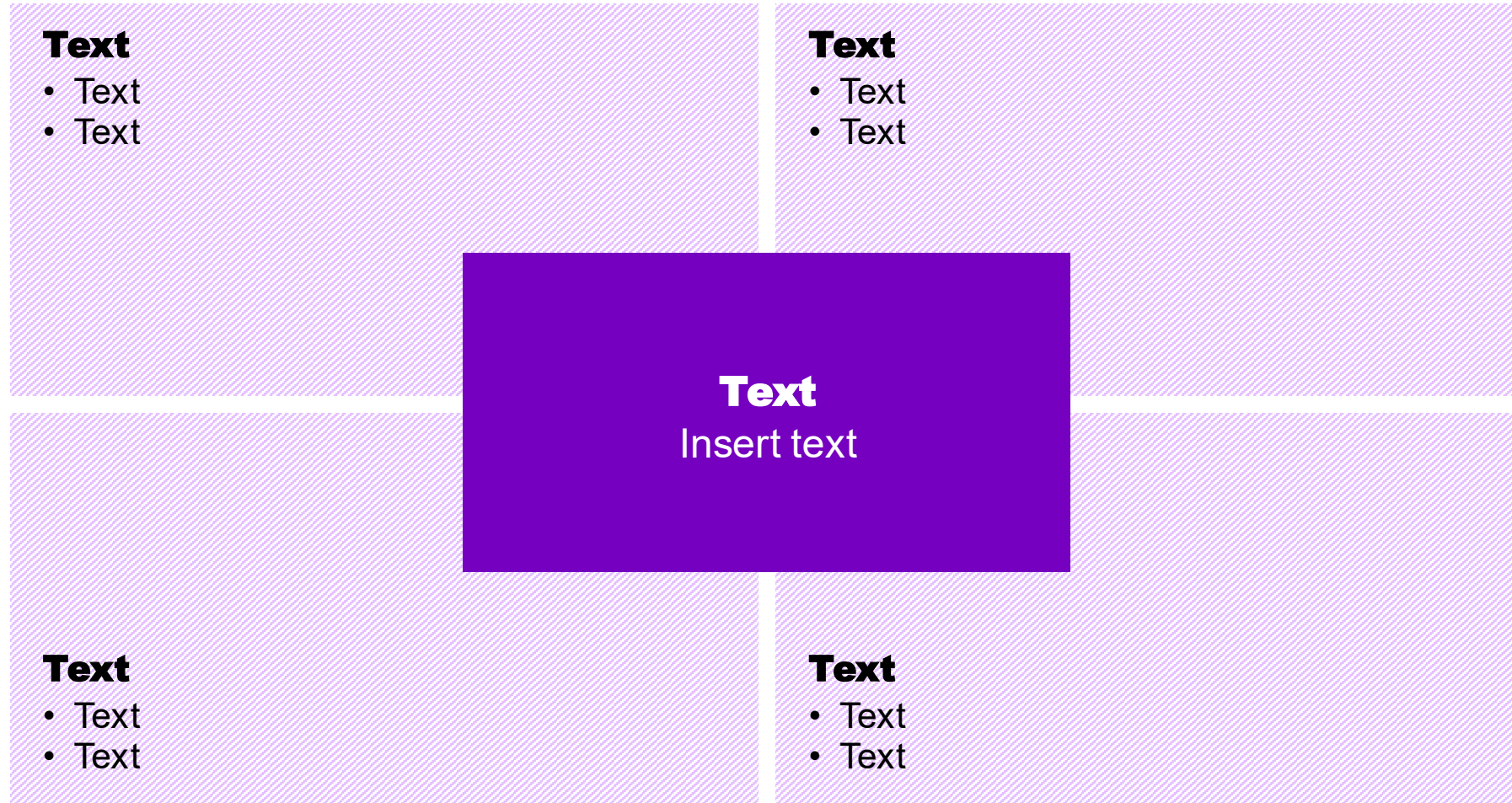
Factors 4



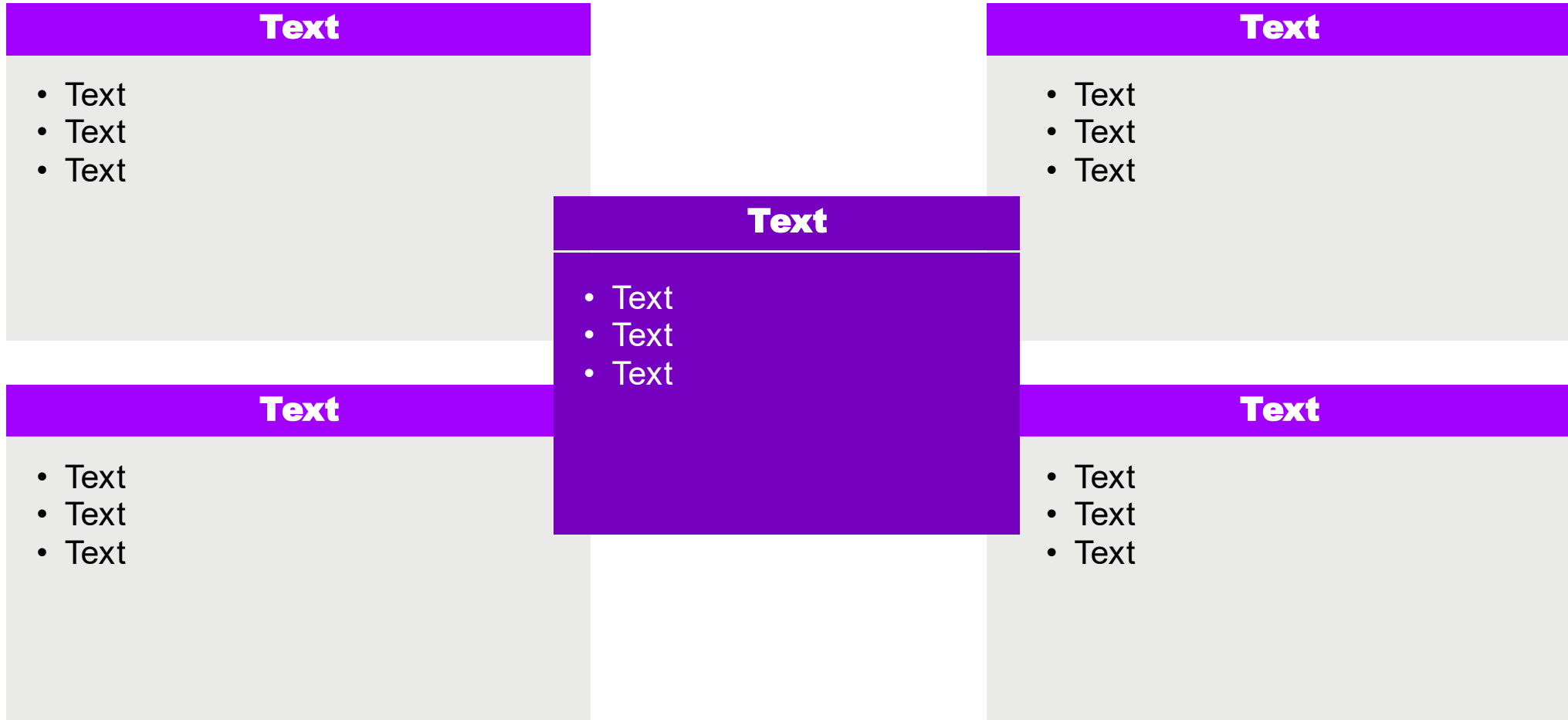
Factors 5



Factors 6



Factors 7



Factors 8

Text

- Text
- Text

Text

- Text
- Text

Text

- Text
- Text
- Text

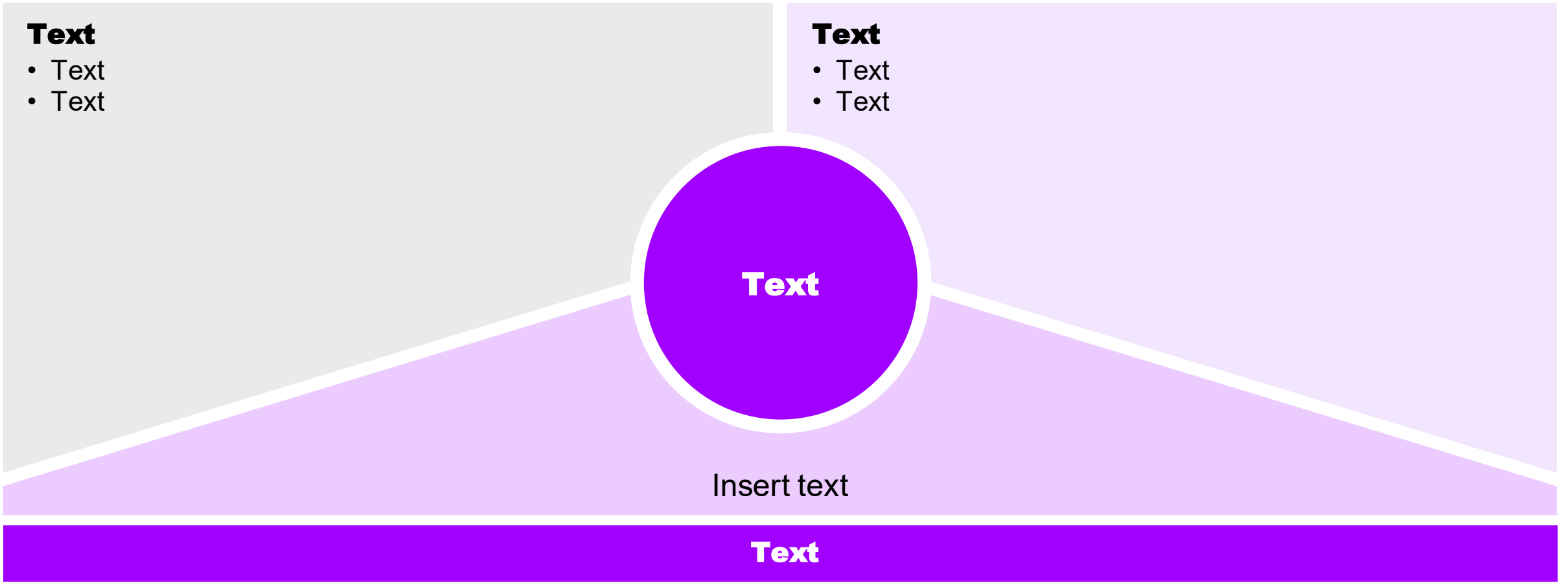
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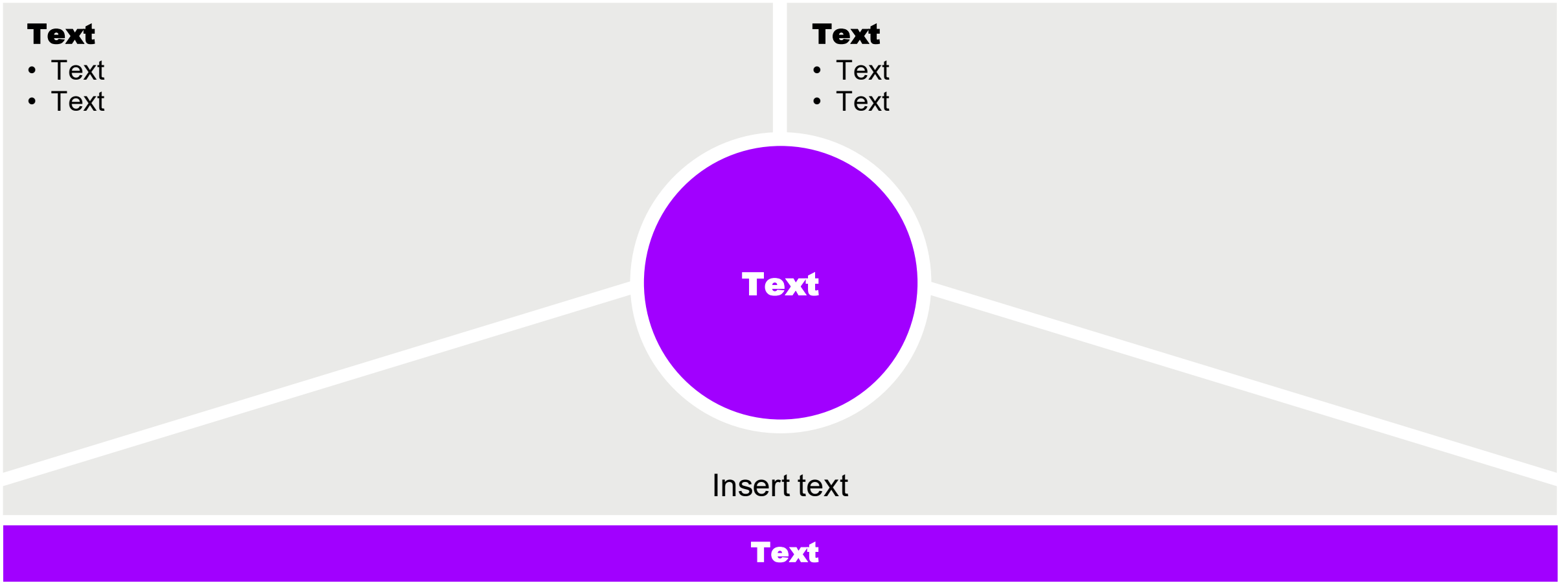
Text

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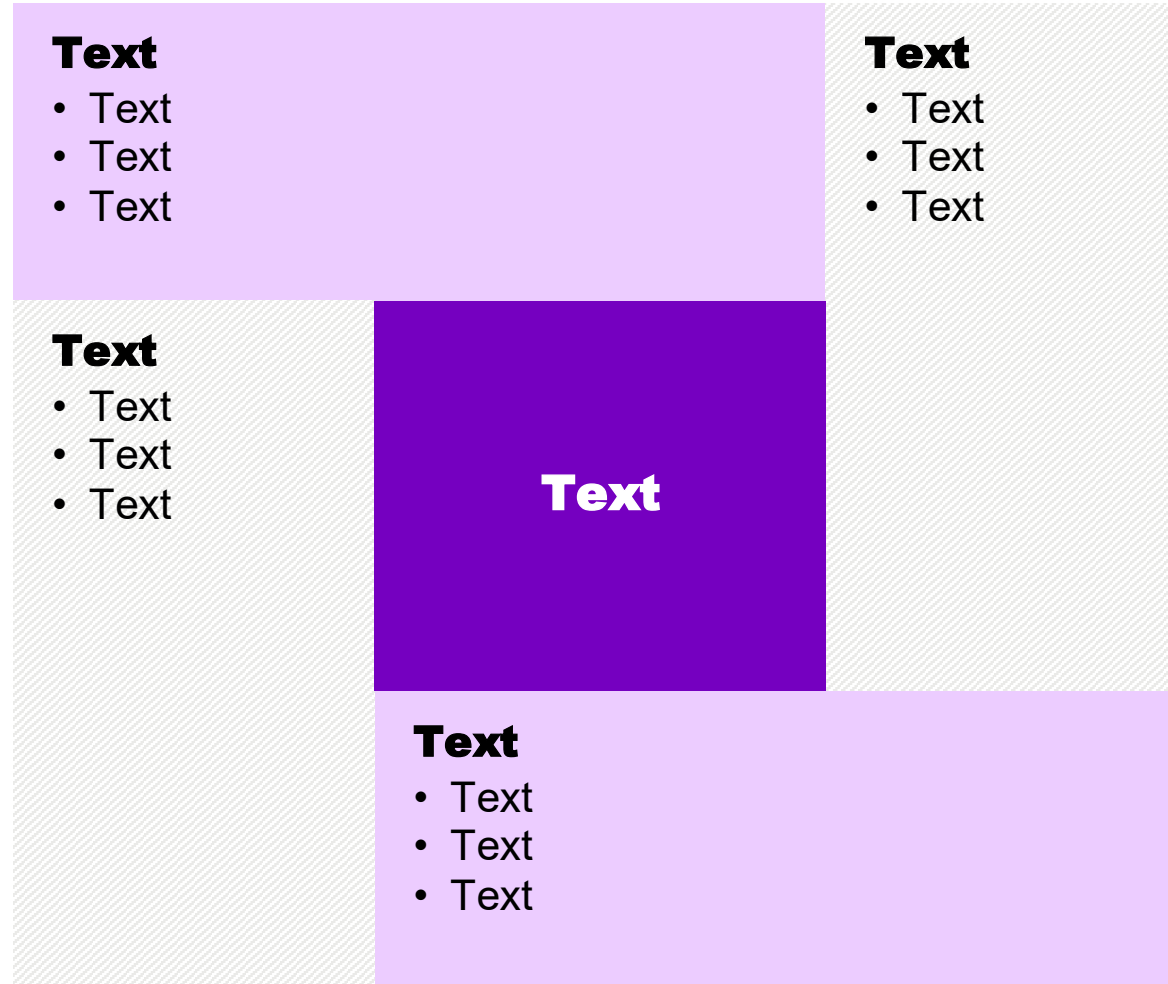
Components 1



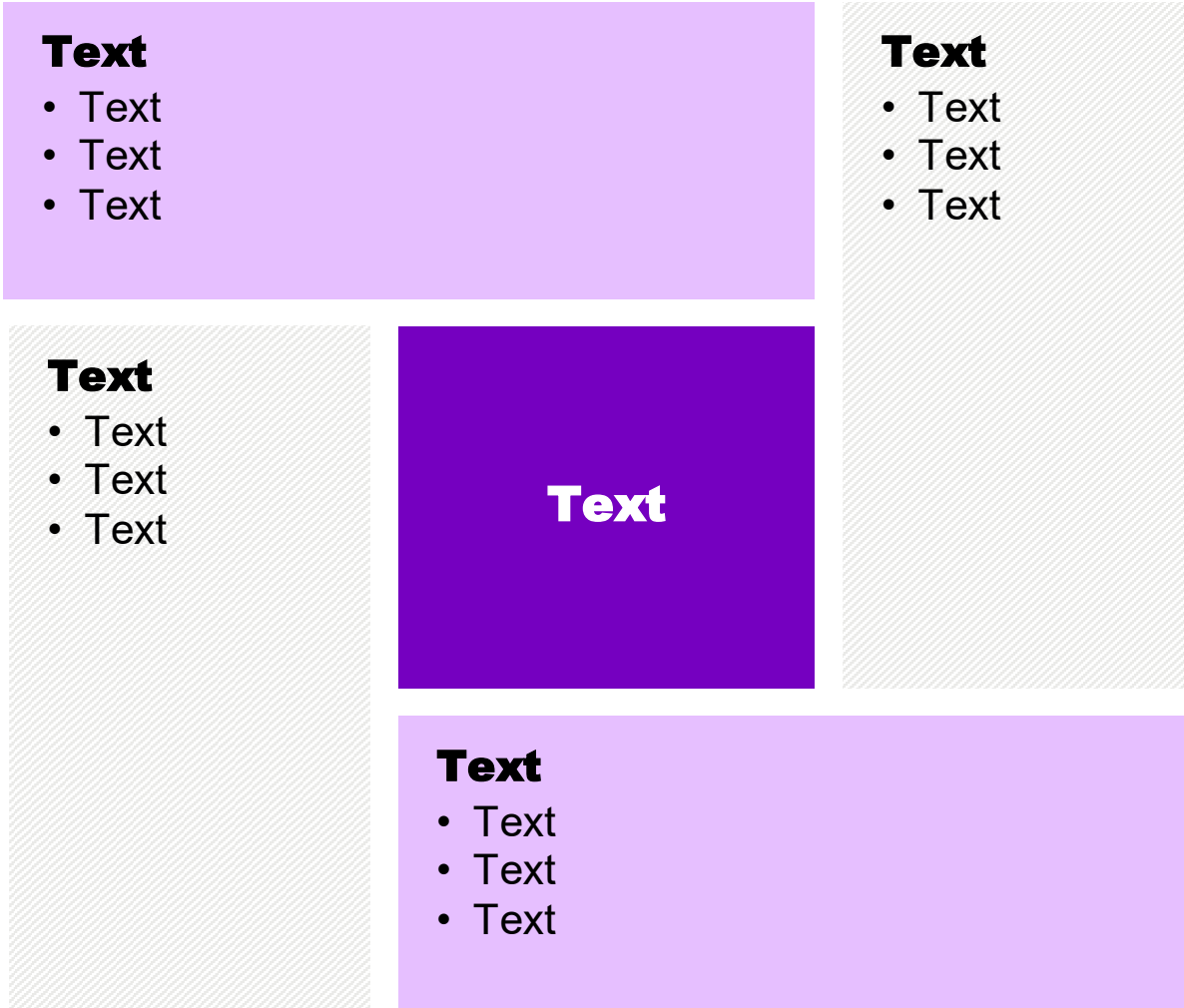
Components 2



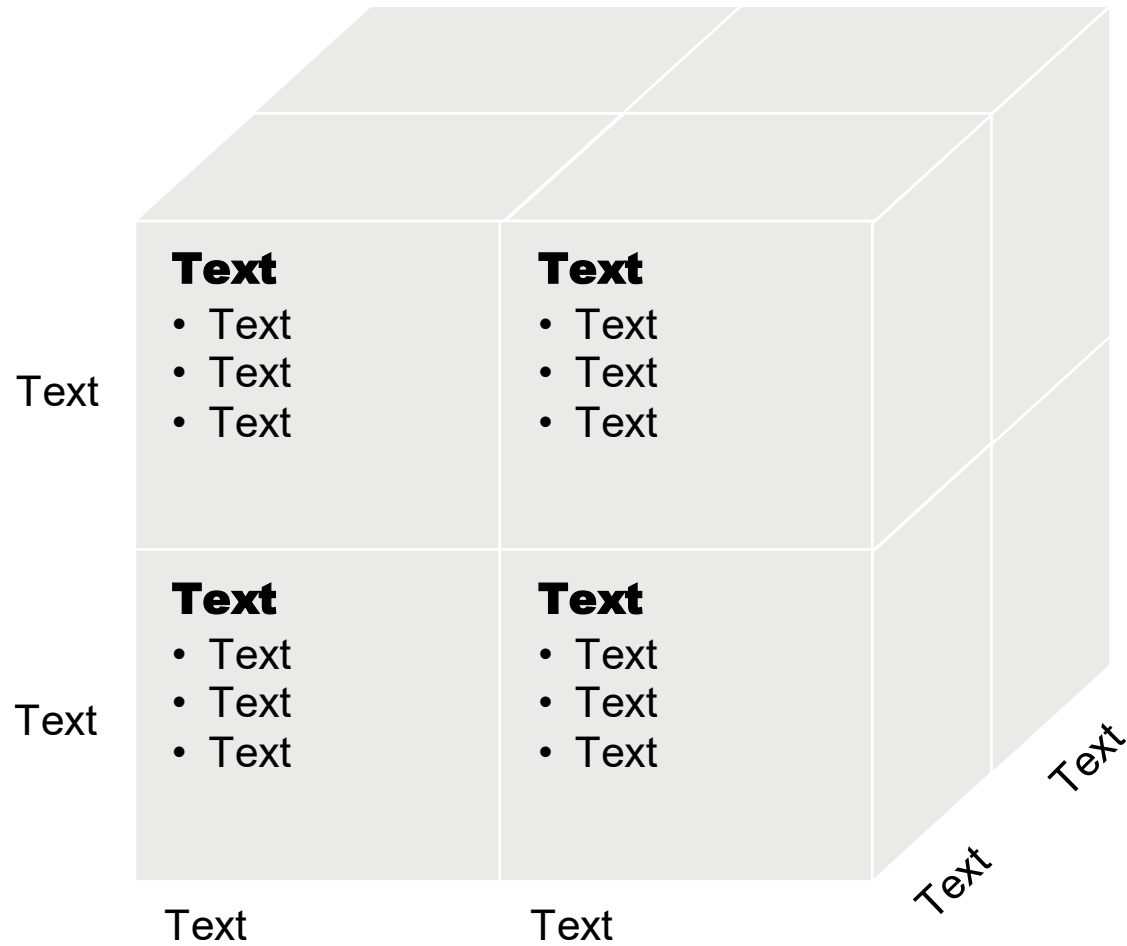
Components 3



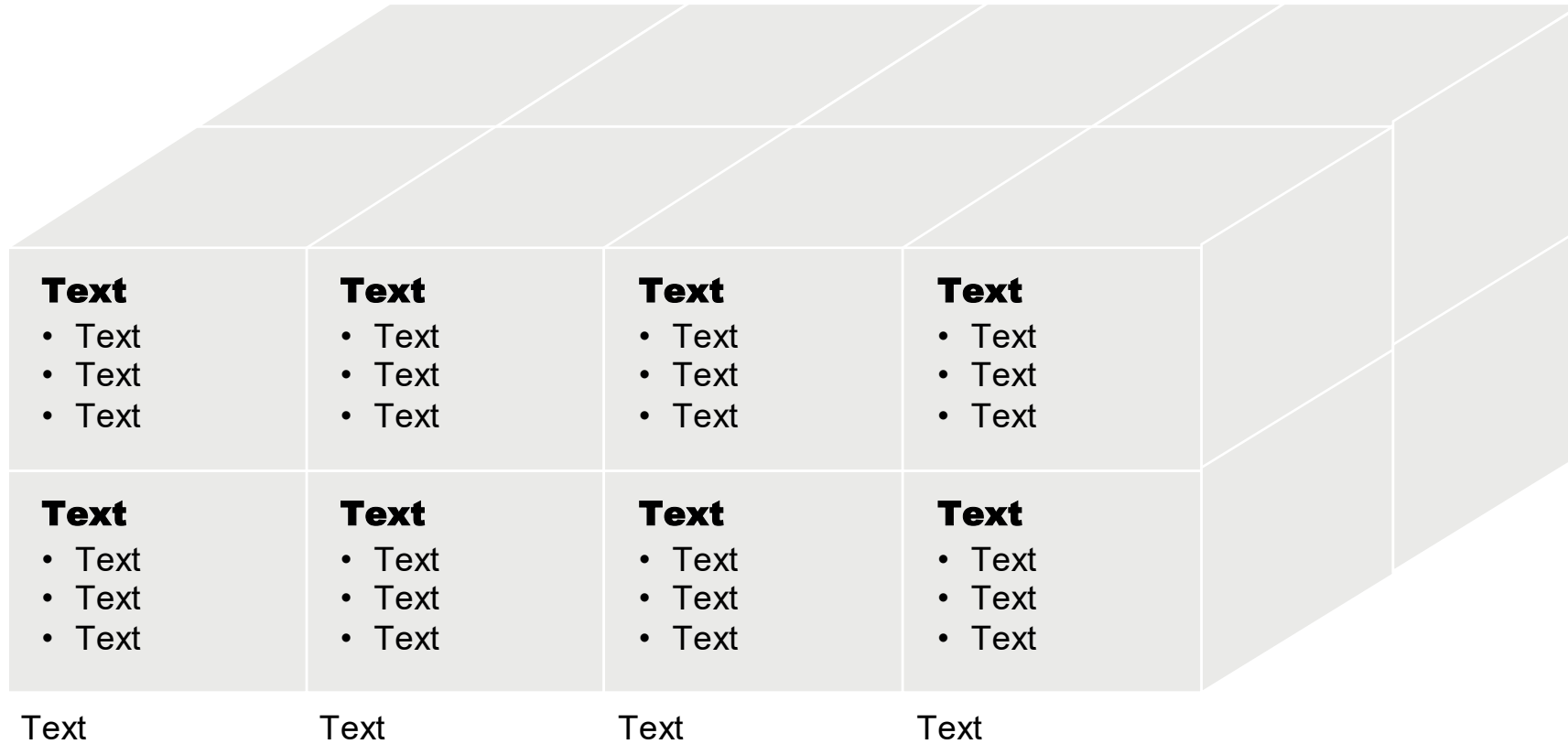
Components 4



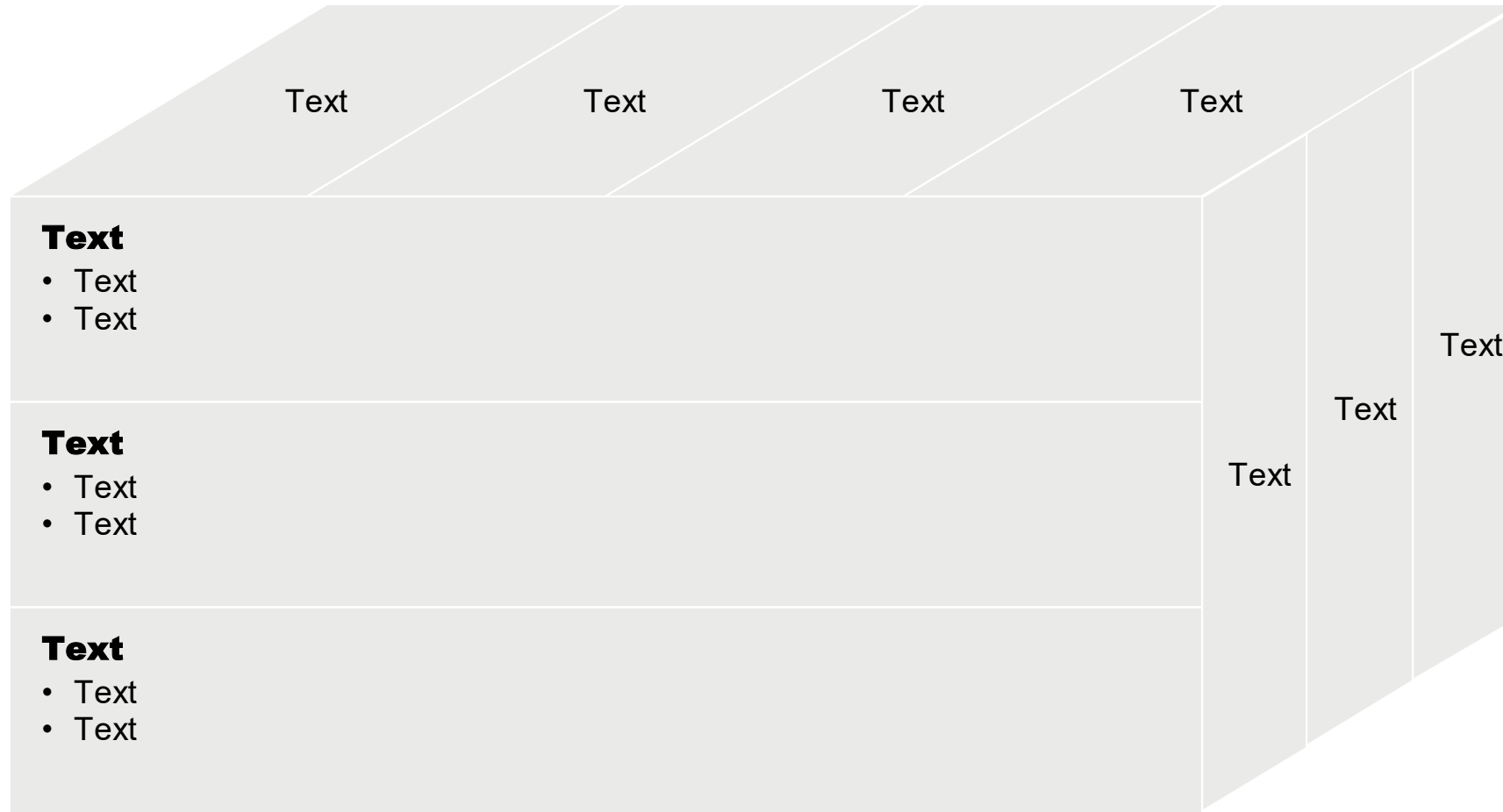
Cube 2x2x2



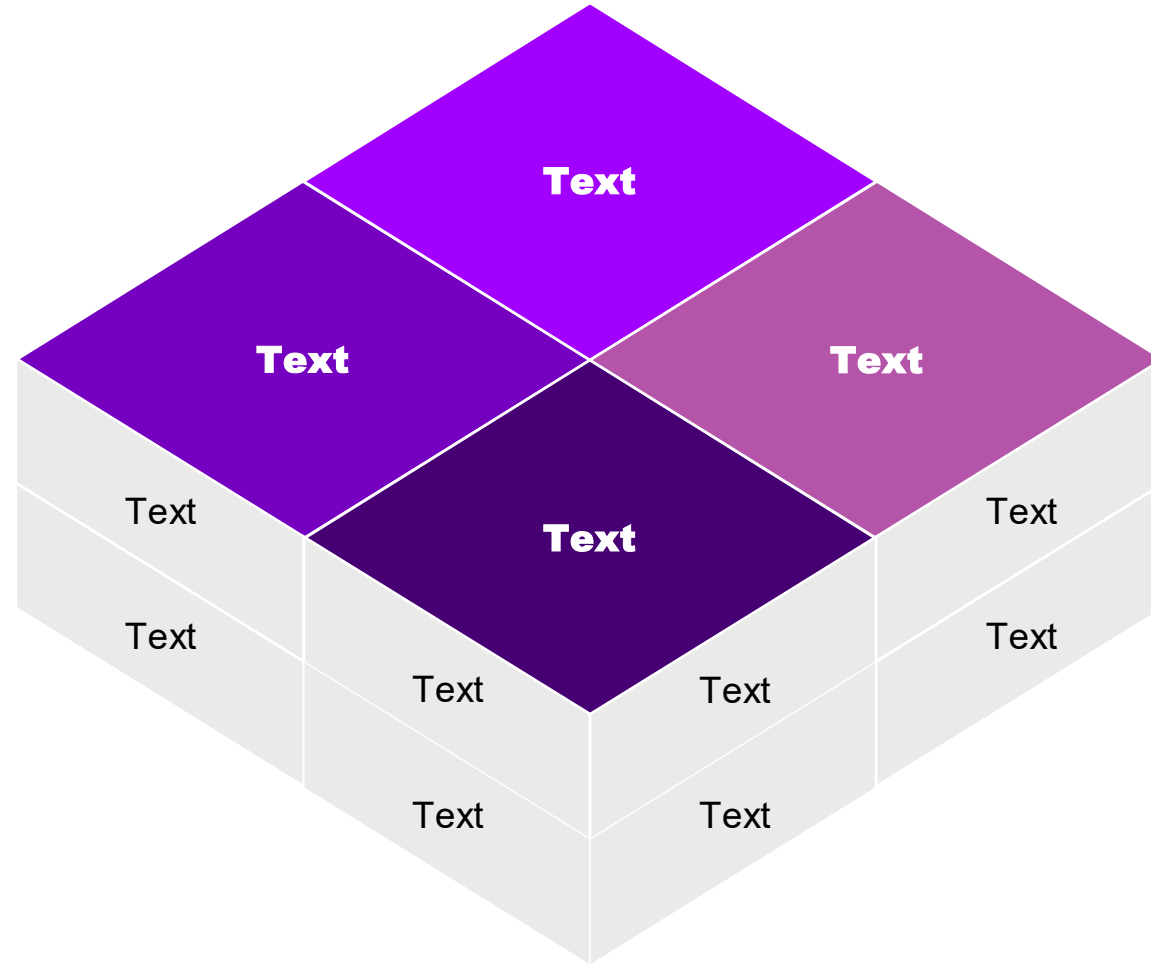
Cube 2x2x4



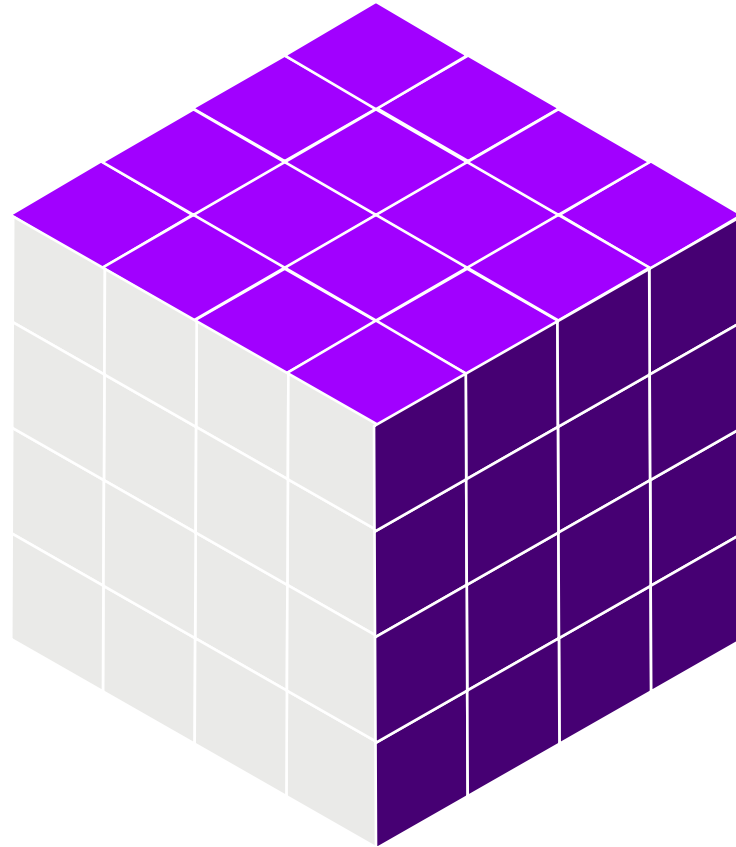
Cube 3x3x4



Segmentation



Isometric Cube

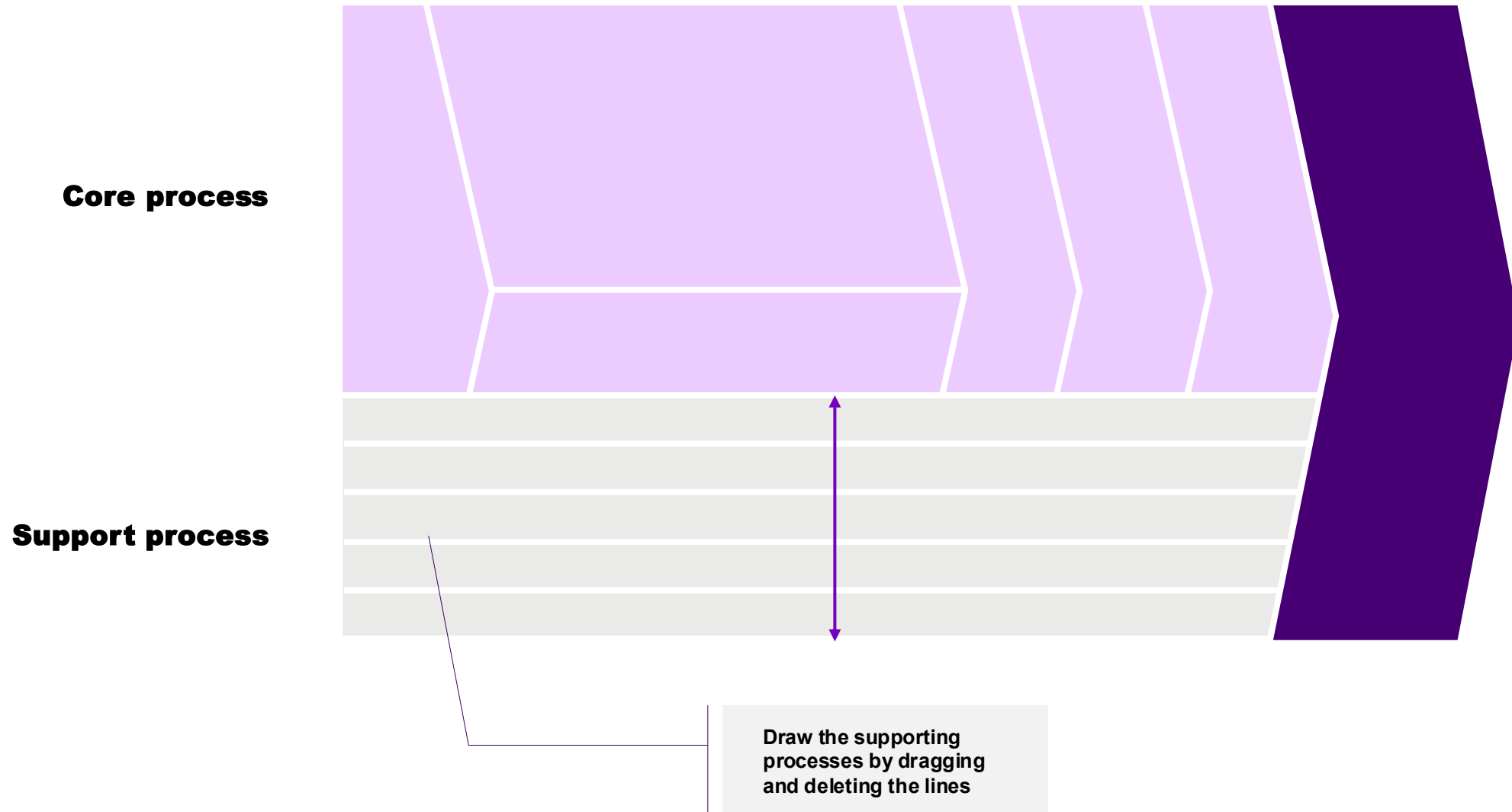




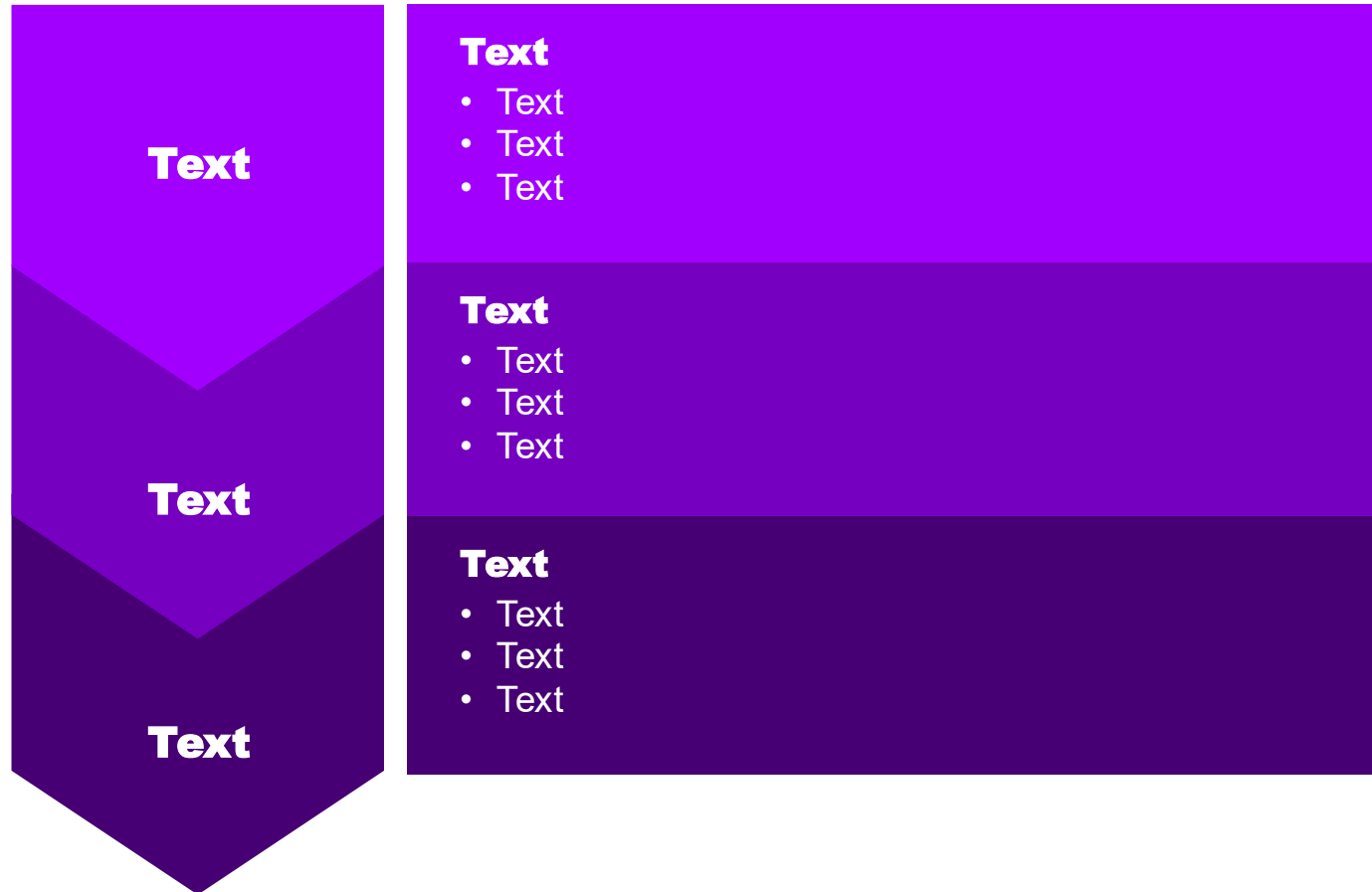
Text Objects

Part of Static Objects

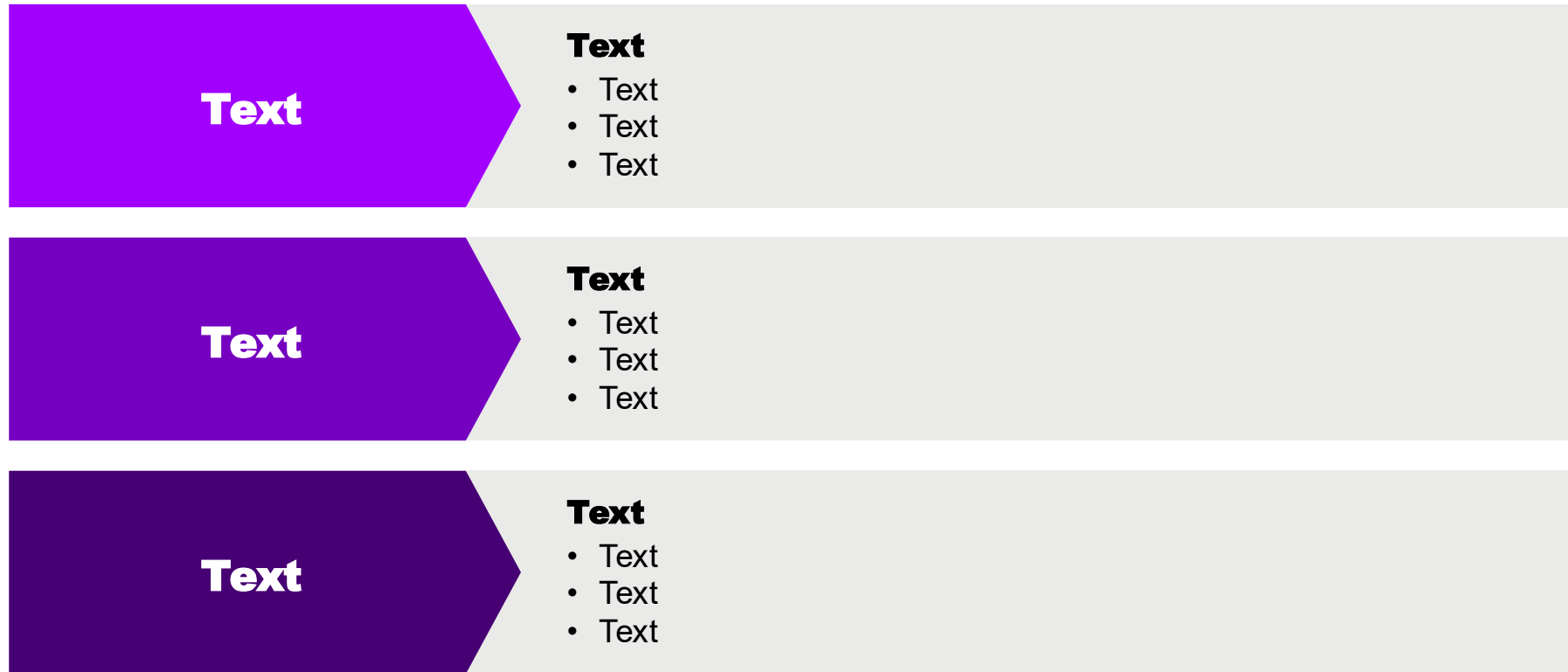
Frameworks: Value Chain



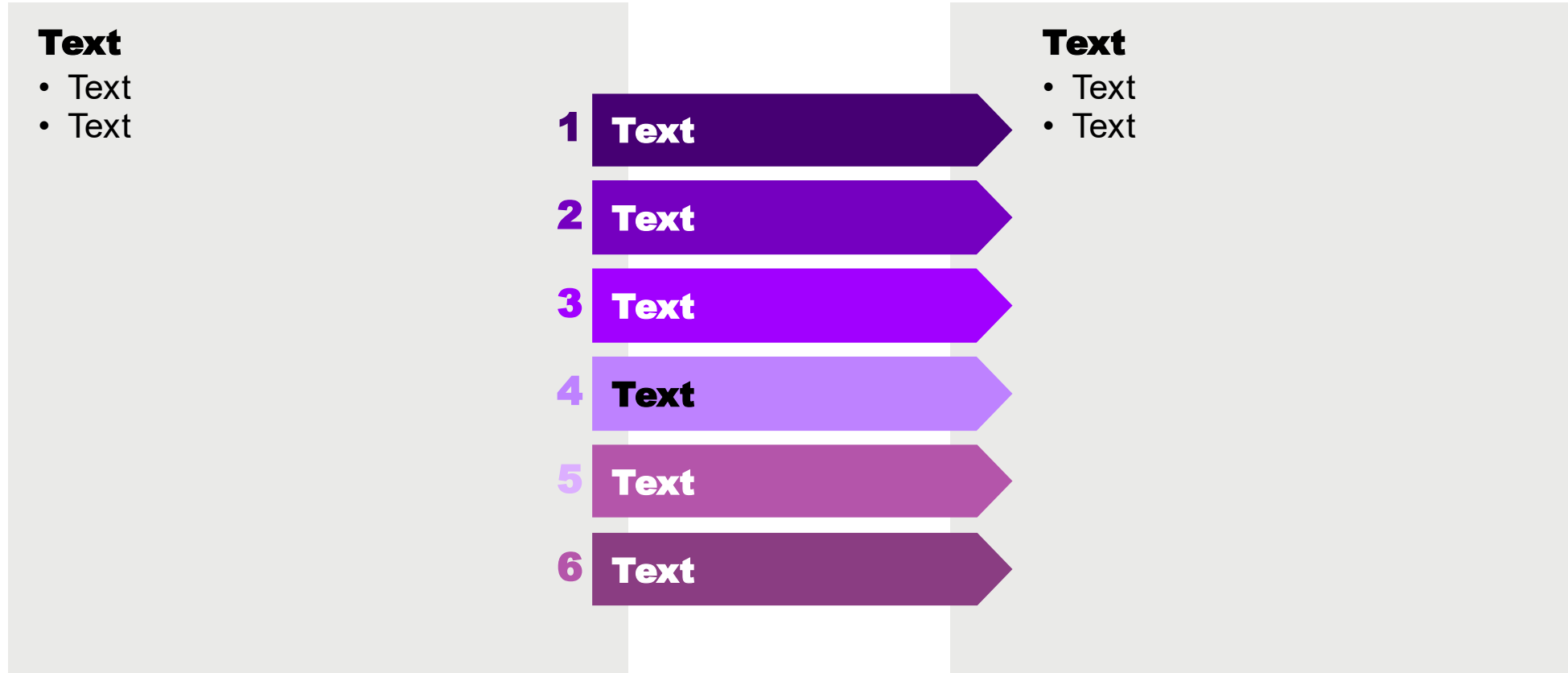
Consequences/Conclusion 1



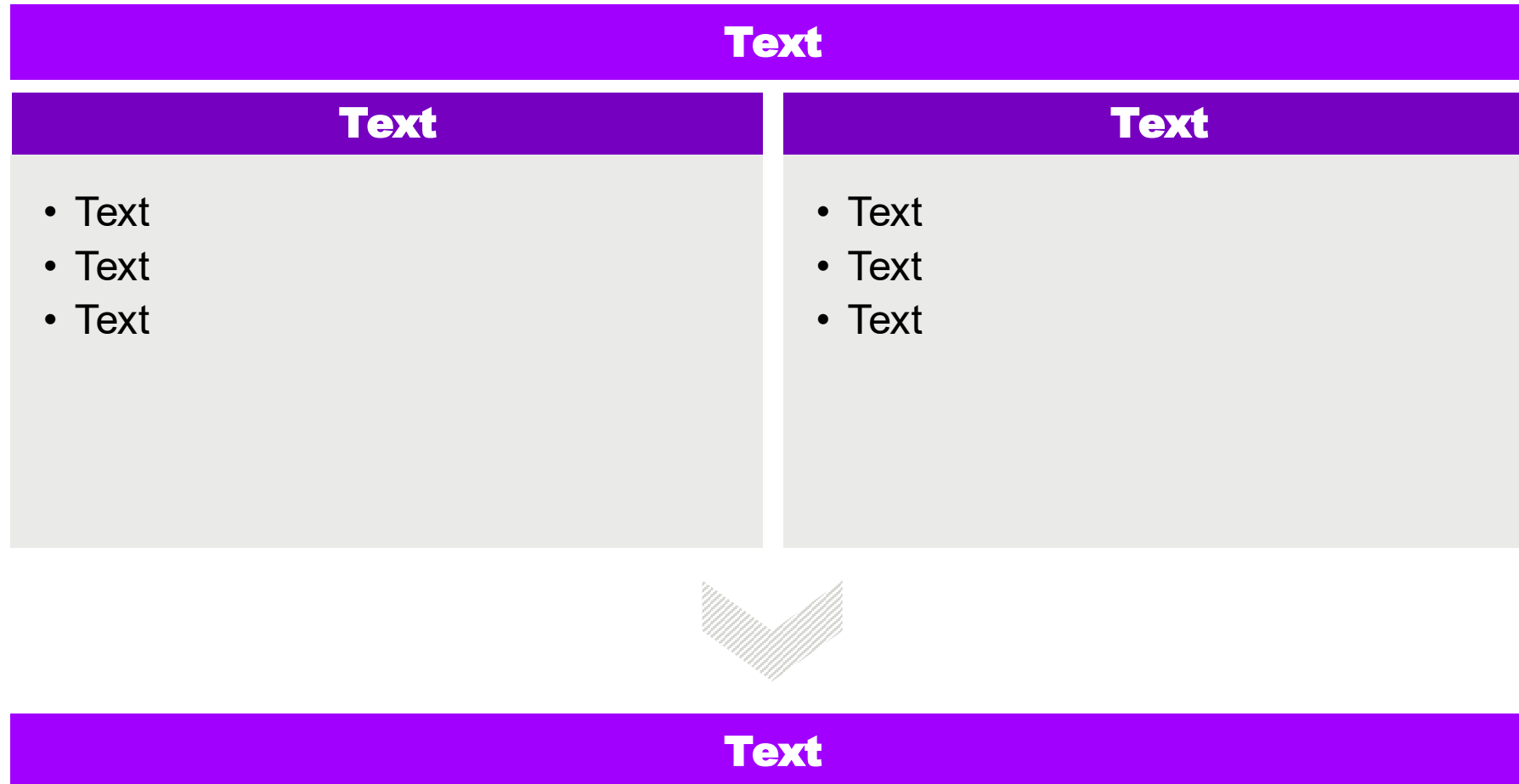
Consequences/Conclusion 2



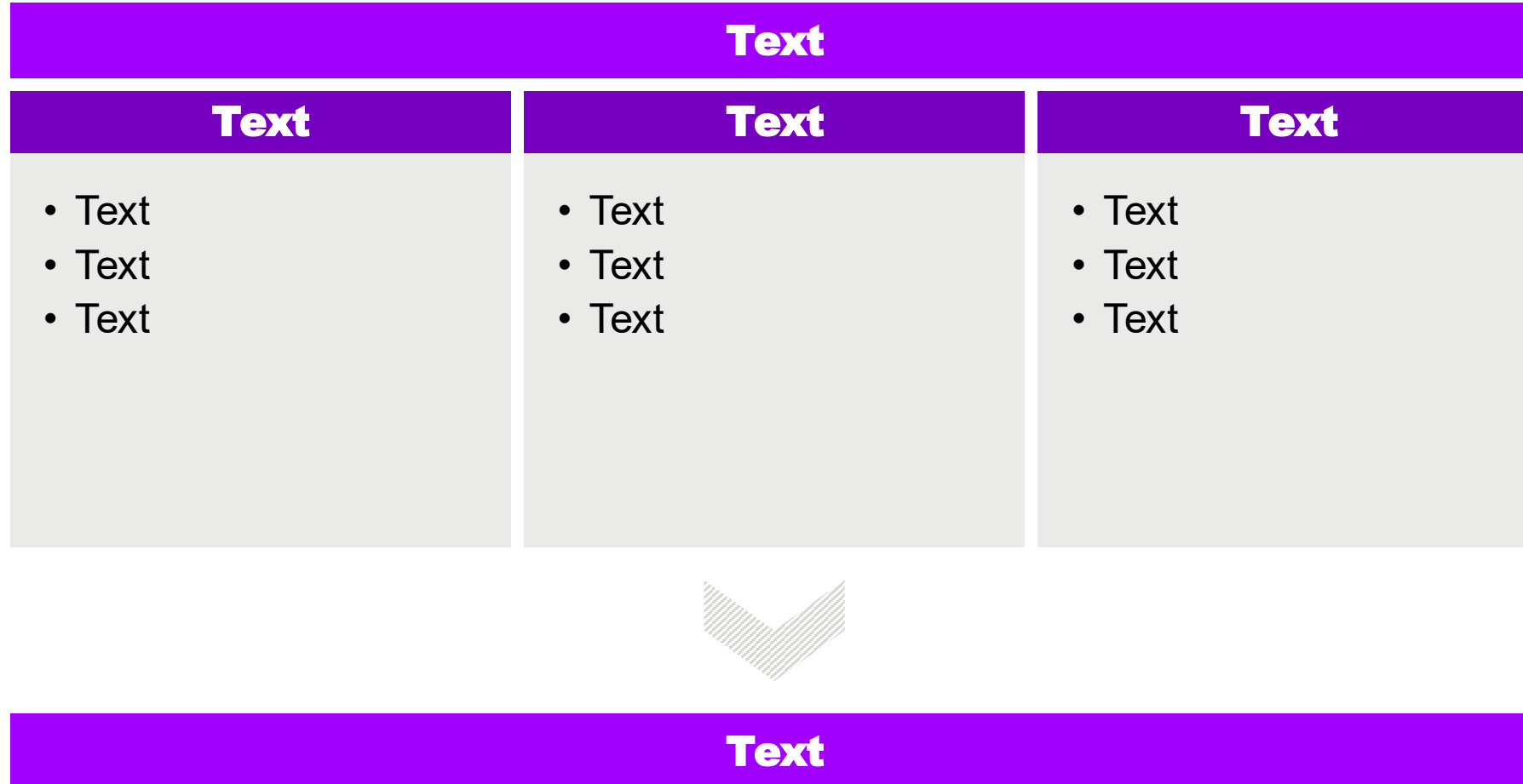
Consequences/Conclusion 3



Consequences/Conclusion 4



Consequences/Conclusion 5



Consequences/Conclusion 6

Text

Text

- Text
- Text
- Text



Text

Text

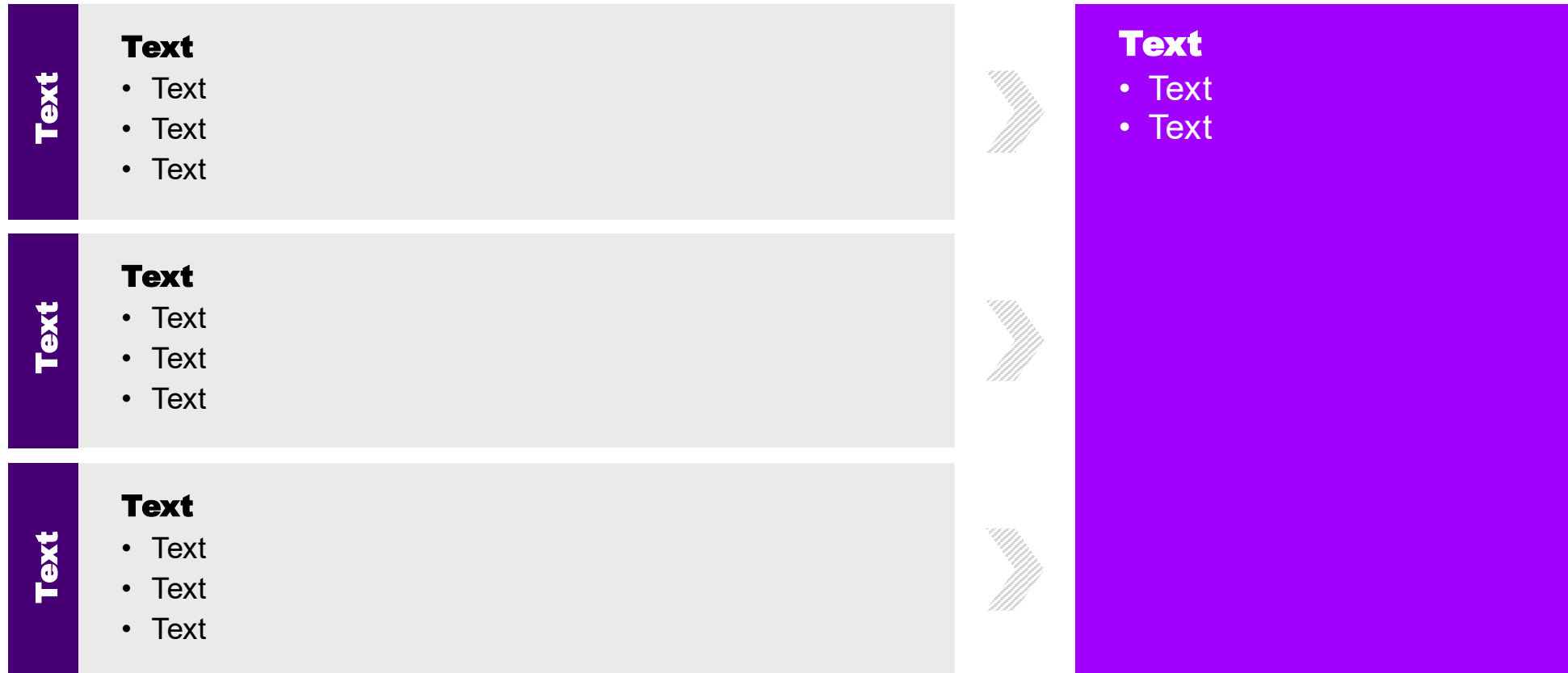
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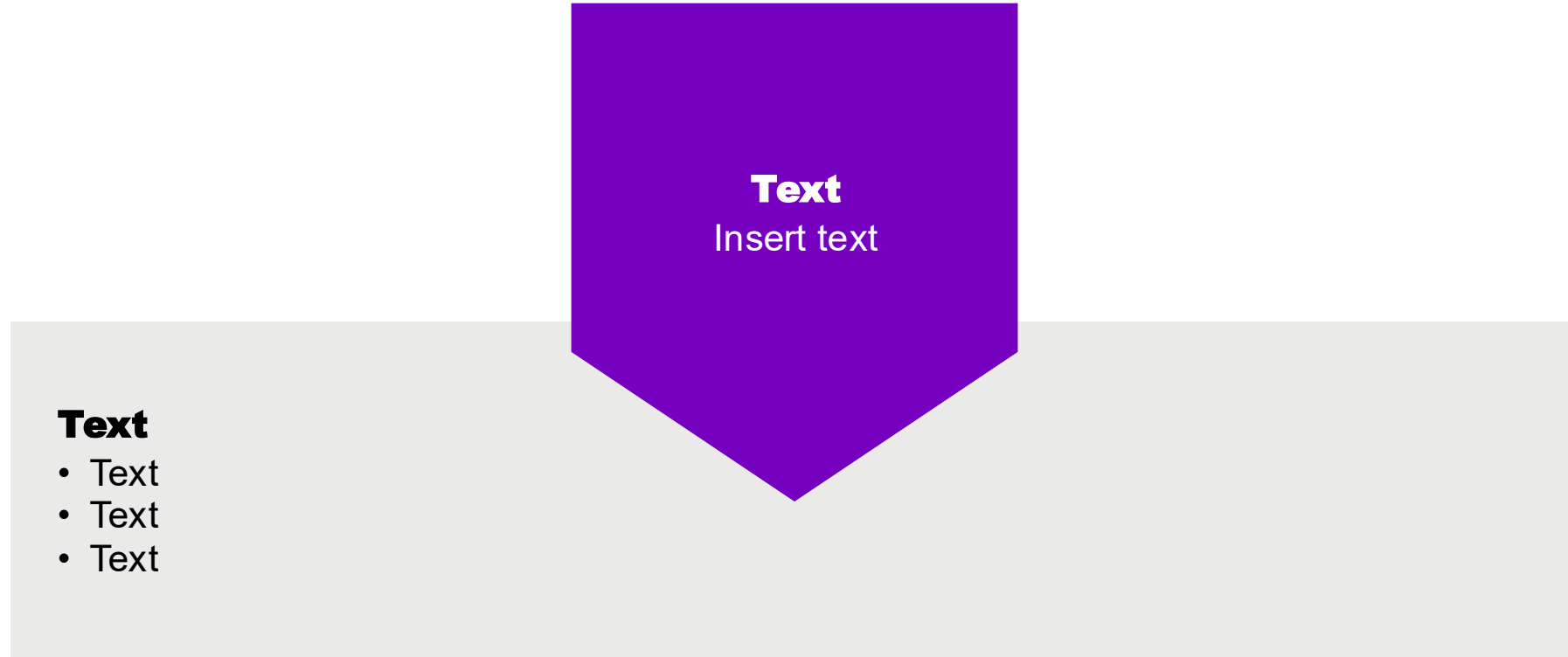
Text

- Text
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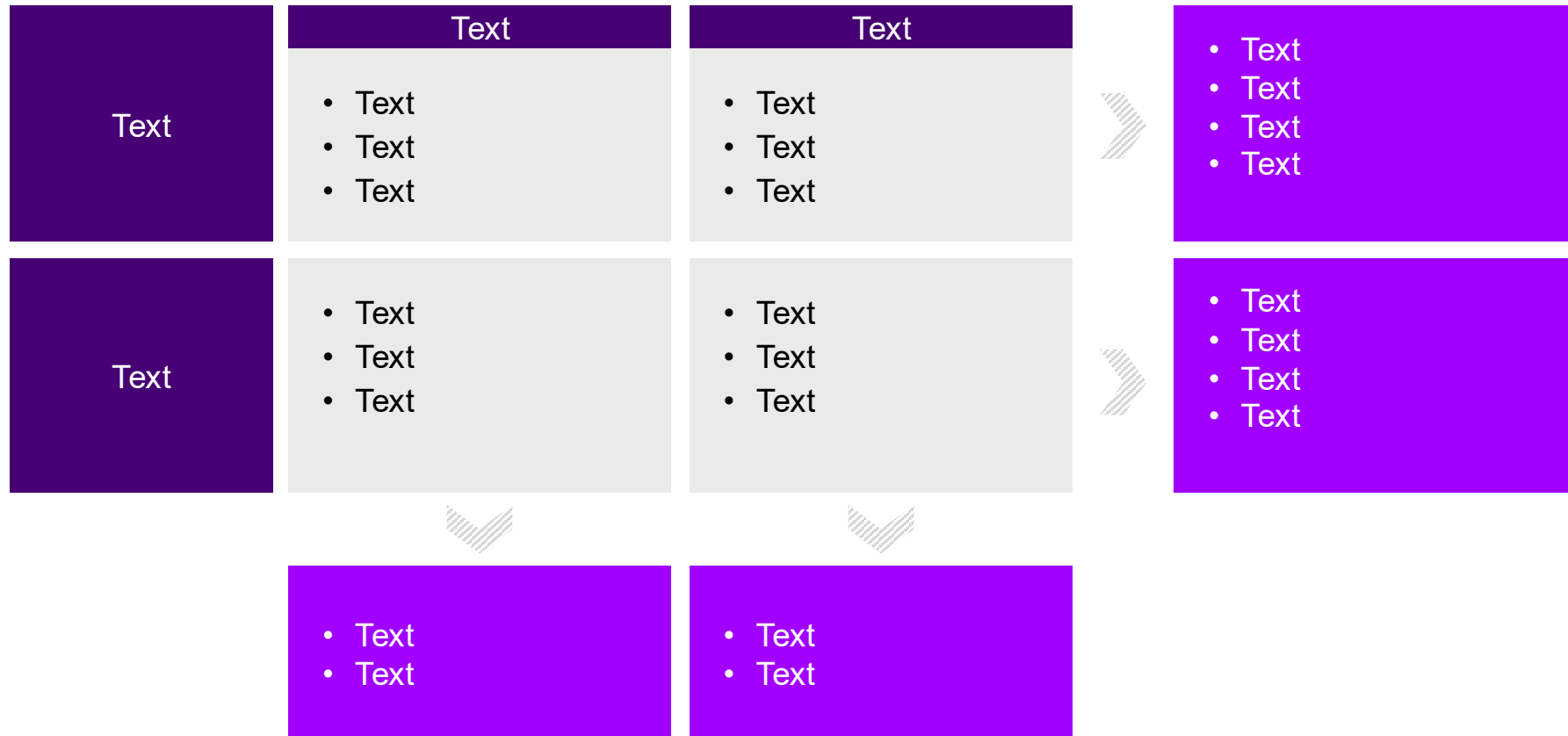
Consequences/Conclusion 7



Consequences/Conclusion 8



Consequences/Conclusion 9



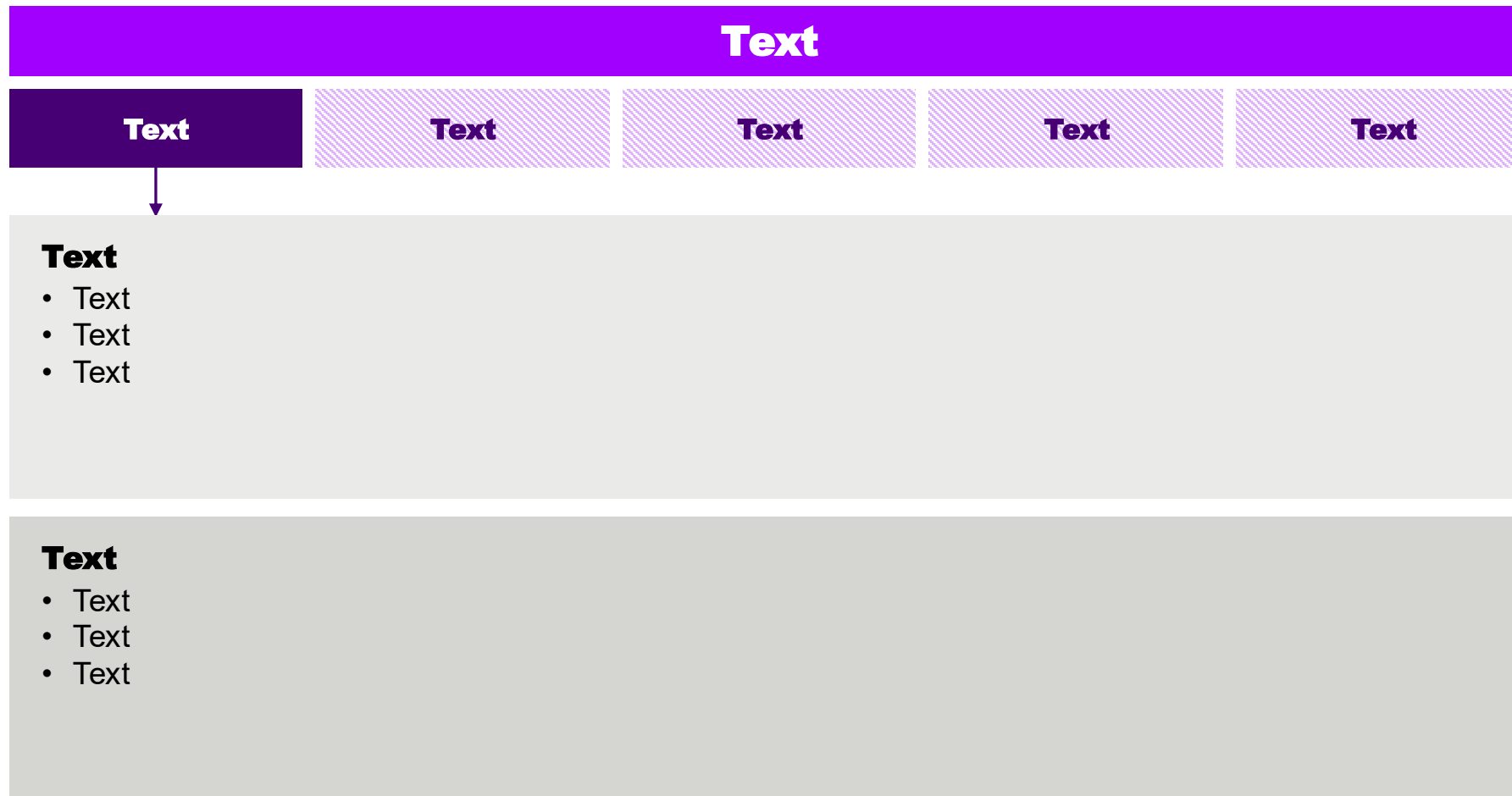
Consequences/Conclusion 10



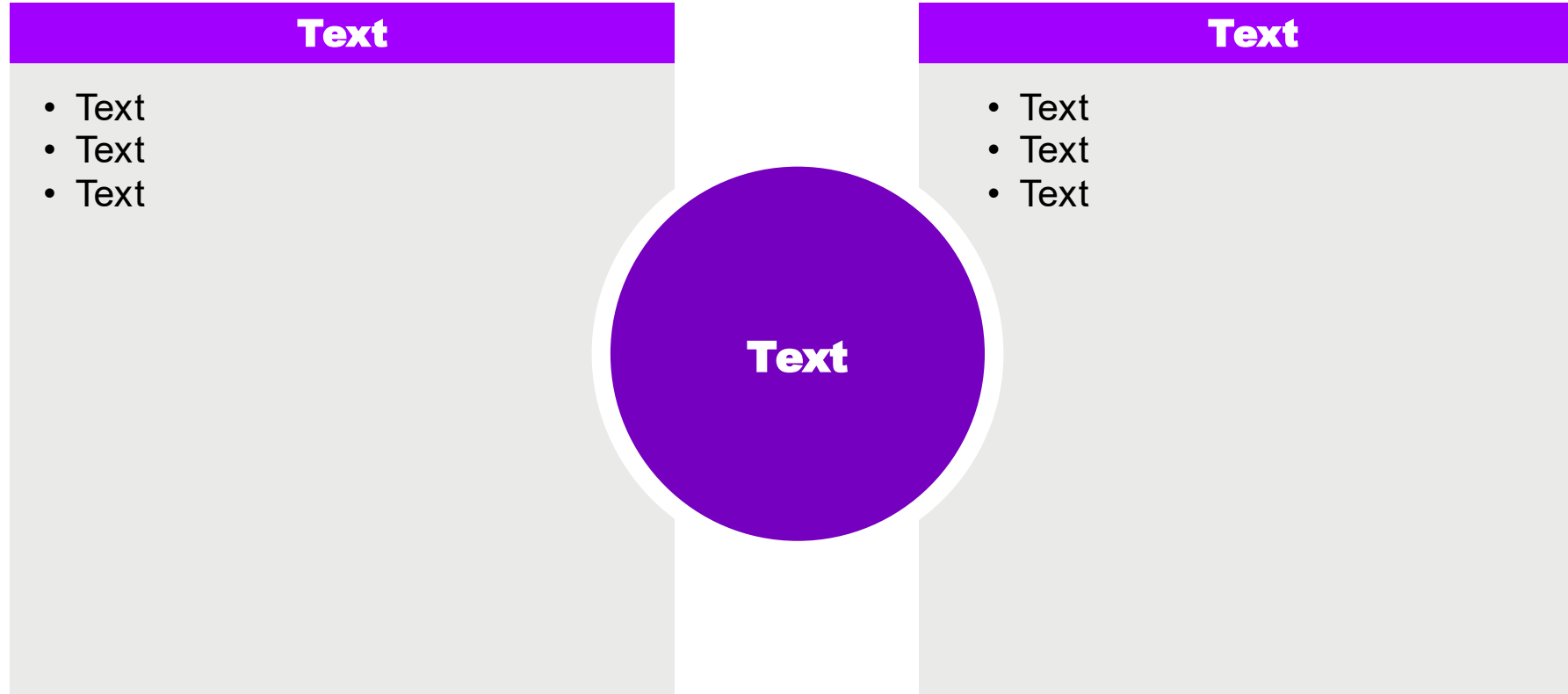
Consequences/Conclusion 11

Text	Text	Text
<ul style="list-style-type: none">• Text• Text• Text	<ul style="list-style-type: none">• Text• Text• Text	<ul style="list-style-type: none">• Text• Text• Text

Process with Focus



Things in Common



Press Clippings/Quotes 1

“Quotation...”

Source

“Quotation...”

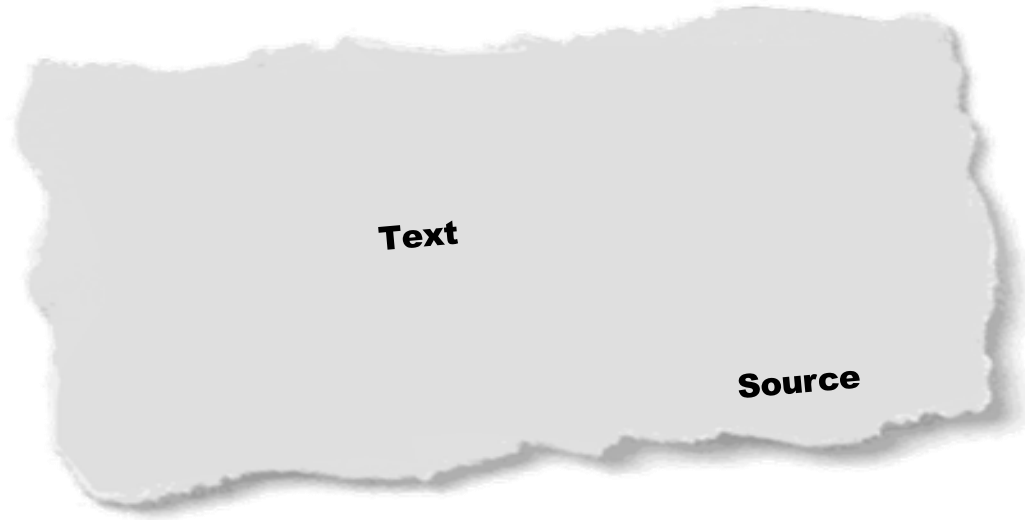
Source

“Quotation...”

Source



Press Clippings/Quotes 2



Summary Points 1



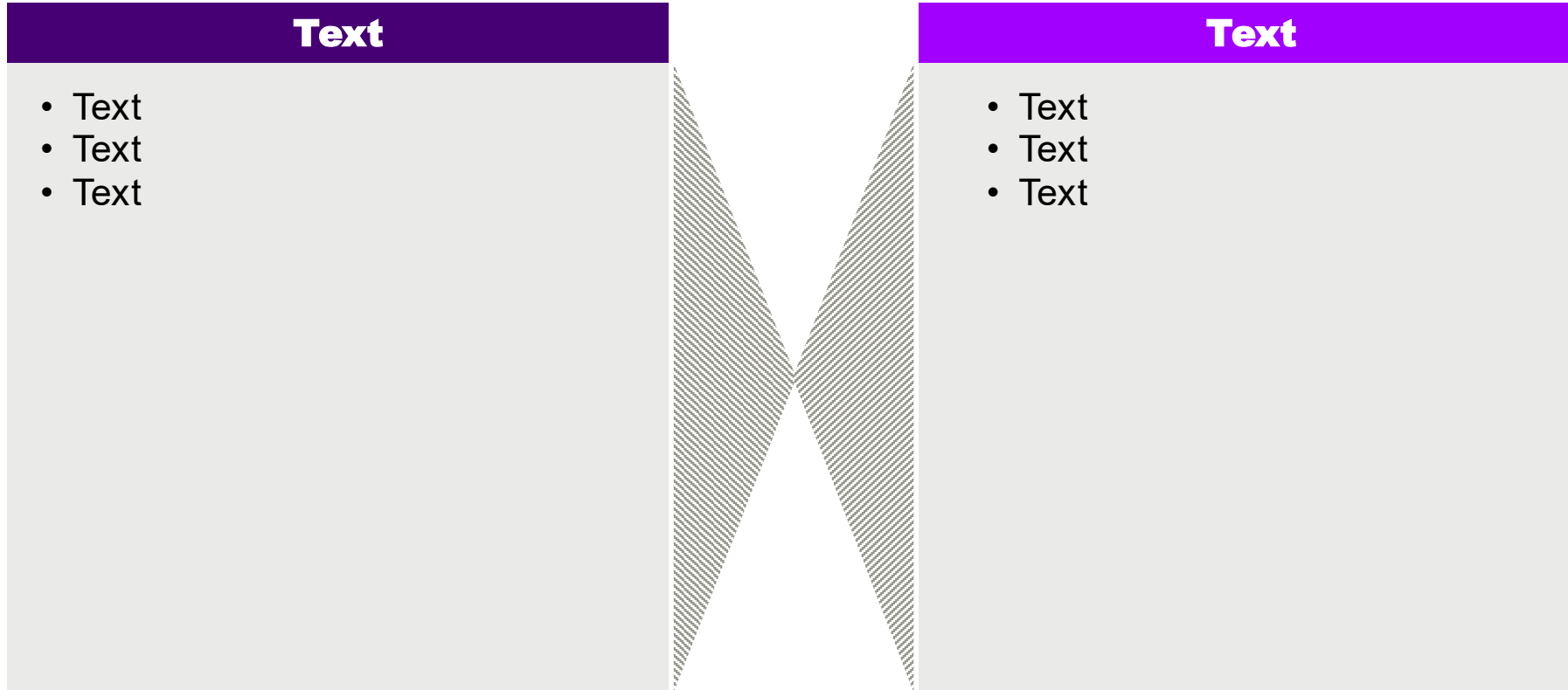
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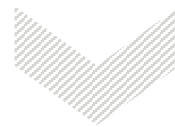
- Text
- Text
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Summary Points 2



Summary Points 3

Text	Text	Text
<ul style="list-style-type: none">• Text• Text• Text	<ul style="list-style-type: none">• Text• Text• Text	<ul style="list-style-type: none">• Text• Text• Text



Summary text

Matrix 1



Matrix 2



Matrix 3



Text

- Text
- Text



Matrix 4



Text

- Text
- Text

Matrix 5

	Text	Text	Text	Text
Text				
Text				
Text				
Text				



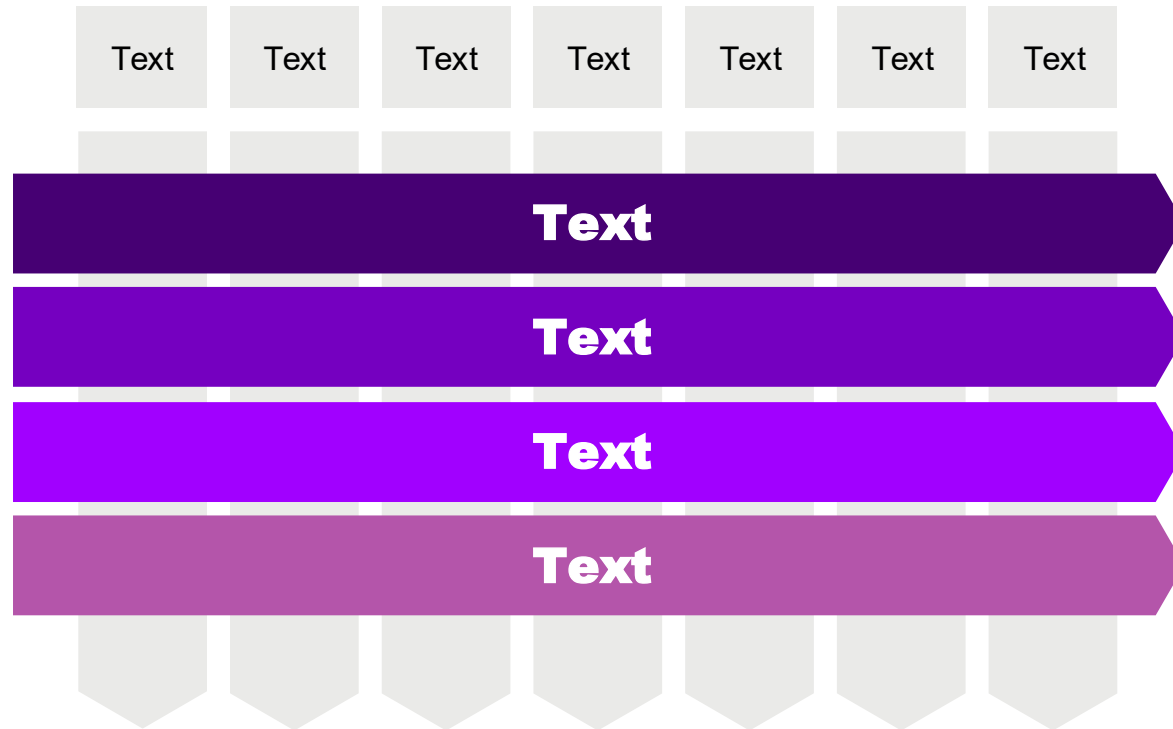
Matrix – Transparent 1



Text

- Text
- Text

Matrix – Transparent 2

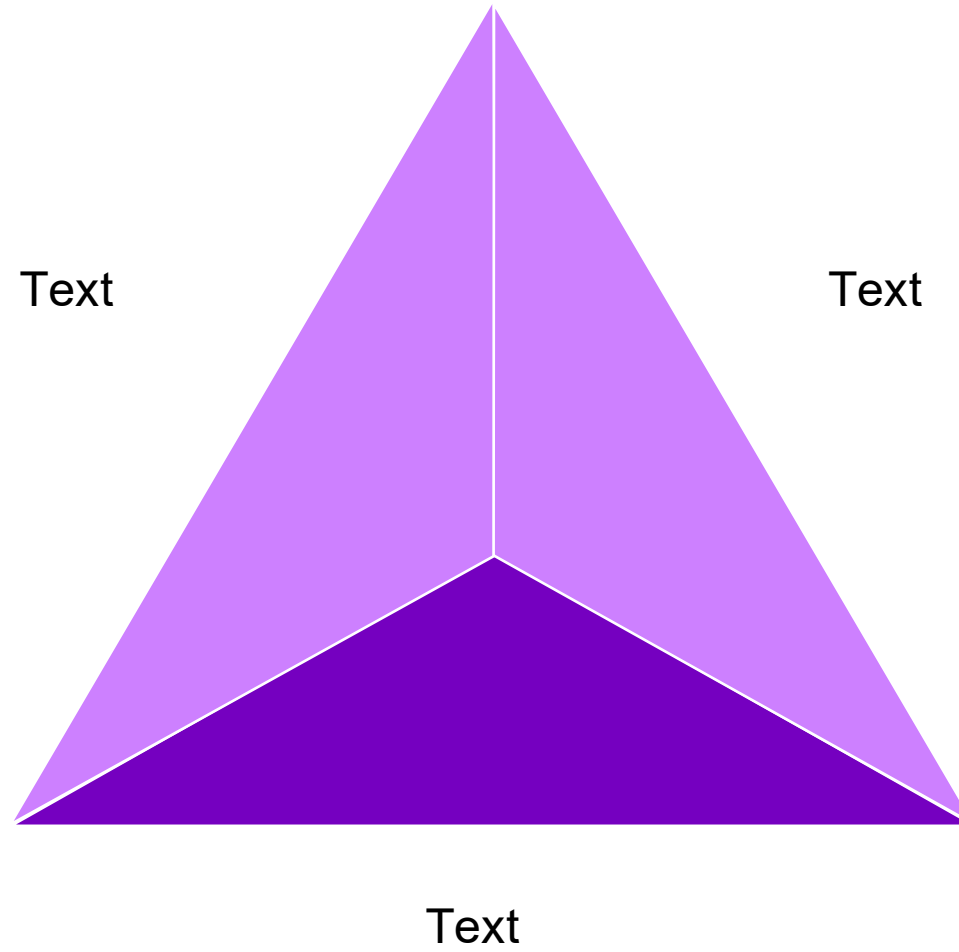




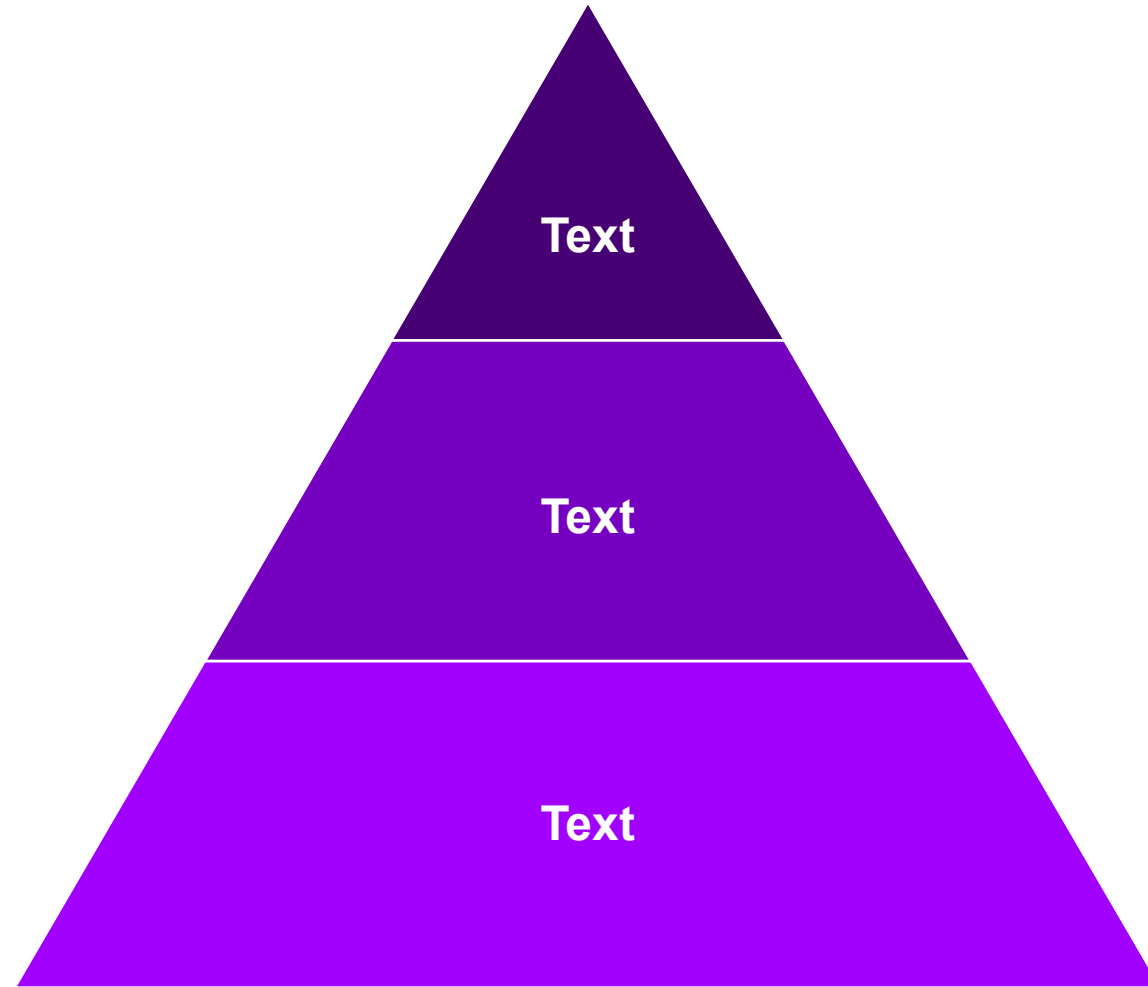
Other Structures

Part of Static Objects

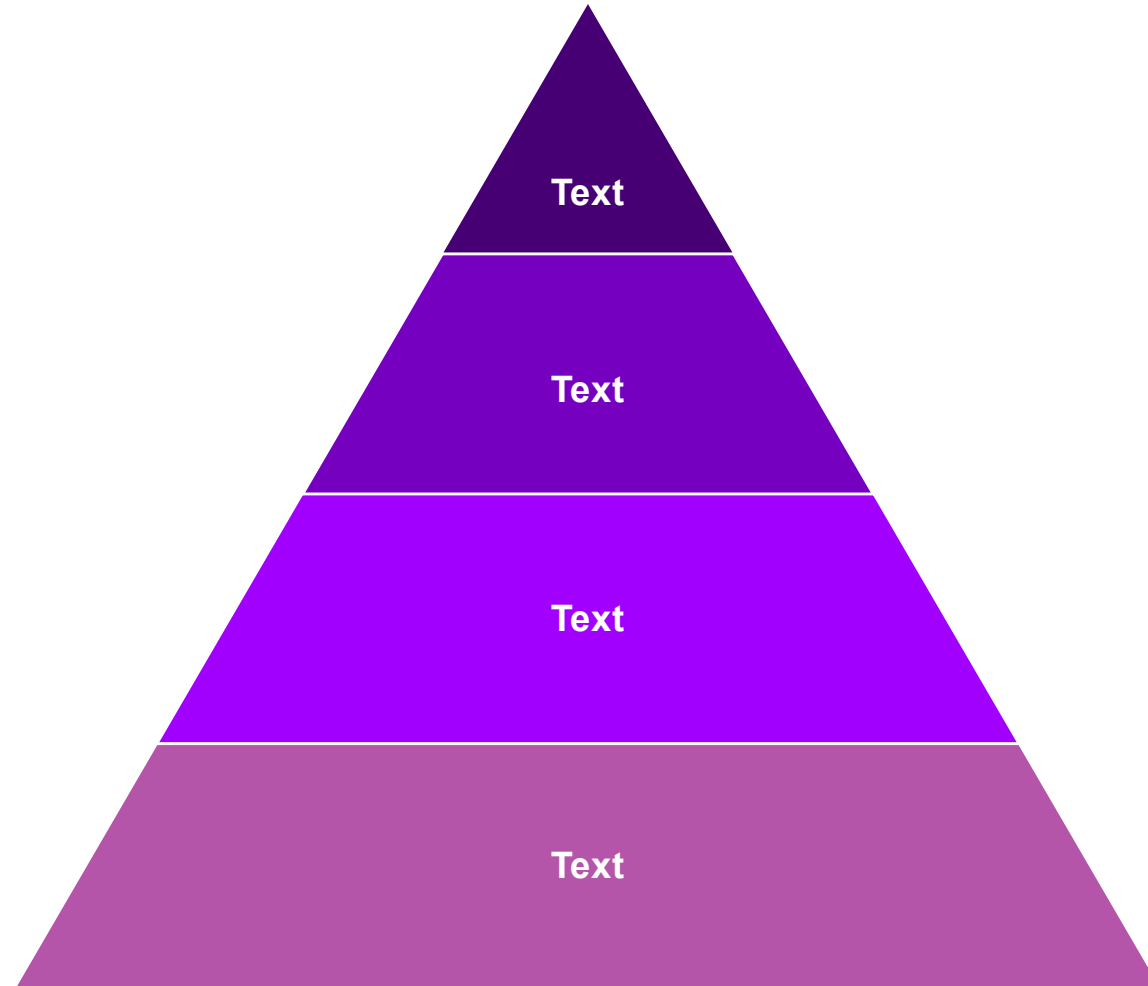
Pyramid Components 1



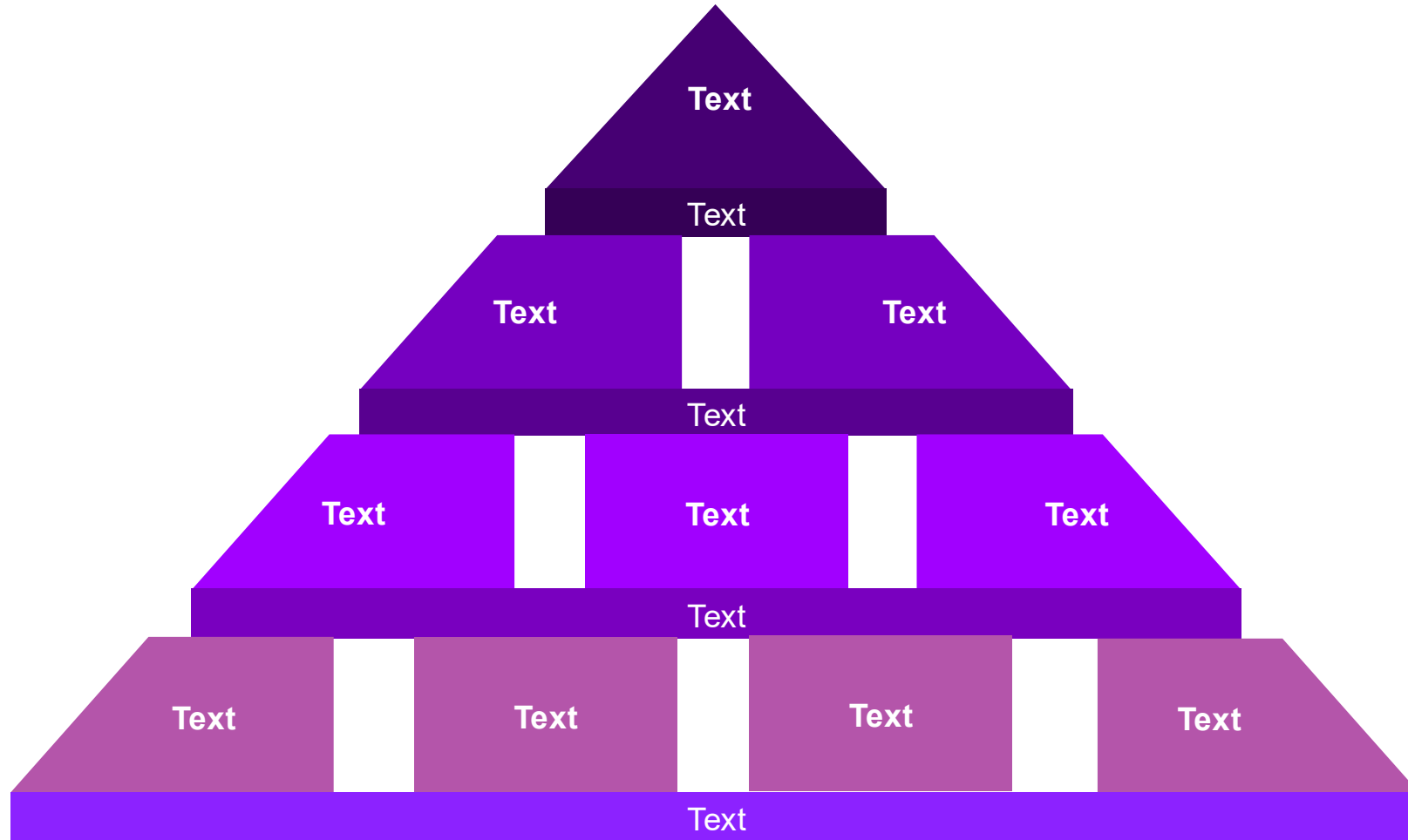
Stacked Pyramid – 3 Layers



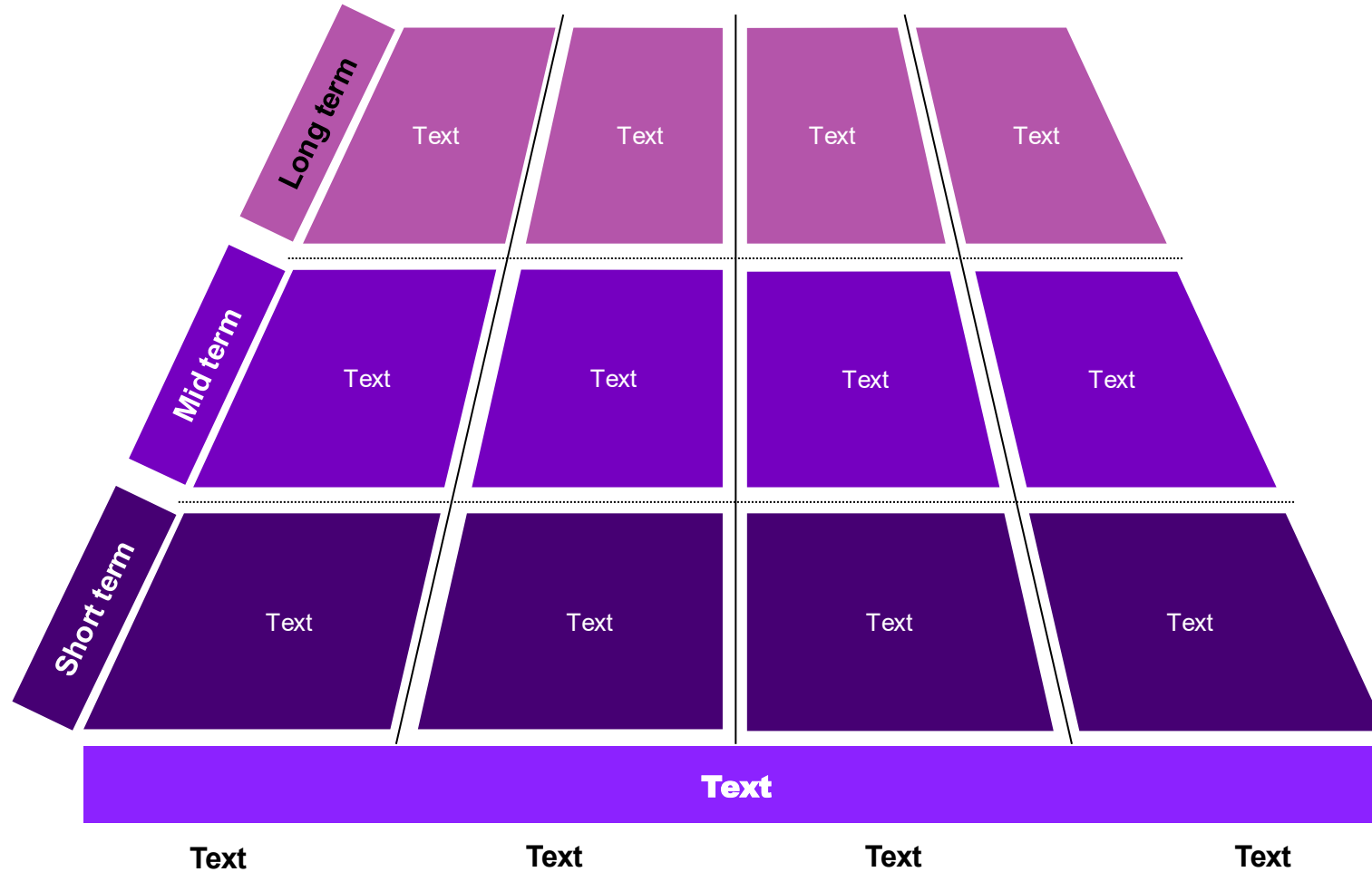
Stacked Pyramid – 4 Layers



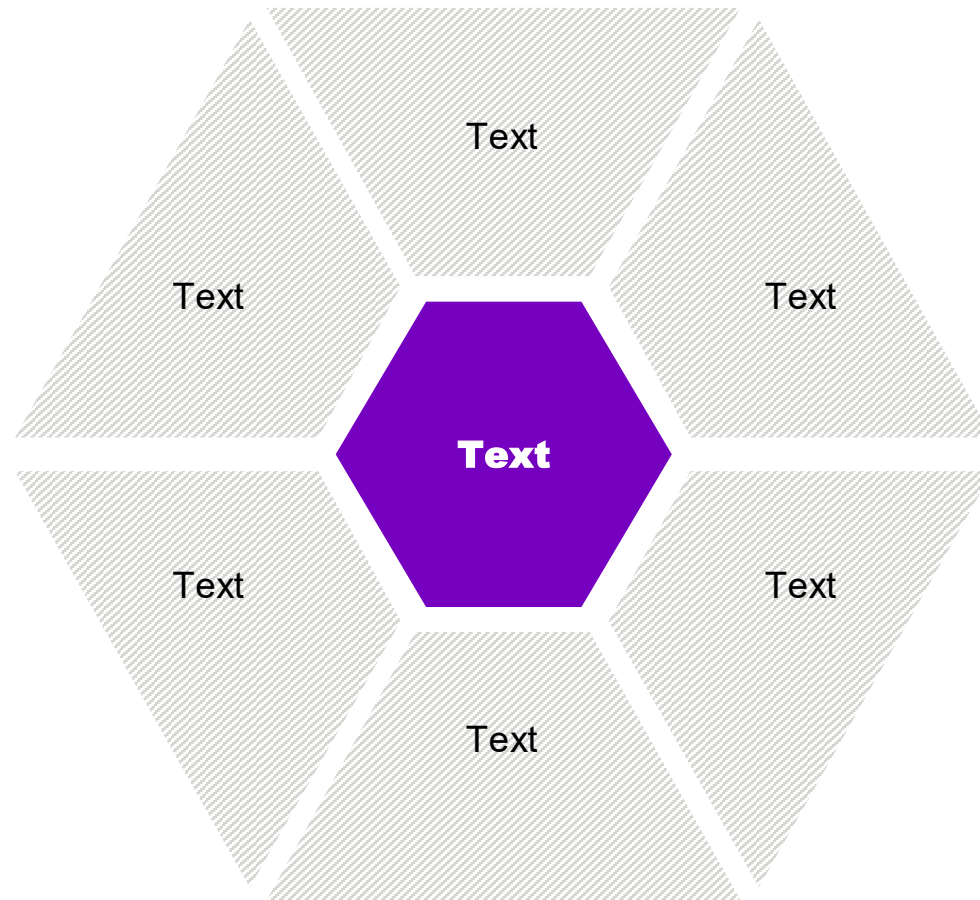
Pyramid/Factors



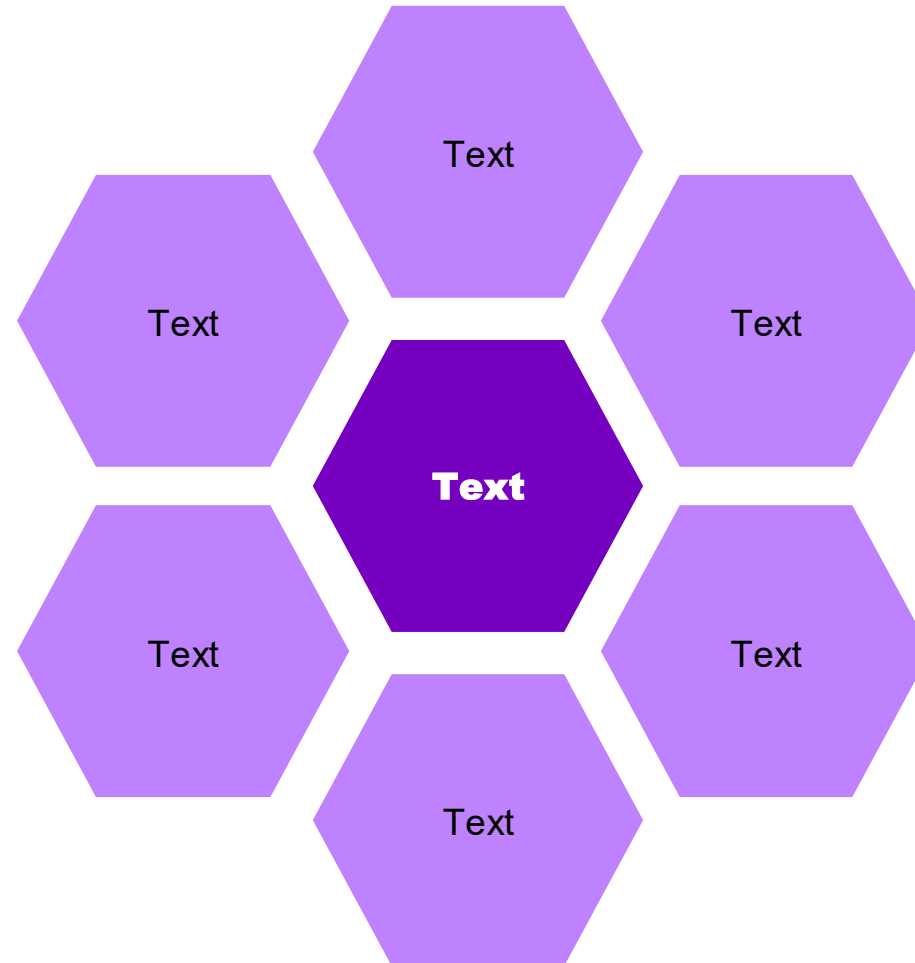
Time Range



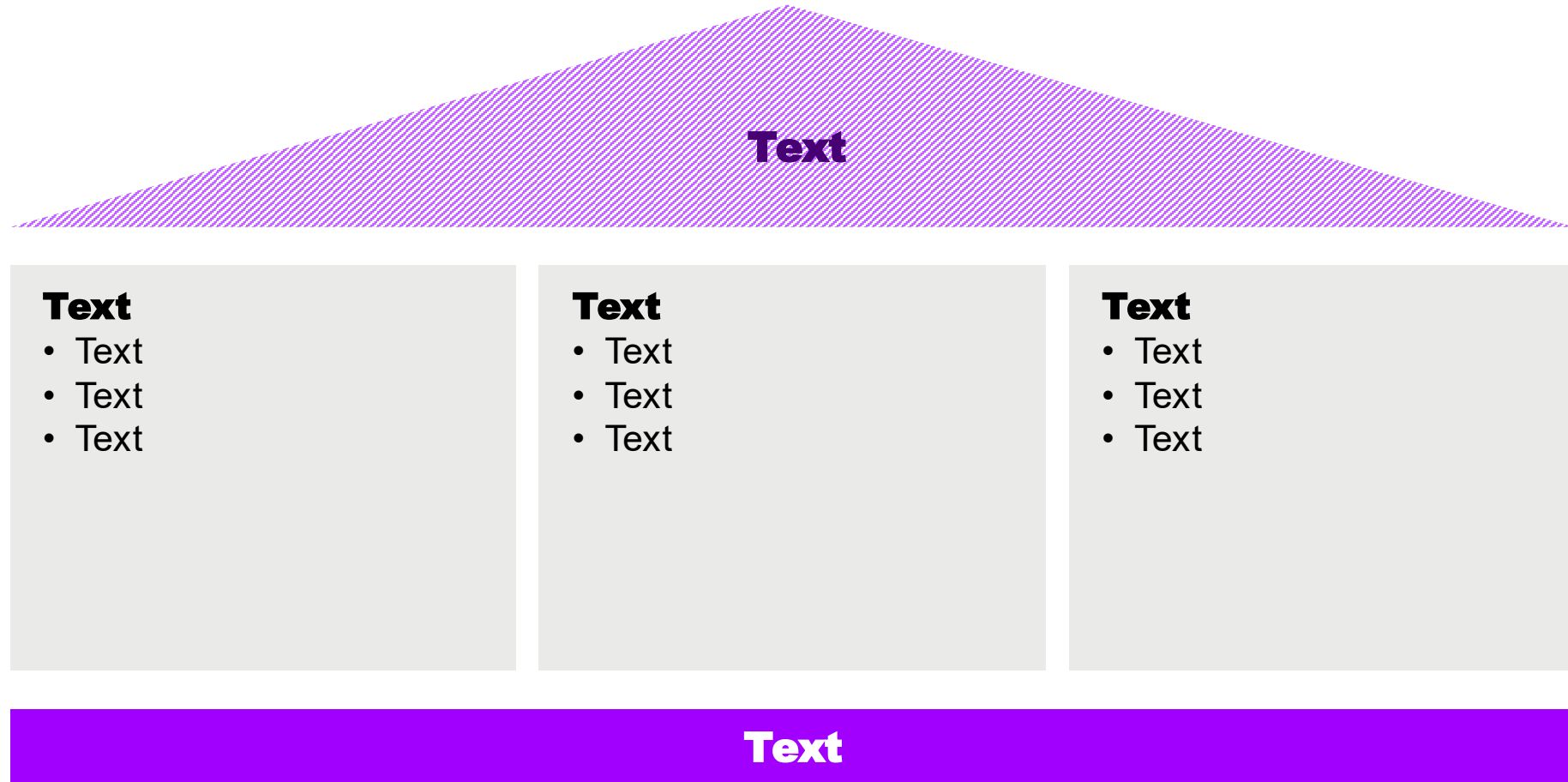
Factors – Hexagonal 1



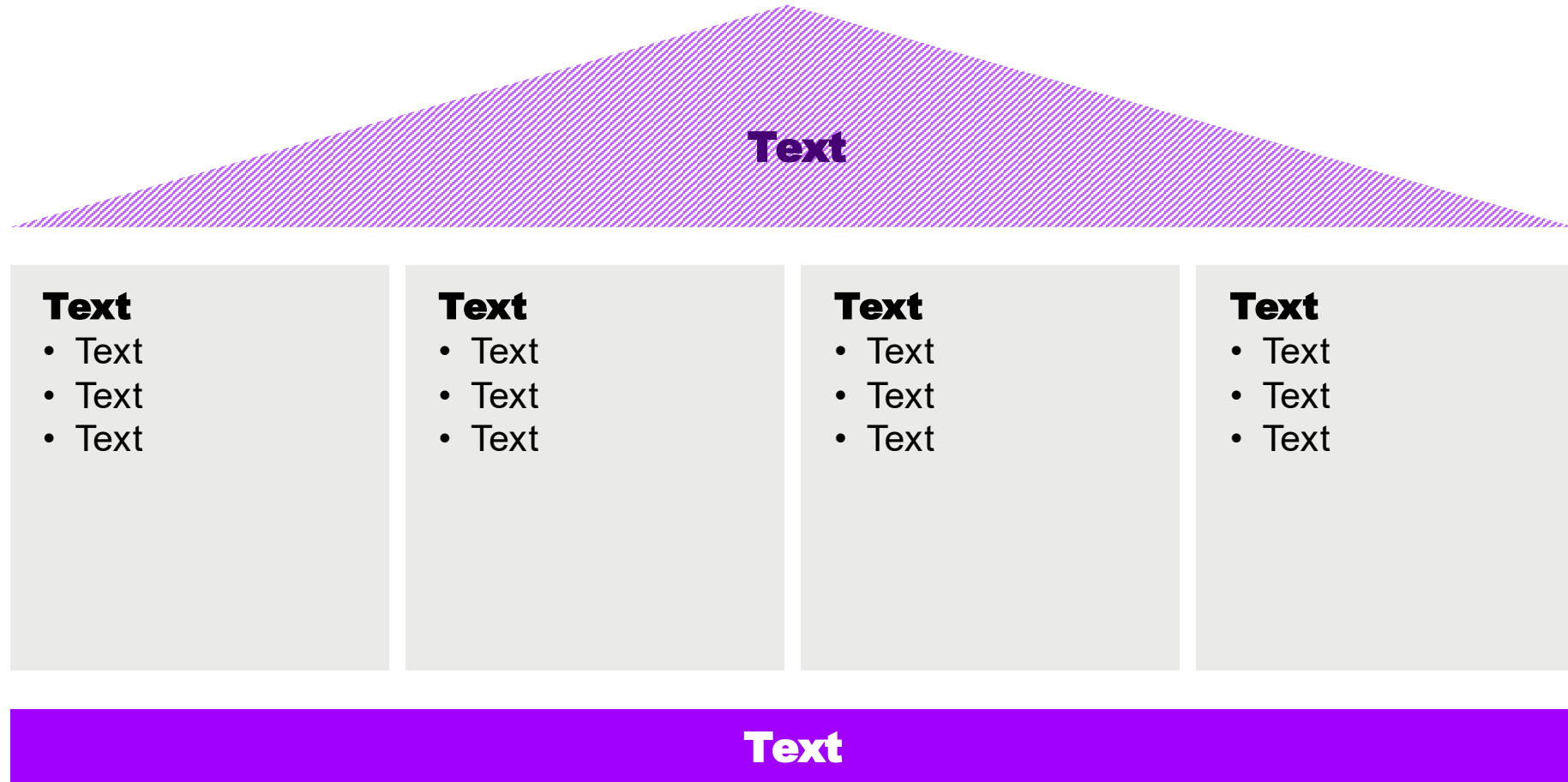
Factors – Hexagonal 2



Pillars 1



Pillars 2





Standard Visuals

Project Management
AMC Way Approach, Assets
and Workplans Teams and People
Evaluation

Illustrative Graphs and
Frameworks
Useful Objects



Project Management

Part of
Standard Visuals

Project Phases

Text

- Text
- Text
- Text

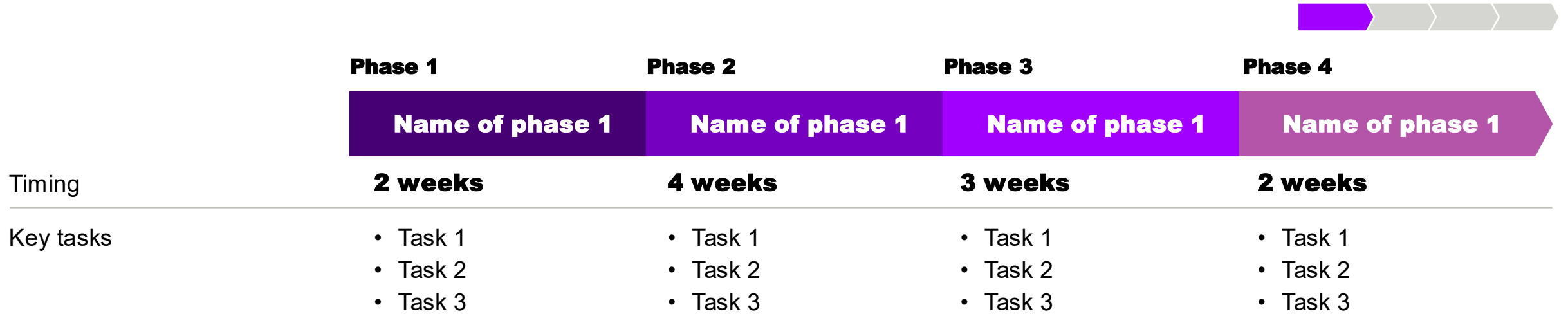
Text

- Text
- Text
- Text

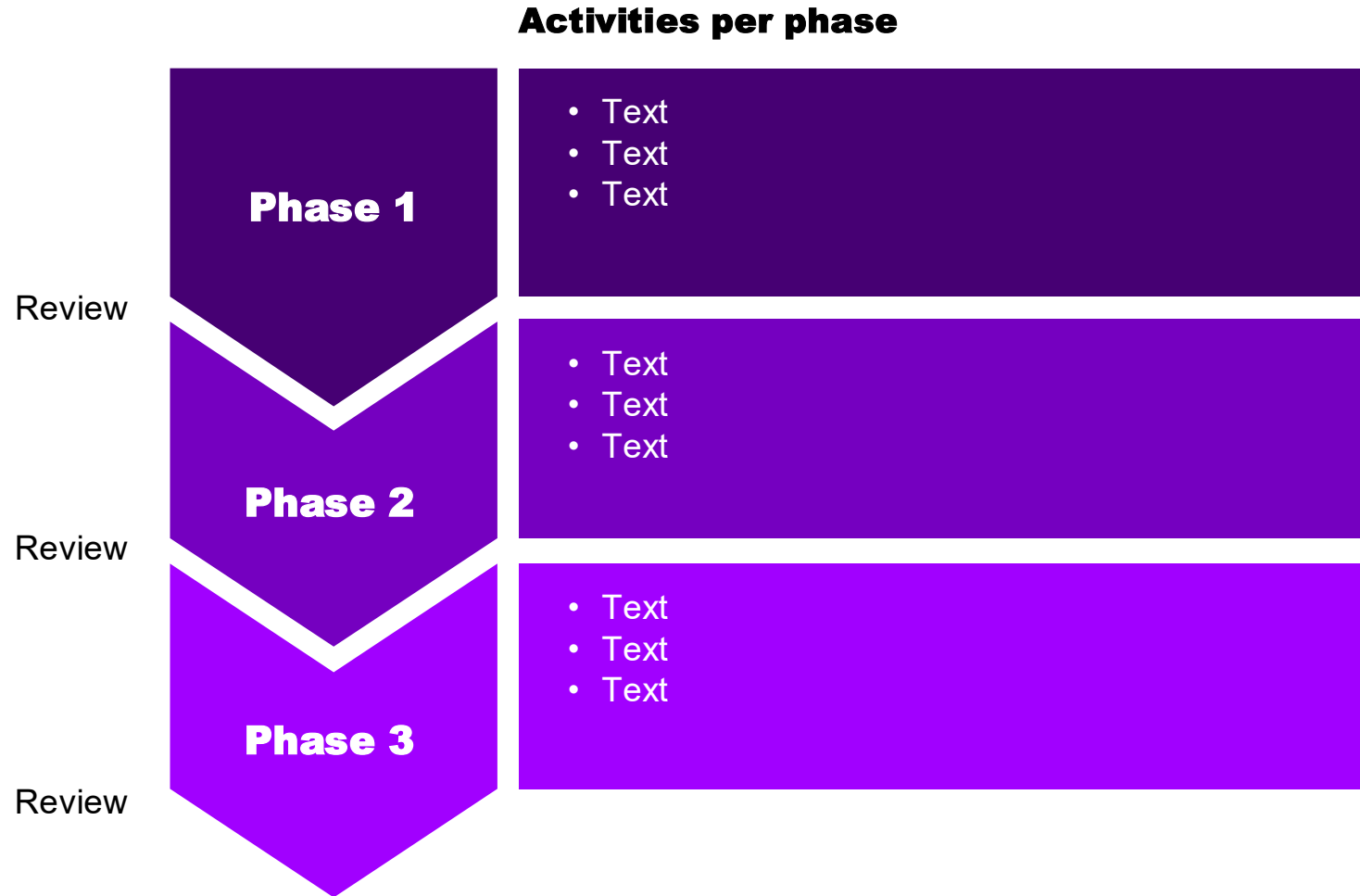
Text

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- Text
- Text

Process Chart



Implementation Plan

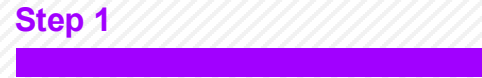


Gantt Chart 1

Phases

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Insert text here max 2 lines, min 12pt



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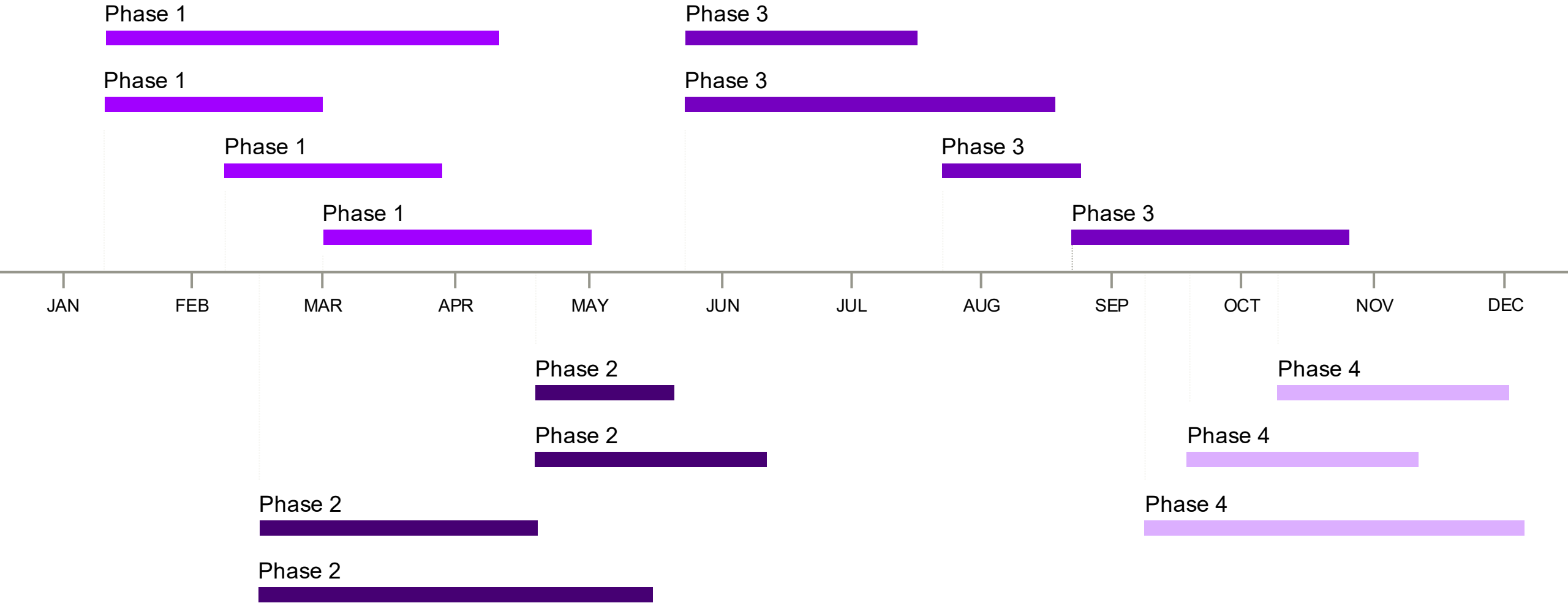


Insert text here max 2 lines, min 12pt

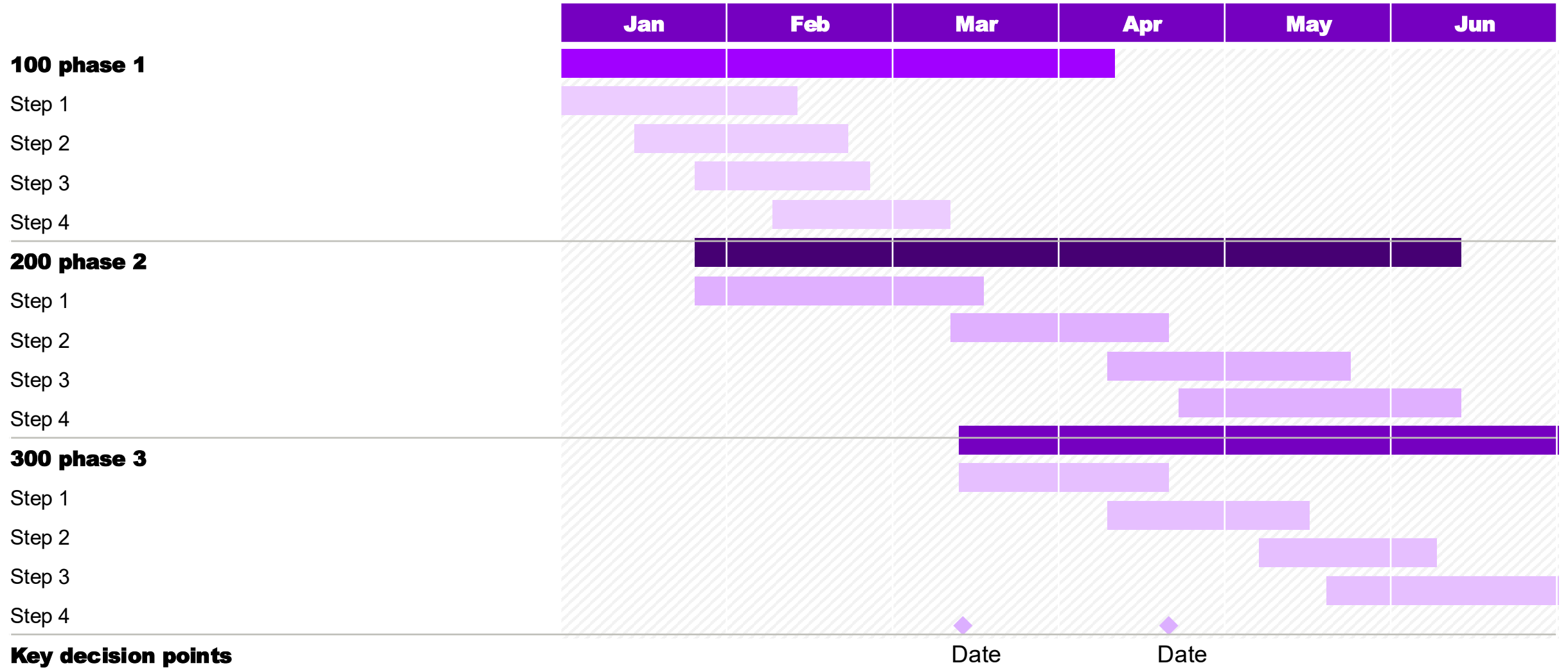


Gantt Chart 2

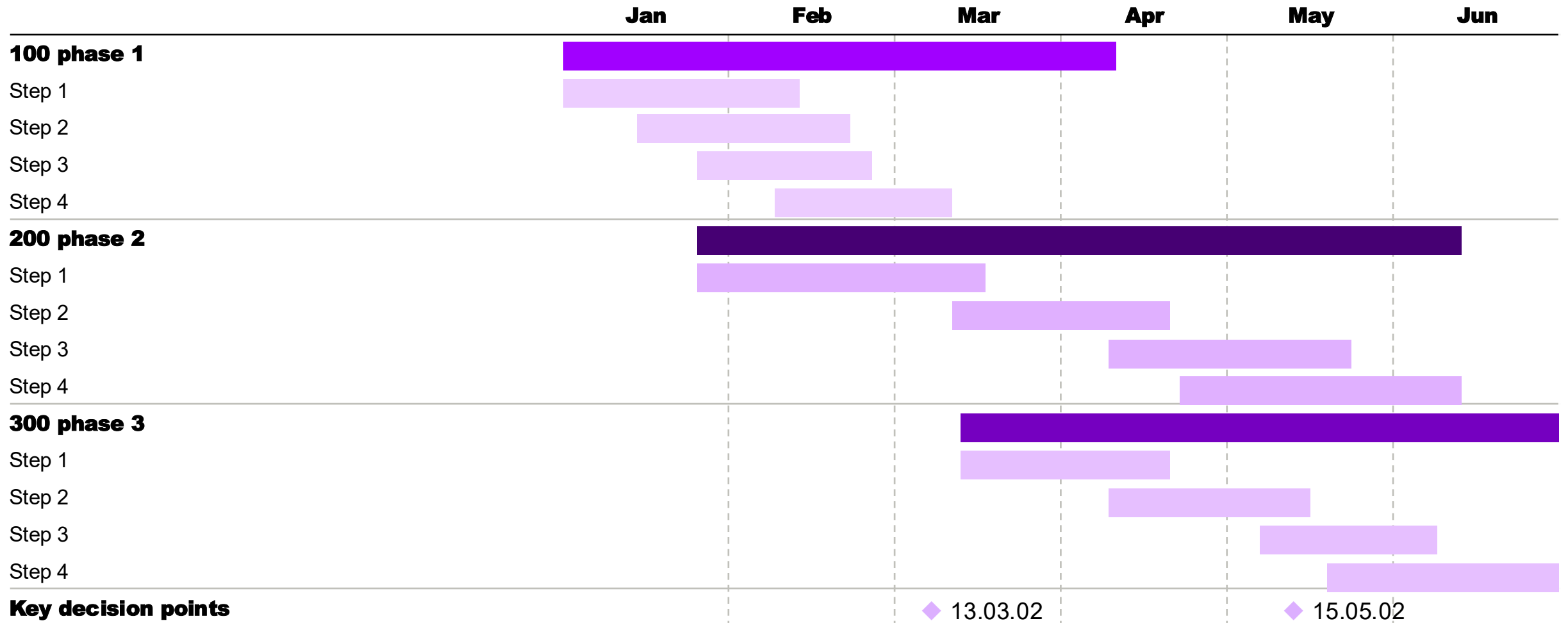
Phase 1 Phase 2 Phase 3 Phase 4



Gantt Chart 3



Gantt Chart 4



Program Status Dashboard



Workstream: <Workstream Name>

Workstream Lead: < Name>

Start date:	End date:
DD.MM.YYYY	DD.MM.YYYY

Status	Comment	Progress Since Last Report
Time		<ul style="list-style-type: none"> • <Brief statement on positive changes since last report> • <Continue to specifically focus on Issues/Objectives met and overall Value Delivered to the client as documented in the Value Map/Business Case>
Workstream Objectives		
Client Value Delivered		
Budget		

Issues/Risks	Responsible	End Date
• <Issues and risks identified>	• <Workstream team member r>	DD.MM.YYYY

Necessary Decisions	Responsible	End Date
• <Decisions needed to solve issues/risks>	• <Name, Department>	DD.MM.YYYY

Next Steps	Responsible	End Date
• <Action items to be done until next report>	• <Workstream team member required>	DD.MM.YYYY



Client Value Drivers

<Document the summary insight based on the factors which “make up” the client context. Details can be accessed based on the work undertaken in the proposal phase. These can be detailed out as backups using the various AMC Way assets listed.>

Industry context

- [Context Point 1]
- [Context Point 2]
- [Context Point 3]

Key Value Drivers*

Driver #1 ...

Driver #2 ...

Driver #3 ...

Driver #4 ...

Driver #5 ...

Impact

• Client Impact/ Performance #1 ...

• Client Impact/ Performance #2 ...

• Client Impact/ Performance #3 ...

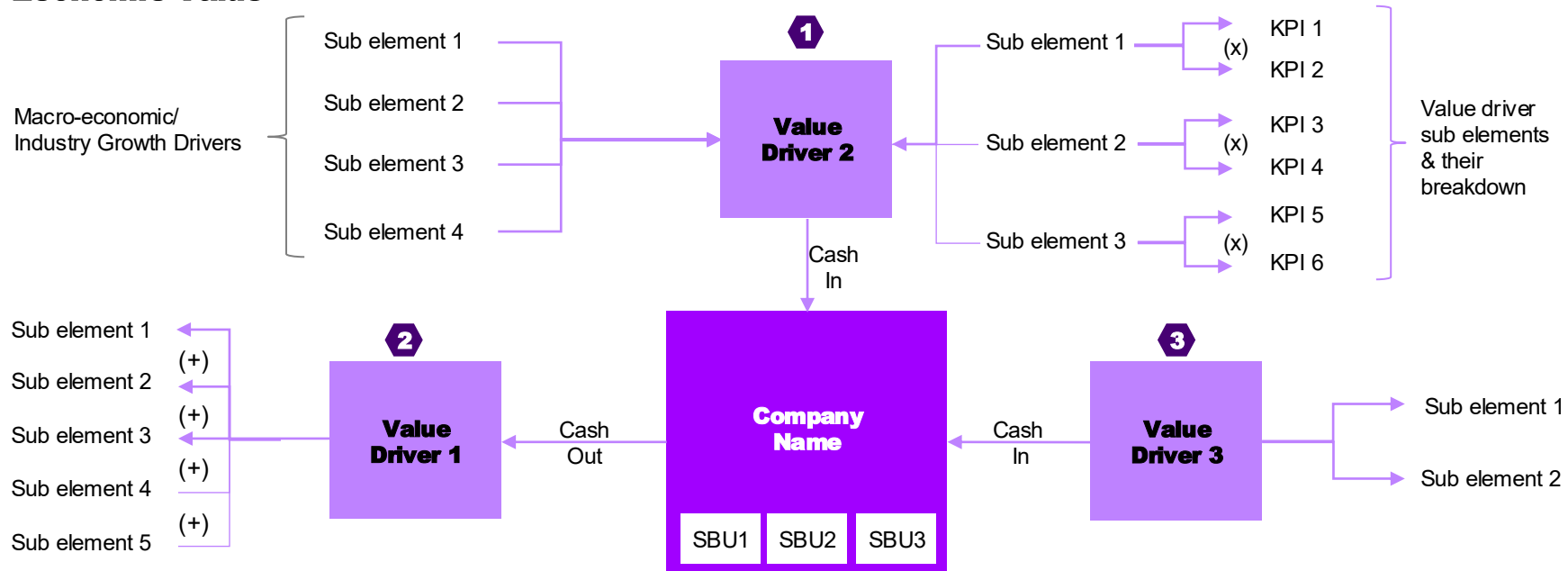
• Client Impact/ Performance #4 ...

• Client Impact/ Performance #5 ...

Note: *These should reconcile with the Industry Value Driver Tree. Where one does not already exist, this should be created first and the drivers in here can then reference the tree to ensure consistency

Economic Model Template

Tangible Drivers of Economic Value

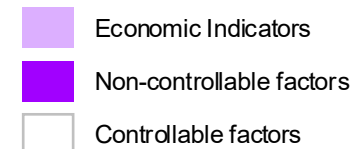


Note: Value drivers should be tangible, quantifiable, and MECE.

Intangible Drivers of Economic Value

Non-quantifiable value creation levers for the company (macro economic, industry and company specific factors)

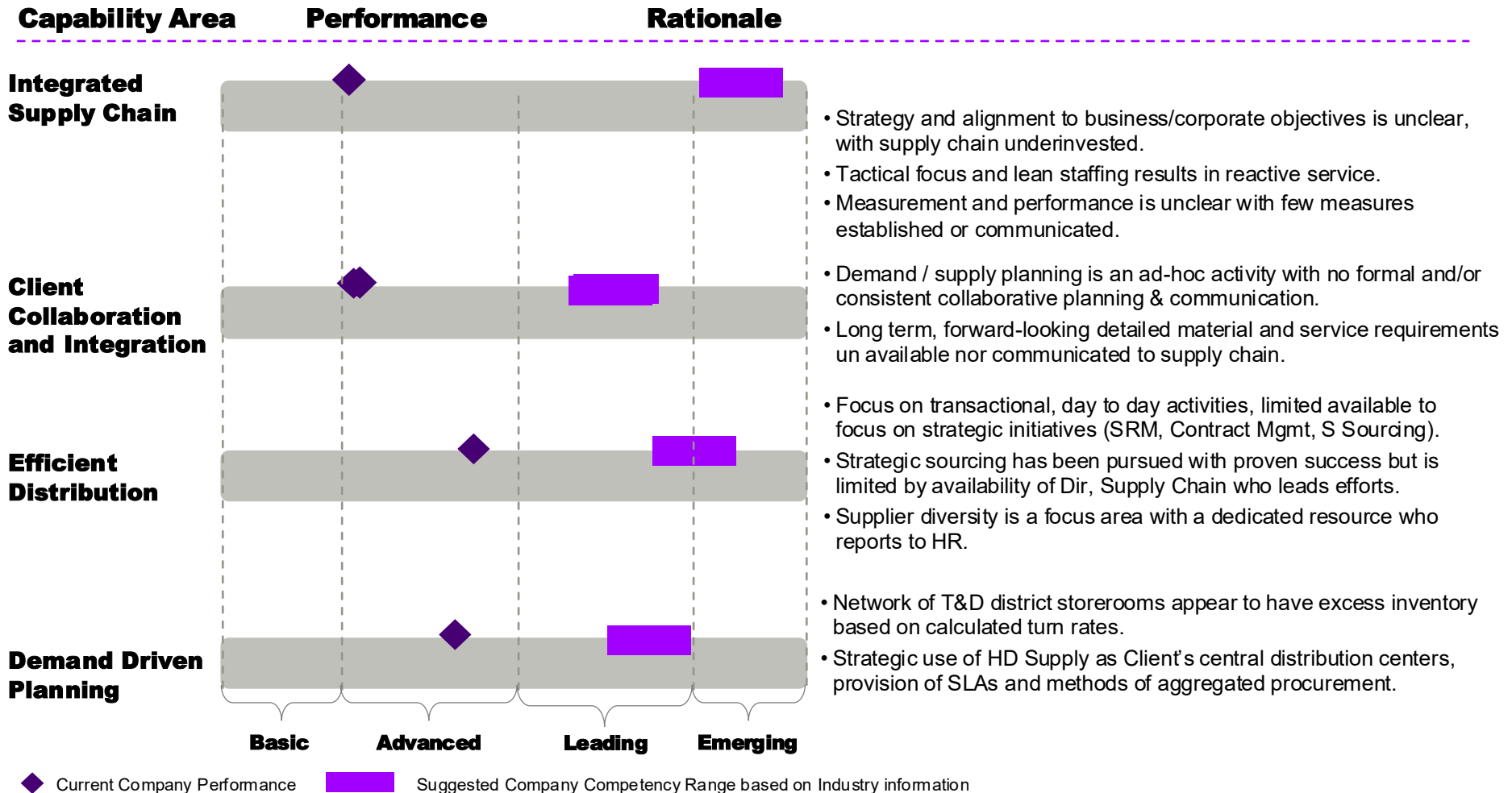
- Intangible factor 1
- Intangible factor 2
- Intangible factor 3
- Intangible factor 4



Maturity Model 1

Example

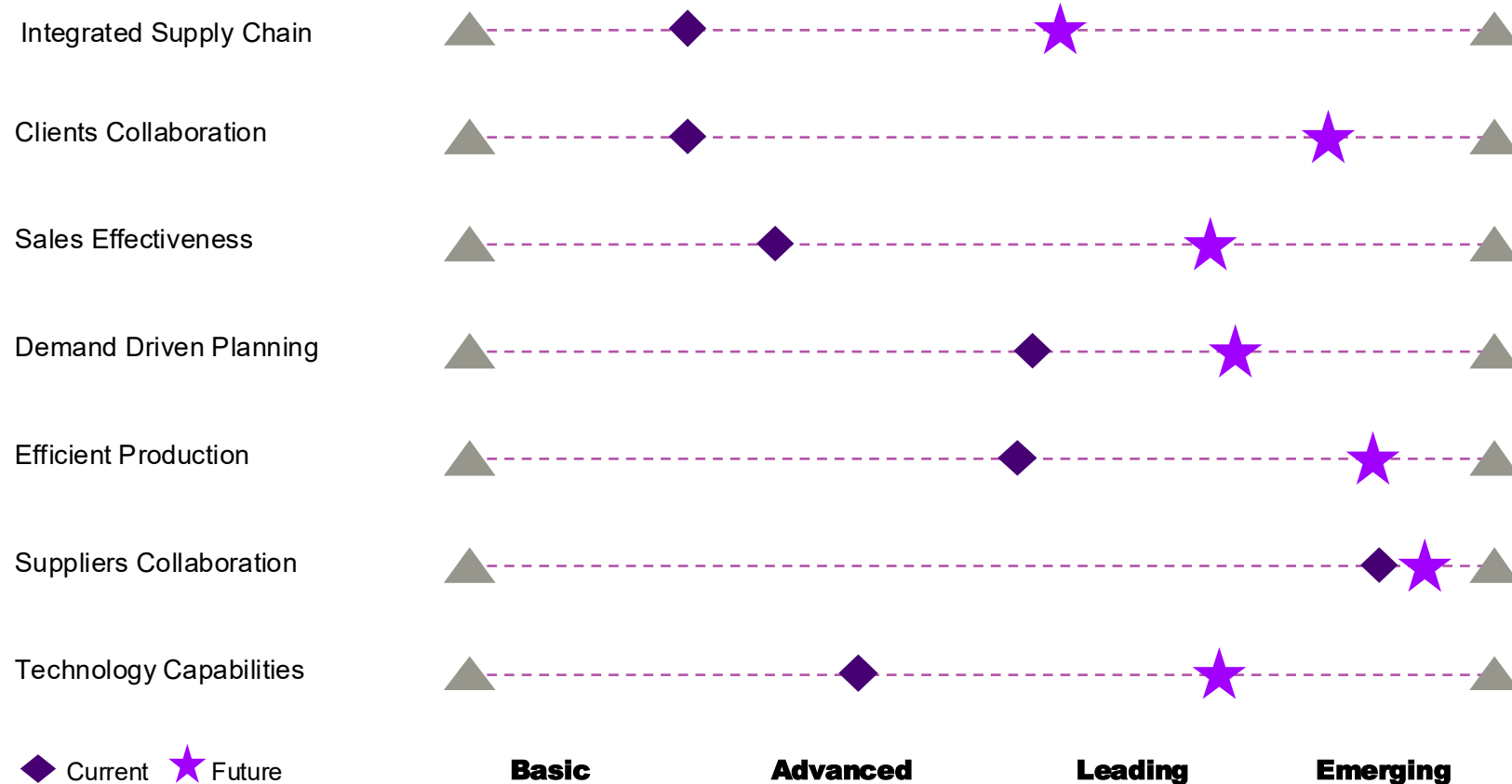
At a summary level, <Client> supply chain capabilities are consistent with a basic level of maturity and performance.



Maturity Model 2

Example

After analyzing the current state with qualitative and quantitative data, map current vs. future agreed upon state. Realize that it is unnecessary and sometimes fiscally irresponsible to be “Progressive” in every capability.



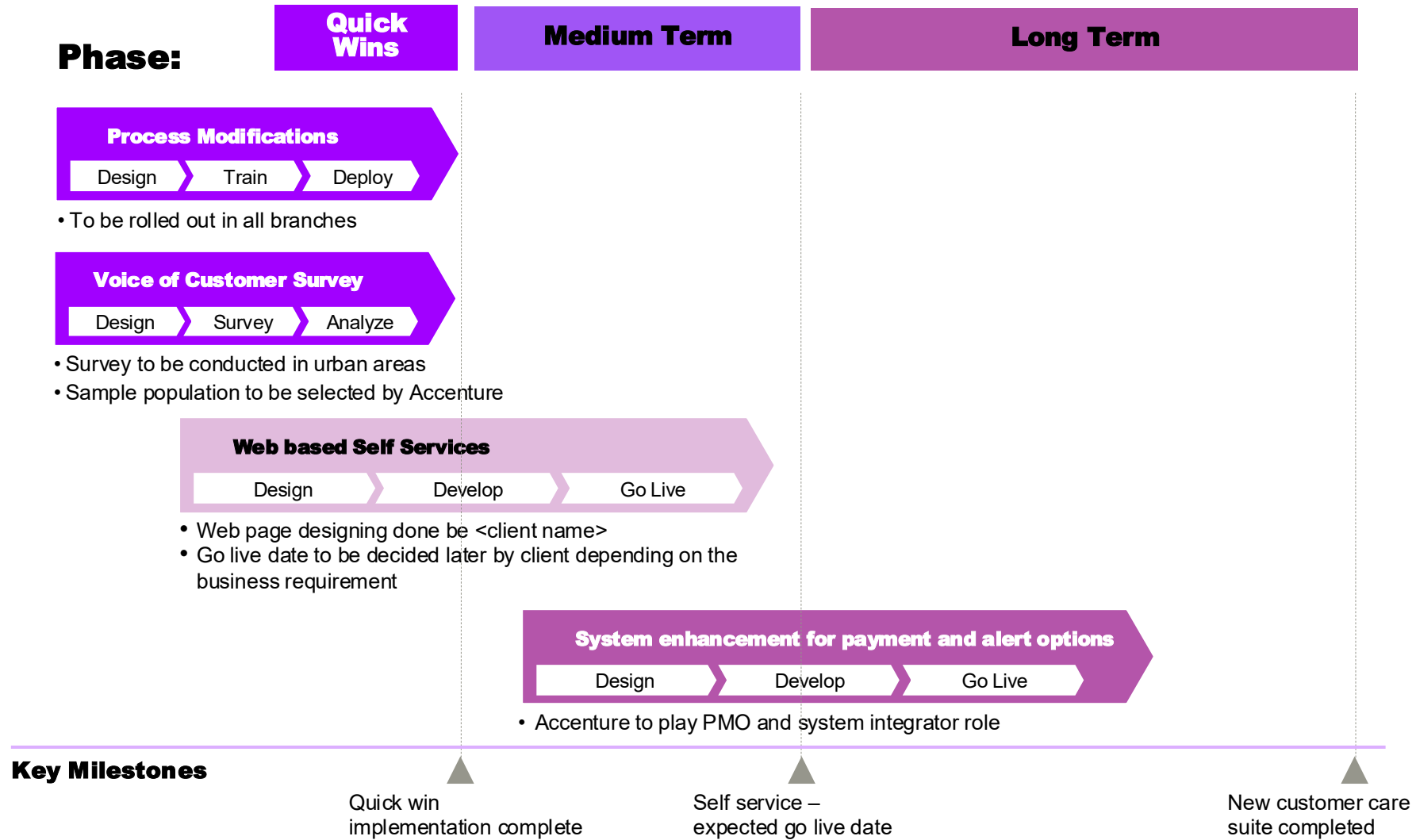
Project Timelines 1

		Year											
		Month				Month				Month			
		Week	Week	Week	Week	Week	Week	Week	Week	Week	Week	Week	Week
Heading	Heading		● Milestone								● Milestone		
	Text												
	Text												
	Text												
	Text												
	Text												
	Text												



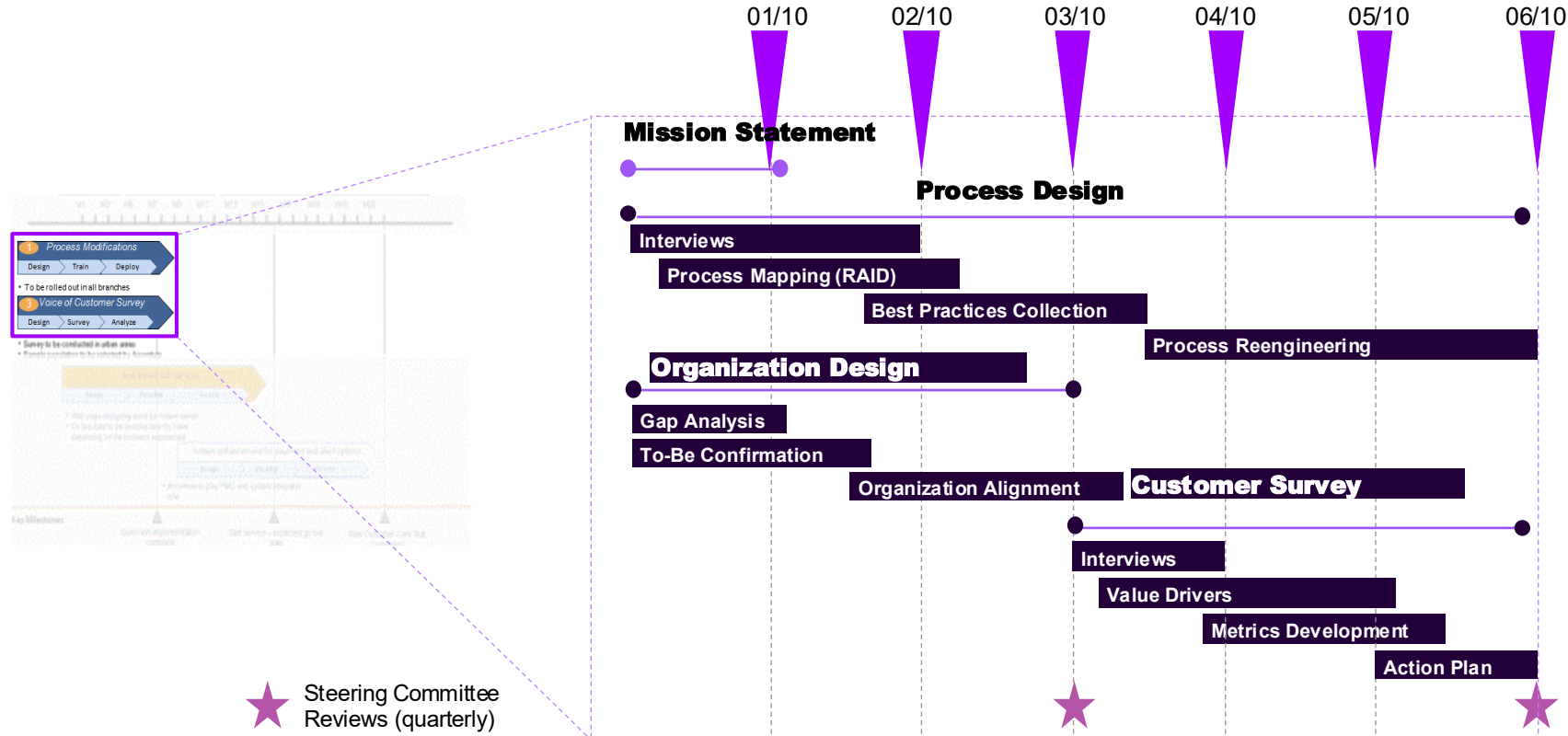
Project Timelines 2

Illustrative Contents



Project Timelines 3

Illustrative Contents



Key Deliverables	Dependencies
Work Plan	
Issue Log Template	
Change Impacts List	
Communication Plan	

Key Activities And Deliverables Should Be Defined For Components Shown Above

Template Problem Definition Worksheet

Key facts (situation):

Need for change (complication):

Key question:

Buyers

Sponsors:

Key decision makers:

Scope

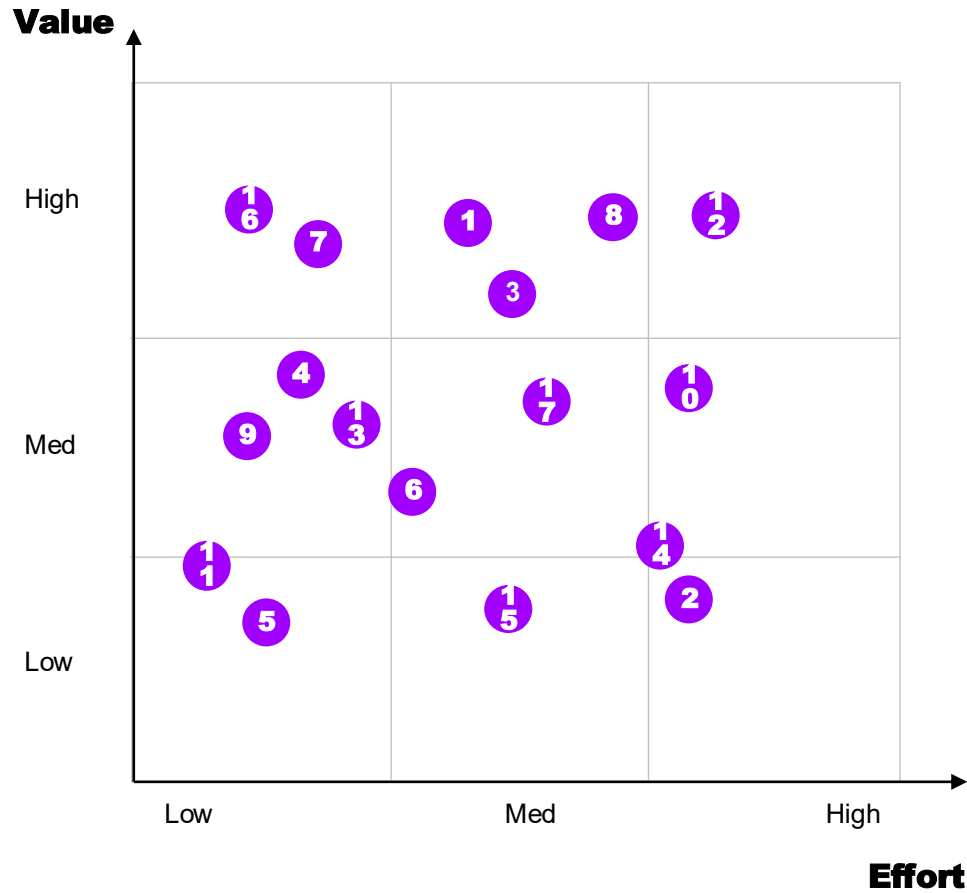
Desired outcomes:

Out of scope:

Criteria for quality:



Prioritization Matrix 1

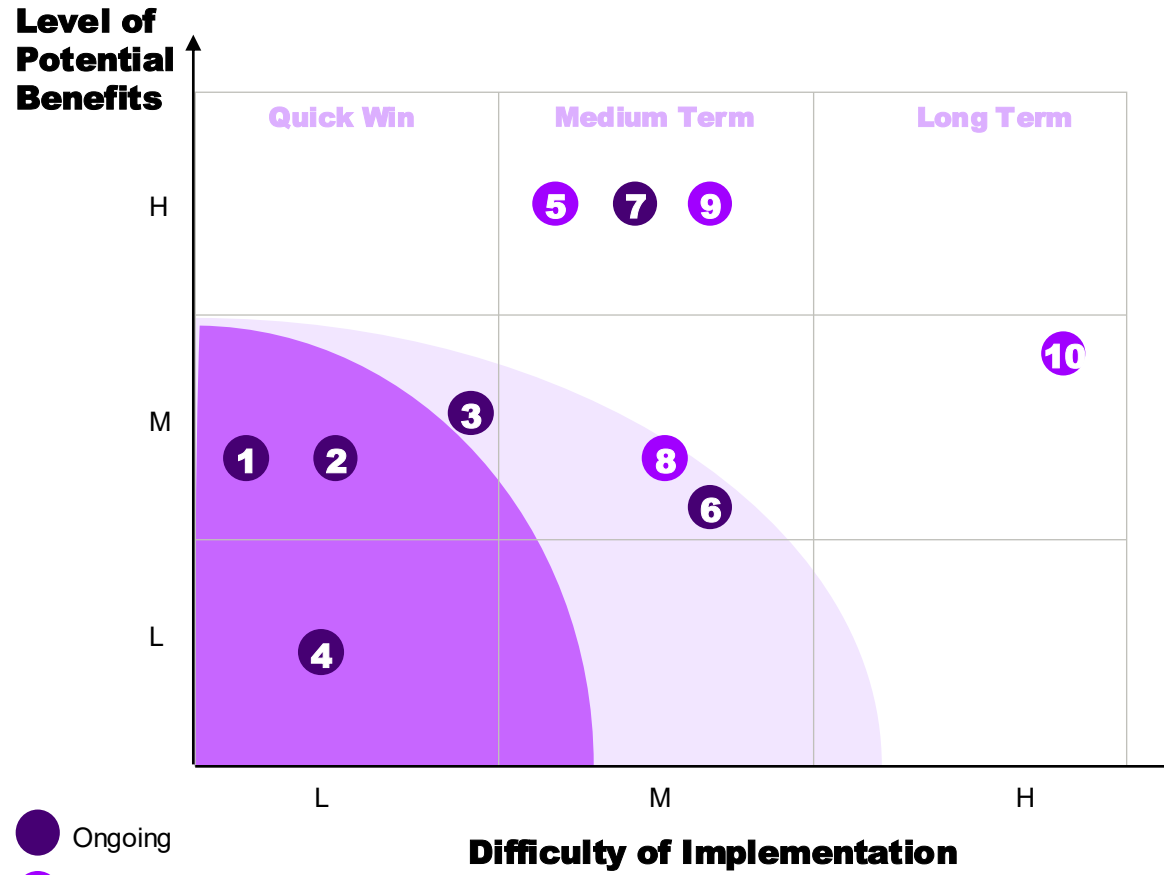


Opportunities to Explore:

1. Opportunity Area 1
2. Opportunity Area 2
3. Opportunity Area 3
4. Opportunity Area 4
5. Opportunity Area 5
6. Opportunity Area 6
7. Opportunity Area 7
8. Opportunity Area 8
9. Opportunity Area 9
10. Opportunity Area 10
11. Opportunity Area 11
12. Opportunity Area 12
13. Opportunity Area 13
14. Opportunity Area 14
15. Opportunity Area 15
16. Opportunity Area 16
17. Opportunity Area 17

Prioritization Matrix 2

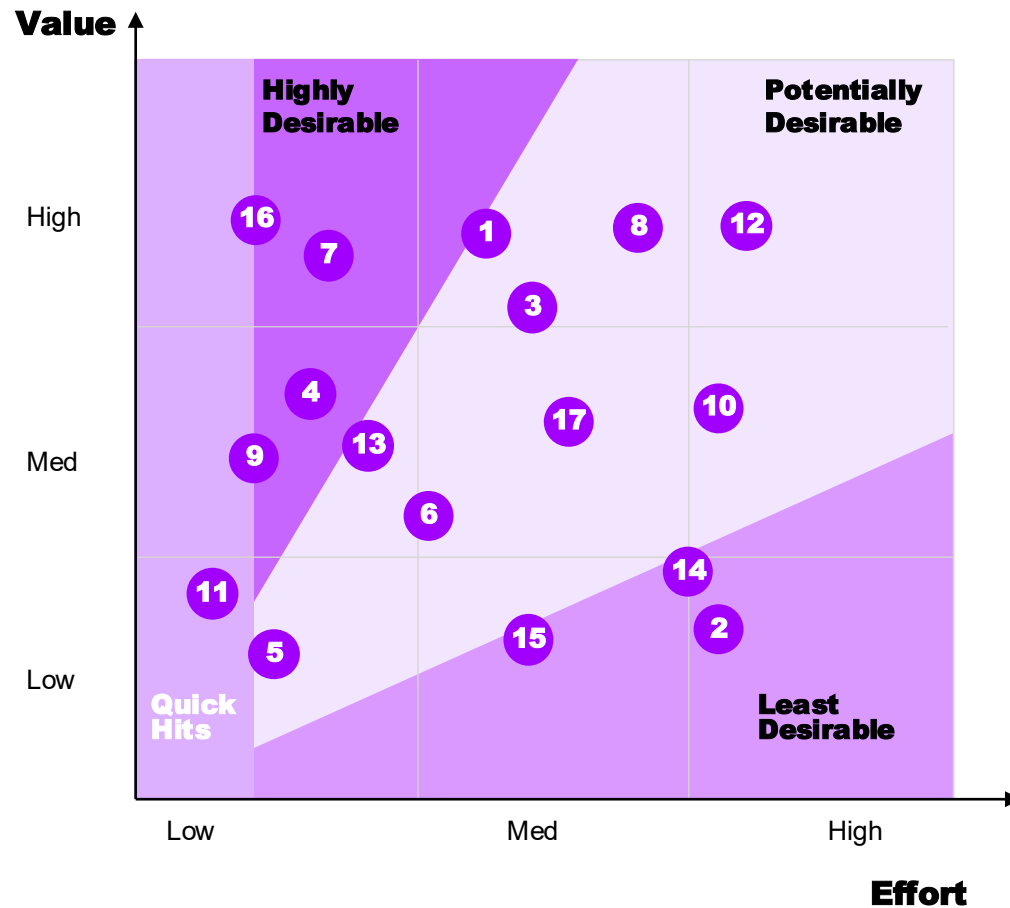
After the As Is study Accenture has identified list of initiatives which align to the <Client Name>'s strategic vision of creating a customer focused organization



List of projects:

- 1 Process modifications at call center and back office
- 2 Employee training for increased customer focus
- 3 "Voice of customer (VoC)" survey to identify customer preferences
- 4 Review of advertisement strategy
- 5 Product strategy review to align with 'VoC'
- 6 Set up single counter operations
- 7 Enable web based self service
- 8 Implement CRM for single customer view
- 9 Enable SMS alerts
- 10 Enable multi channel payment facility (through web, mobile and kiosk)

Prioritization Matrix 3



Opportunities to Explore:

1. Opportunity Area 1
2. Opportunity Area 2
3. Opportunity Area 3
4. Opportunity Area 4
5. Opportunity Area 5
6. Opportunity Area 6
7. Opportunity Area 7
8. Opportunity Area 8
9. Opportunity Area 9
10. Opportunity Area 10
11. Opportunity Area 11
12. Opportunity Area 12
13. Opportunity Area 13
14. Opportunity Area 14
15. Opportunity Area 15
16. Opportunity Area 16
17. Opportunity Area 17

Benefit Effort Matrix 1

Purpose:

Provides framework and graphical tool for assessing the expected benefit and perceived effort of one process improvement project relative to another

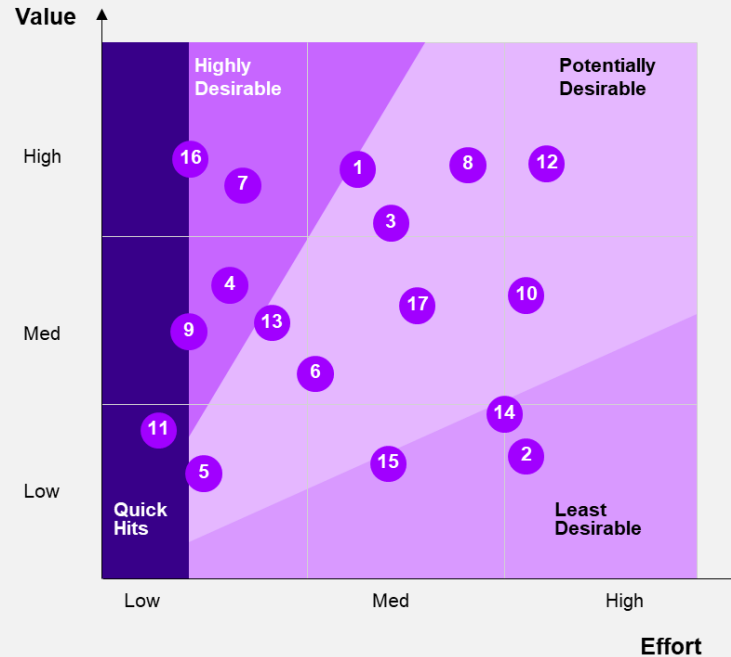
Asset Description/Definition:

- This initial screening procedure and graph helps to facilitate a discussion around the potential benefits to be realized and the projected effort required to accomplish a particular project or process improvement.
- The same measurements are applied to each and all are mapped on the same graph, displaying which projects might be quick wins or highly desirable (less effort and high benefit) and which are less desirable (high effort and lower benefit).
- Benefits to be considered include: revenue growth, cost reduction, capital reduction, tax or interest rate impact
- Efforts to be considered include: resources required, project duration, capital investment, expense investment
- Also consider strategic fit, enabling project, regulatory compliance, project risk

Value to Clients/ Benefits:

- Encourages a structured process for comparison of process improvement ideas
- Provides graphical representation of the projects being considered
- Engages stakeholders in the activity of project prioritization

Visual Representation:



KX Link

<https://kx.accenture.com/Repositories/ContributionForm.aspx?path=C21/27/3&mode=Read>

Methods Tracker



Benefit Effort Matrix 2

When to use:

- Use a Benefit/Effort Matrix to prioritize and choose from process improvement projects prior to beginning the transformation itself

Inputs – Data Required:

- List of improvement projects
- Input or recommendations from key stakeholders around each project
- Any metrics or data about a process or project that could be used to support a benefit or effort assessment

How to use:

- The process improvements is classified into the four categories indicated on the Matrix.
- Screen the initial list of opportunities as:
 - Highly Desirable Opportunities
 - Potentially Desirable Opportunities
 - Potential Quick Hits
 - Least Desirable Opportunities
- Each process improvement needs to be evaluated and prioritized using specific evaluation criteria—key dependencies and by benefit-effort trade off—in order to develop a road map.
- Scale the Benefit: Based on the potential benefit derived, each process improvement is scaled using the five target areas guidelines (Time Reduction, Complexity Reduction, Process Transparency, Project Management and Cost Controls)

How to use – continued

- Benefits scales to assess time reduction, complexity reduction, process transparency, project management and cost controls; quantify the benefit

Scale	Description
0-1	Low—minimal or no impact
1-2	Incremental impact
2-3	Measurable impact—”move the needle”
3-4	High impact –” game changing”

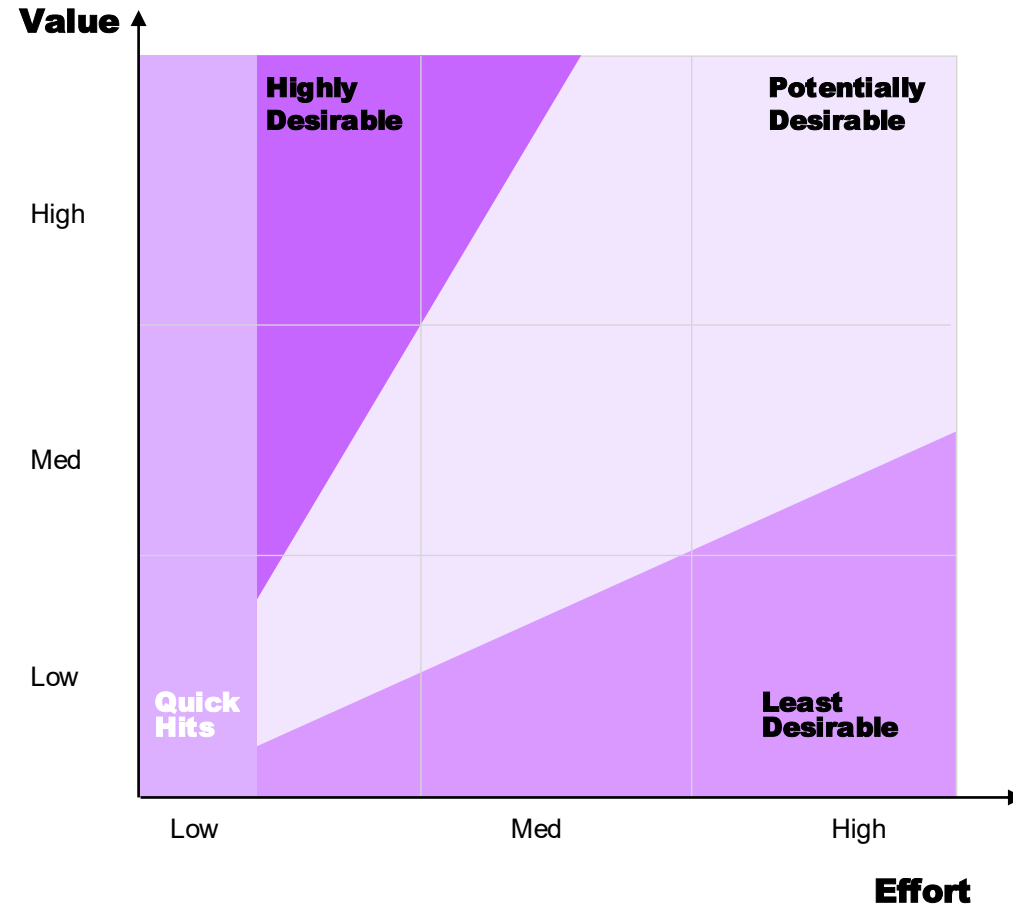
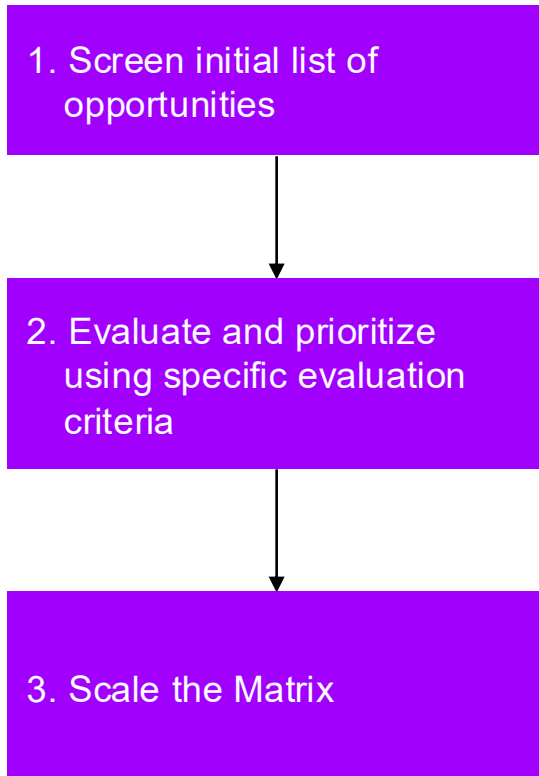
- Scale the Effort: consider the resources required, complexity of the project, and the amount of time required to complete, each process improvement’s potential effort is scaled based on the guidelines

Scale	Description	Resources	Approximate Time
0-1	”Just do it”	Minimal	1 day
1-2	Small project team focused on quickly generating an actionable recommendation	2-3 SMEs/stakeholders	2-3 days
2-3	Lean event	Team of stakeholders and SMEs	3 days; 2-4 week follow-up
3-4	Small project team with data gathering/analysis	Cross-Big G team with input from SMEs	1-3 months
4-5	Core process or strategic implications	Cross-functional team from ”greater” Big G	6+ months

- Process improvement initiatives should target areas with the greatest benefit, while managing resources to minimize required effort

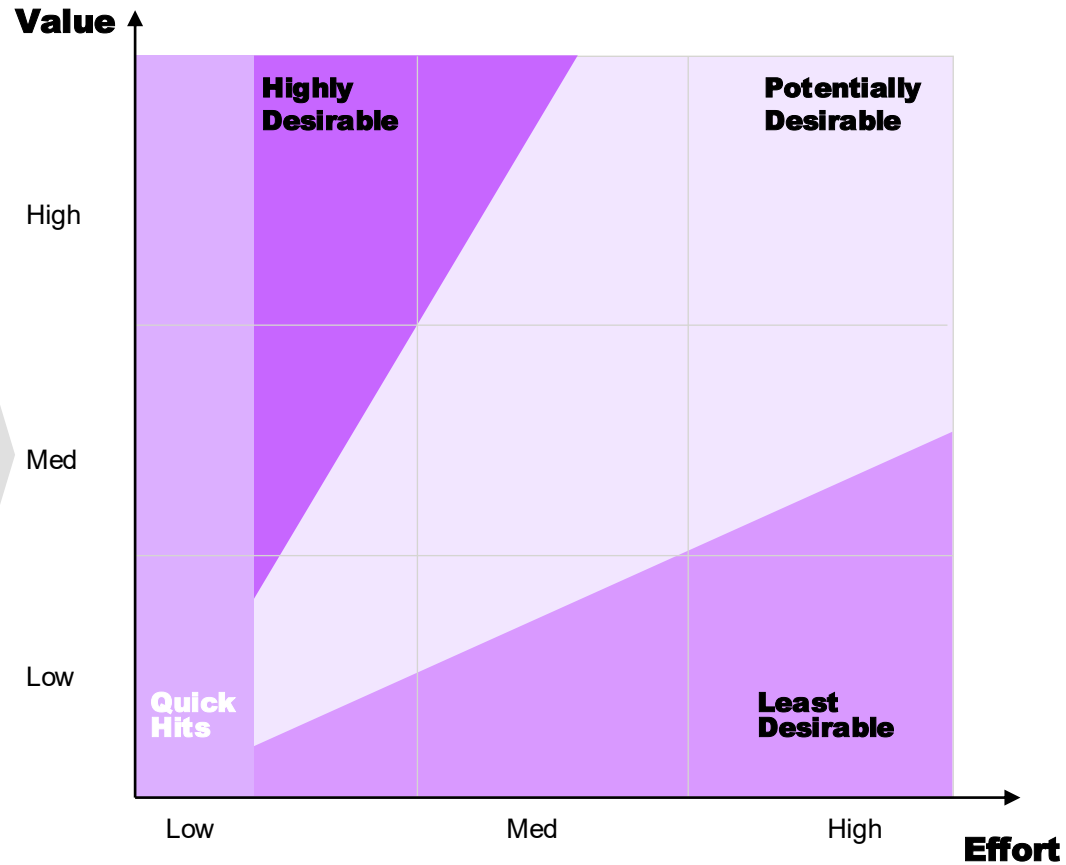
Benefit Effort Matrix 3

Three steps to create the Benefit-Effort Matrix:



Benefit Effort Matrix 4

- Revenue enhancement
- Operating profit from cost reduction
- Capital reduction
- Strategic alignment
- Other benefits
 - Client satisfaction
 - Cycle time reduction
 - Associate involvement

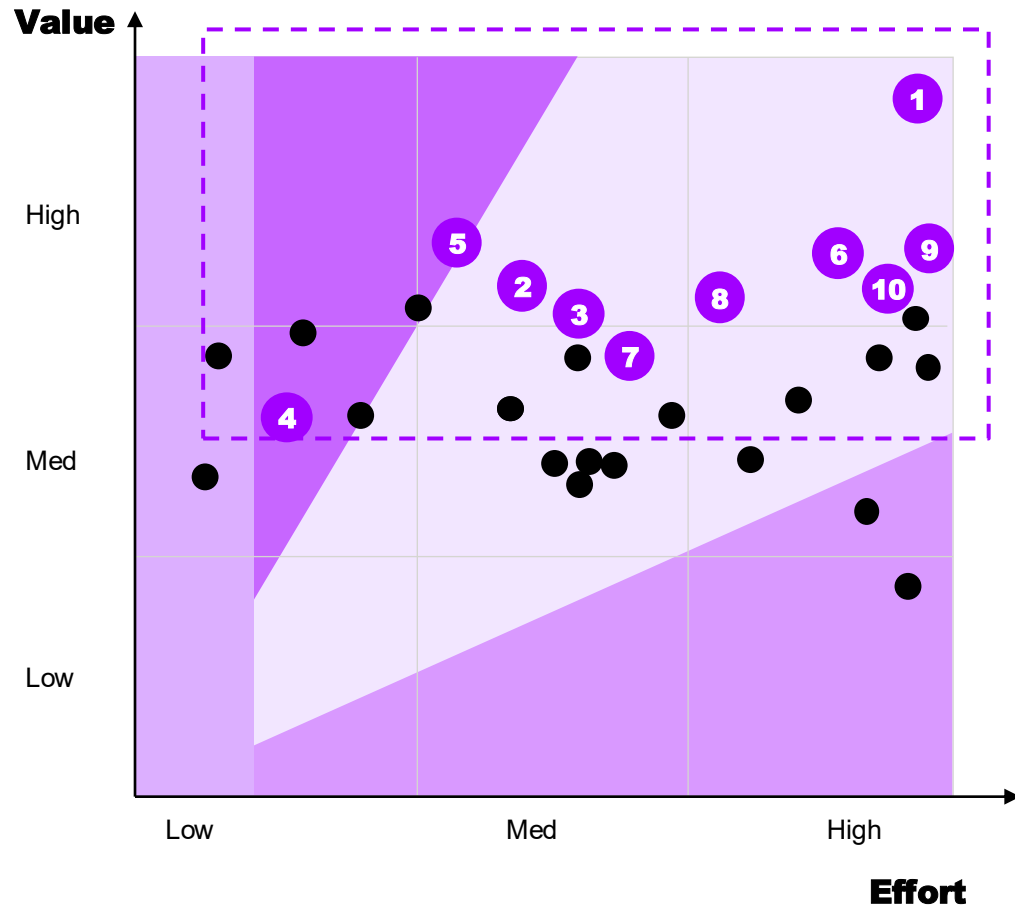


- Personnel requirements
- Project duration
- Capital investment
- Risk projection



Benefit Effort Matrix 5

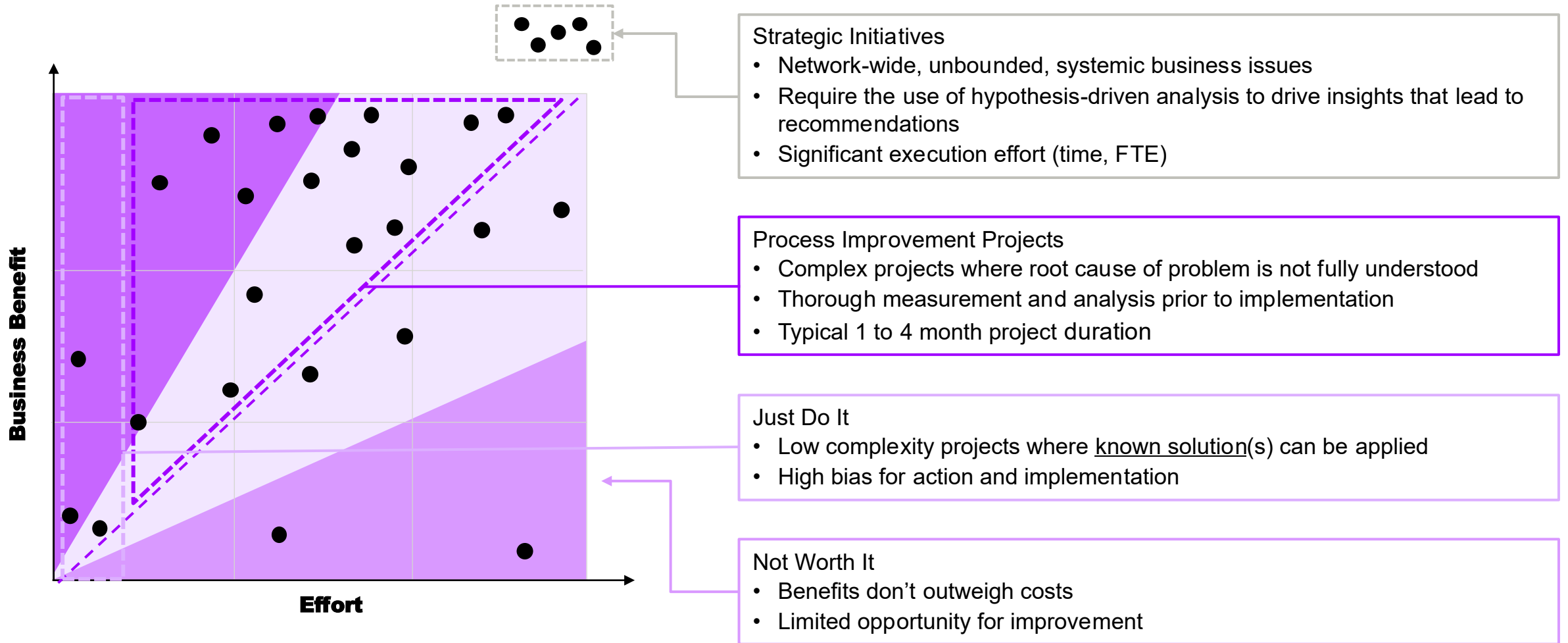
Process improvement initiatives should target areas with the greatest benefit, while managing resources to minimize required effort



Initial Recommendations

1. Define and develop a single process owner.
2. Build feedback loops and toll gates to facilitate a learning process.
3. Evaluate and realign key performance drivers across functions participating in the process.
4. Leverage CVSM to enhance upstream and downstream process visibility and knowledge.
5. Refine and standardize premium costing analysis, including direct and indirect costs.
6. Design and implement a single promotions "white board".
7. Define and implement a pre-project impact meeting with all potential process participants.
8. Define and implement formal kick-off meeting.
9. Develop concept/premium decision matrix with inputs and potential cost/capacity outputs.
10. Define premium promotion "post-mortem" process, including data gathering and performance evaluation.

Benefit Effort Matrix 6



High-Level Business Case

Preliminary High-Level Business Case

Target Benefits (\$)

- Body copy


Investment Required (\$) -- Optional

- Body copy



Open Items

1	▪ xx	✓
2	▪ xx	✓
3	▪ xx	✓
4	▪ xx	?
5	▪ xx	✓
6	▪ xx	✓
7	▪ xx	✓
8	▪ xx	?

Status:  = Decision needed

 = Item closed

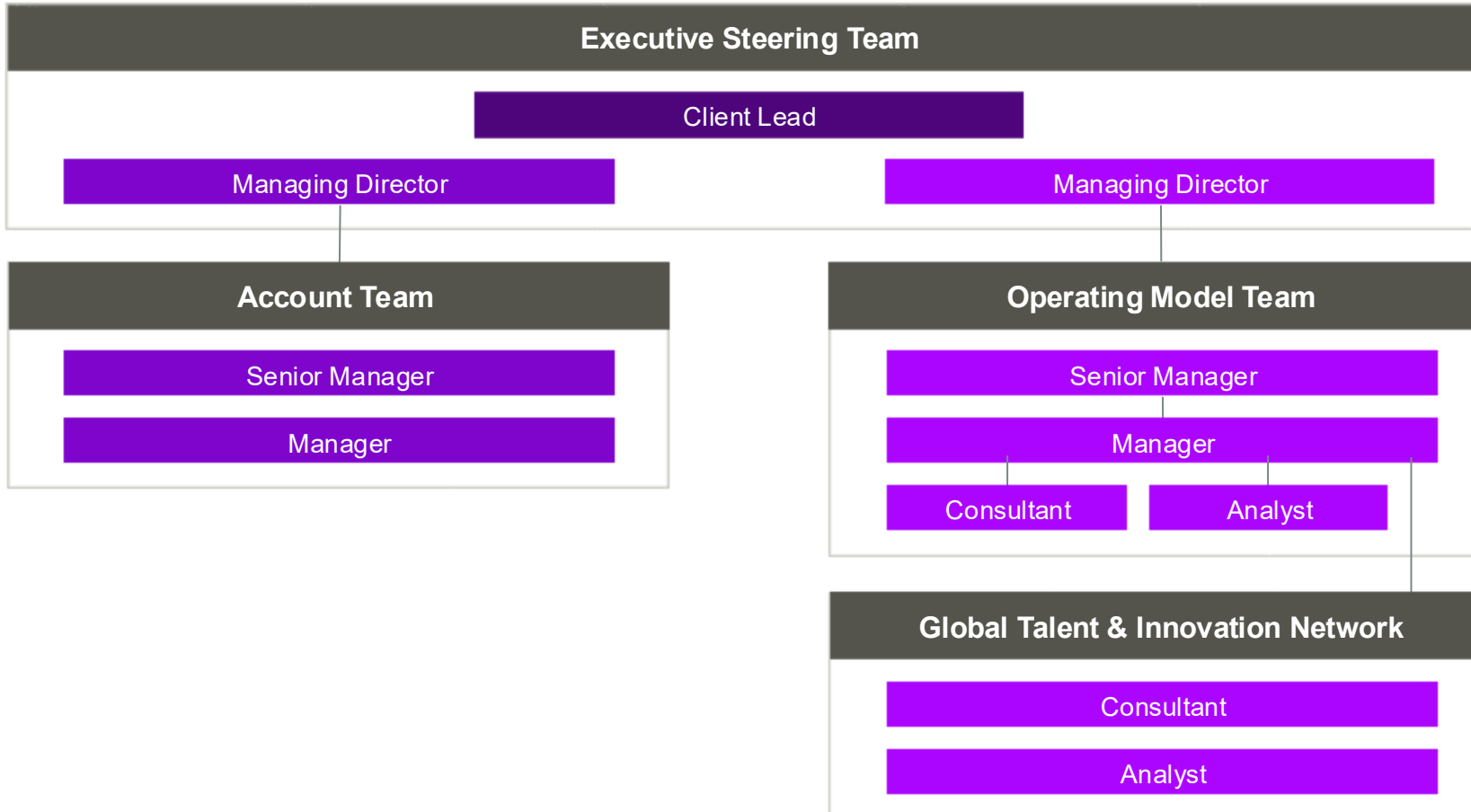




Teams and People

Part of
Standard Visuals

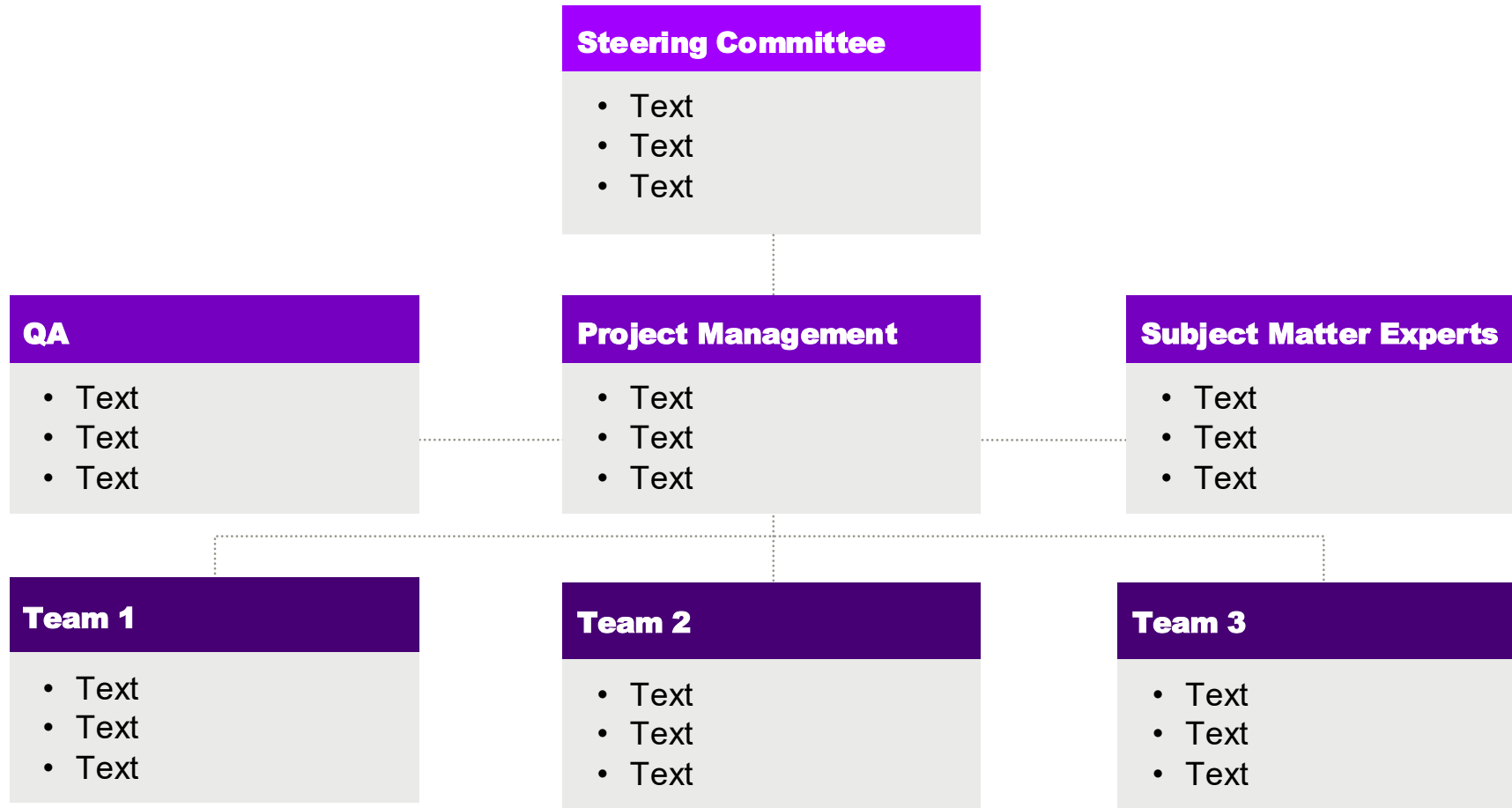
Team Structure



Project Organization 1



Project Organization 2



Individual Resource Profile

Accenture Team Member: Representative Profile

Profile Overview



Name
Title

- Text

Relevant Experience

- Text

Relevant Skills

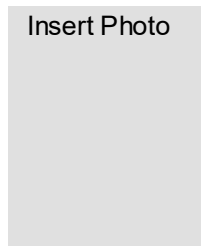
Industry

- Text

Functional

- Text

<Title> in <OG, BD or GG>, <Location>: <Full name>



Name
Title

- Summary

Relevant Skills:

Industry

-

Functional

-

Experience

- <List relevant experience>

-

-

-

-

-

-

Outcomes

- <Highlight outcomes and tangible value delivered to clients>

-

-

-

-

-

-

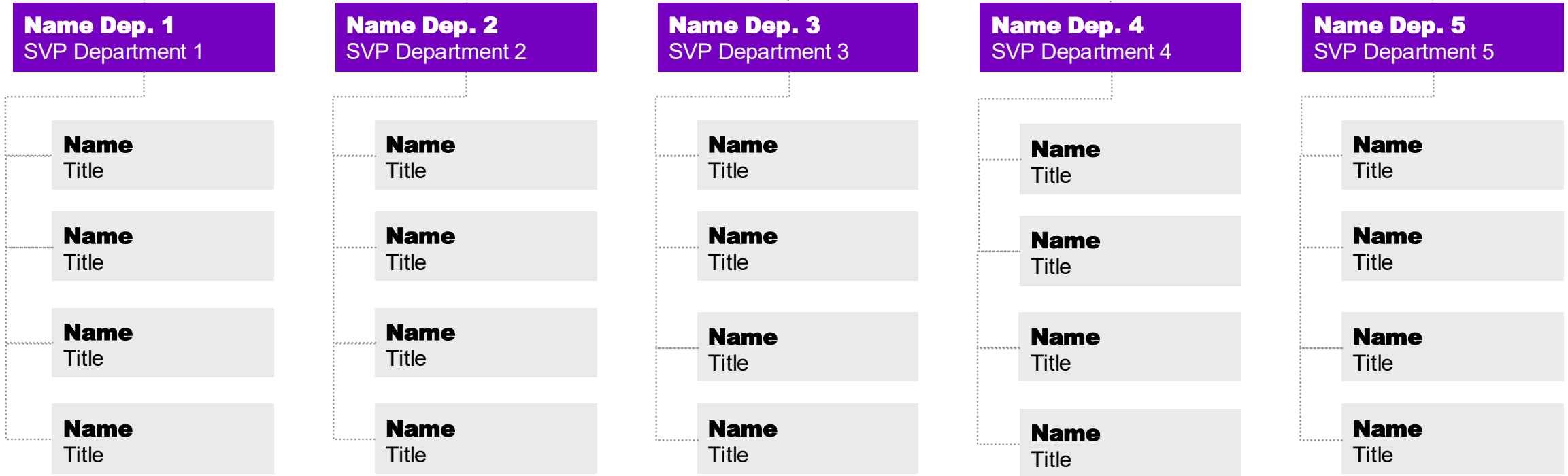
<List names, roles and key experience of team members>

Name		Role	Experience
Name 1	Insert Photo	Project Director	• <In addition to listing relevant experience, highlight outcomes and tangible value delivered to clients>
Name 2	Insert Photo	Project Manager	• <In addition to listing relevant experience, highlight outcomes and tangible value delivered to clients>
Name 3	Insert Photo	Workstream Lead	• <In addition to listing relevant experience, highlight outcomes and tangible value delivered to clients>
Name 4	Insert Photo	Consultant	• <In addition to listing relevant experience, highlight outcomes and tangible value delivered to clients>

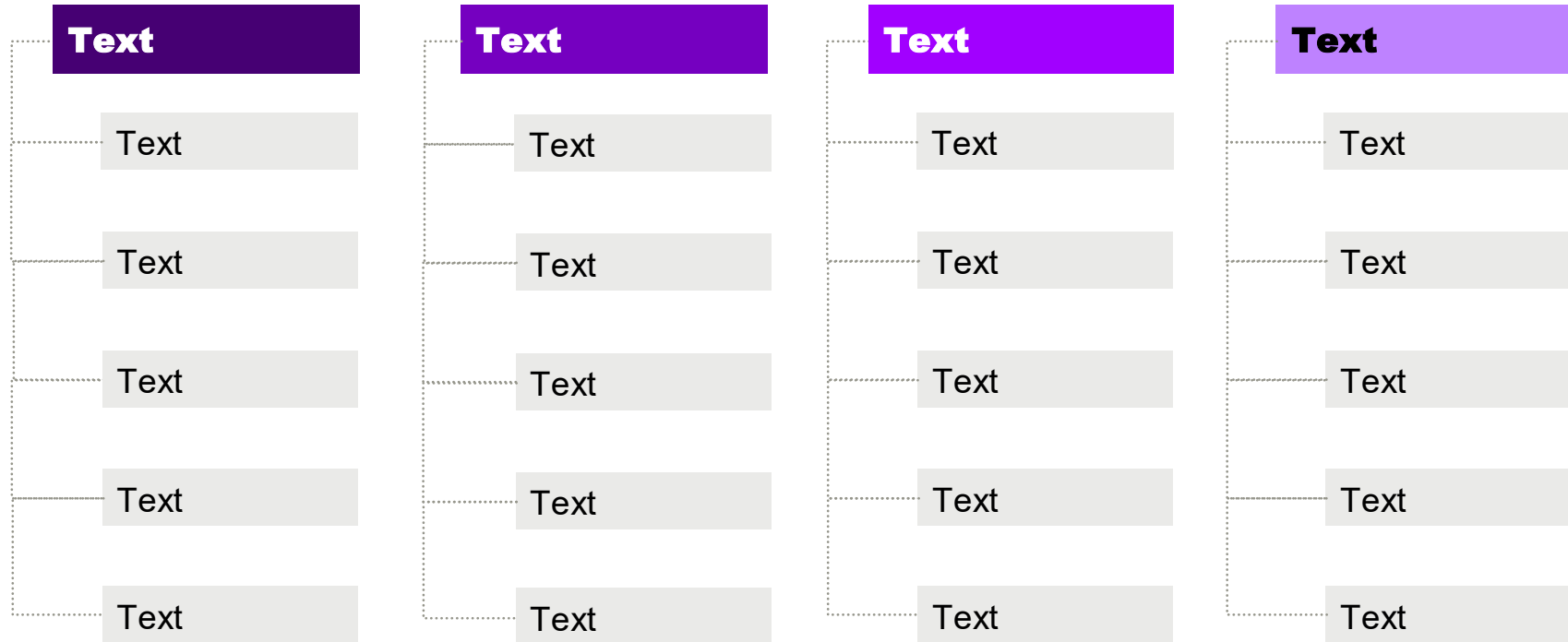


Organization Chart

CEO Name
CEO



Parallel Chart



Credential Template

Client background

- Text
- Text
- Text

Business challenge

- Text
- Text
- Text

How Accenture helped

- Text
- Text
- Text

Value delivered

- Text
- Text
- Text



Credentials Template

Client Profile

- Text

Delivering High Performance from Issue to Outcome

- Text

Approach

- Text

The Breakthrough or Key Results

- Text



Governance Model

Item	Objective	Frequency
Steering committee review		Quarterly
Workstream sponsor reviews		Fortnightly
Team meetings		Weekly
Status update calls		Weekly



Client Experience: How we will work with you

What we heard you say is important to you in how we work together

- Body copy

This is the style we will use

- Body copy

These are behaviors we will avoid

- Body copy



<Outline the statement of intent for the target client experience>

Client Experience Charter¹

What we heard you say is important to you in how we work together

<Refer to the Client Experience Expectations Plan>

- Overall client expectations, pertaining to:
 - Key issues and priorities
 - Value and outcomes
 - Delivery approach
 - Legacy
 - Personal expectations

This is the style we will use

<Refer to the Client Experience Expectations Plan>

- E.g., Identify and focus on your key issues and priorities
- Define what outcomes you are looking to achieve
- Focus on adding value over and above the core deliverables
- Clearly define the delivery approach, management and communication style
- Focus on building skill and capability into your organisation
- Focus on outcomes which make you (the client) successful

These are behaviors we will avoid

<Outline specific “traps” that we need to avoid based on your understanding of the client expectations>

E.g., “we will seek first to understand versus presenting an answer without listening”

¹Client experience charter is about how we will work together with the client; it is not a legal document but more of a statement of intent against which we can be judged and which we can be held accountable to in the sense of the client relationship. The client experience charter should be a summary of the “Client Experience Expectations Plan”





















Evaluation

Part of
Standard Visuals

Scoring 1 – Harvey Balls

Options	Criterion 1	Criterion 2	Criterion 3	Criterion 4
Option 1	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment
Option 2	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment

Criteria	Option 1	Option 2	Option 3	Option 4
Criterion 1	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment
Criterion 2	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment

Excellent Good Satisfactory Poor Very poor











Very high High Medium Low Very low









Tips


Use “Harvey ball” on the MC toolbar to quickly draw and replace these shapes





Scoring 1 – Arrows


Options	Criterion 1	Criterion 2	Criterion 3	Criterion 4
Option 1	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment
Option 2	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment


Criteria	Option 1	Option 2	Option 3	Option 4
Criterion 1	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment
Criterion 2	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment 	 <ul style="list-style-type: none"> • Comment • Comment

Excellent 

 Good 

 Satisfactory 

 Poor 

 Very poor 



Scoring 1 – Stars

Options	Criterion 1	Criterion 2	Criterion 3	Criterion 4
Option 1	★★★★☆	★★★★☆	★★★★☆	★★★★★
Option 2	★★★★☆	★☆☆☆☆	★★☆☆☆	★★★★☆

Criteria	Option 1	Option 2	Option 3	Option 4
Criterion 1	★★★★☆	★★★★☆	★★★★☆	★★★★★
Criterion 2	★★★★☆	★☆☆☆☆	★★☆☆☆	★★★★☆

Excellent Good Satisfactory Poor Very poor
 ★★★★★ ★★★★☆ ★★★☆☆ ★★☆☆☆ ★☆☆☆☆



Opportunities/Risks 1

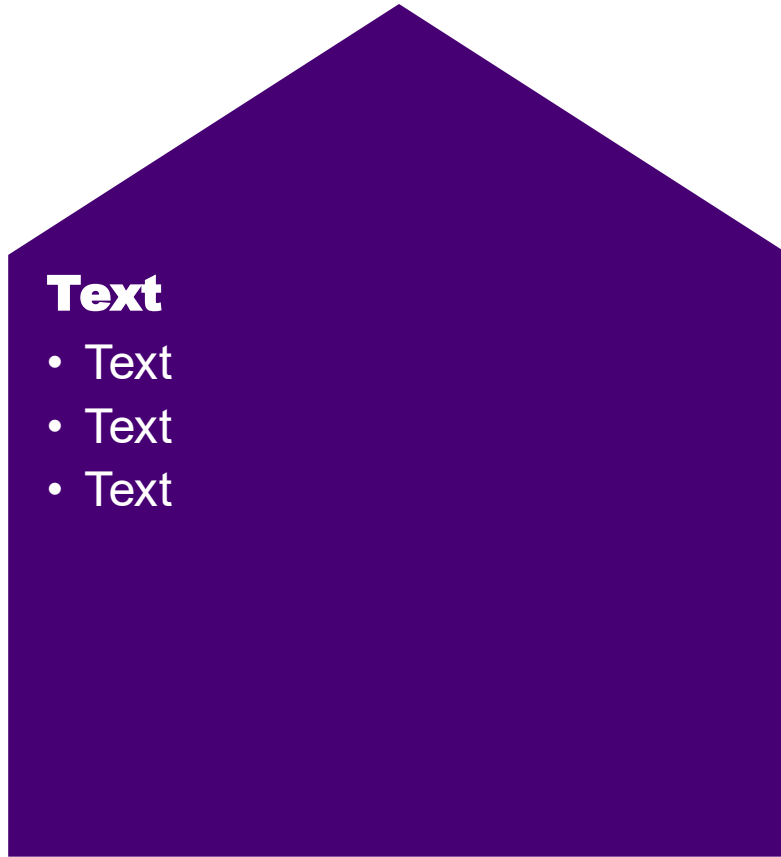
Opportunities

- Text
- Text
- Text

Risks

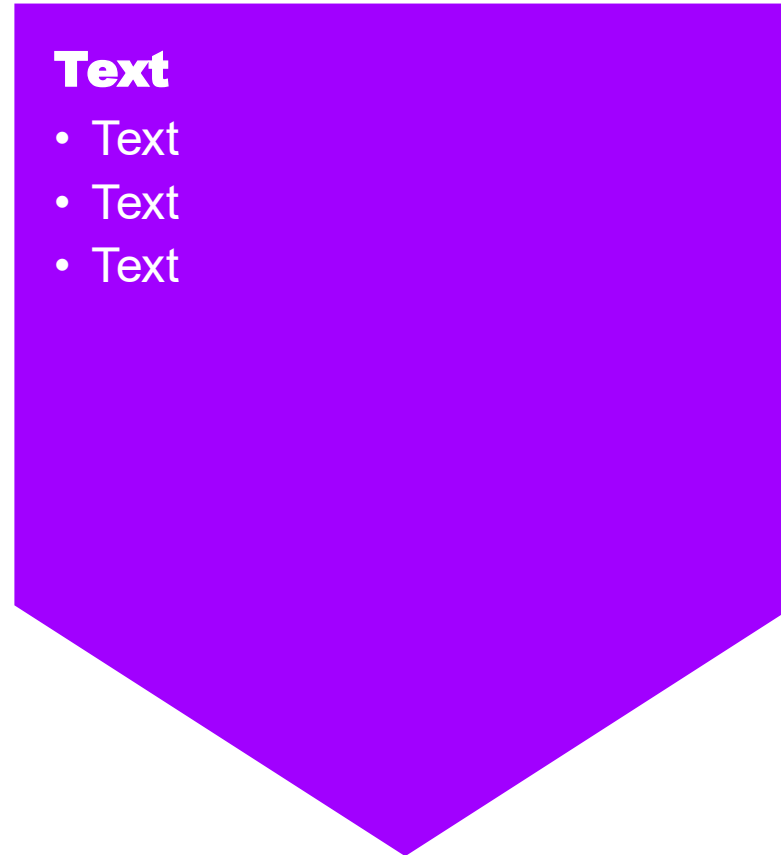
- Text
- Text
- Text

Opportunities/Risks 2



Text

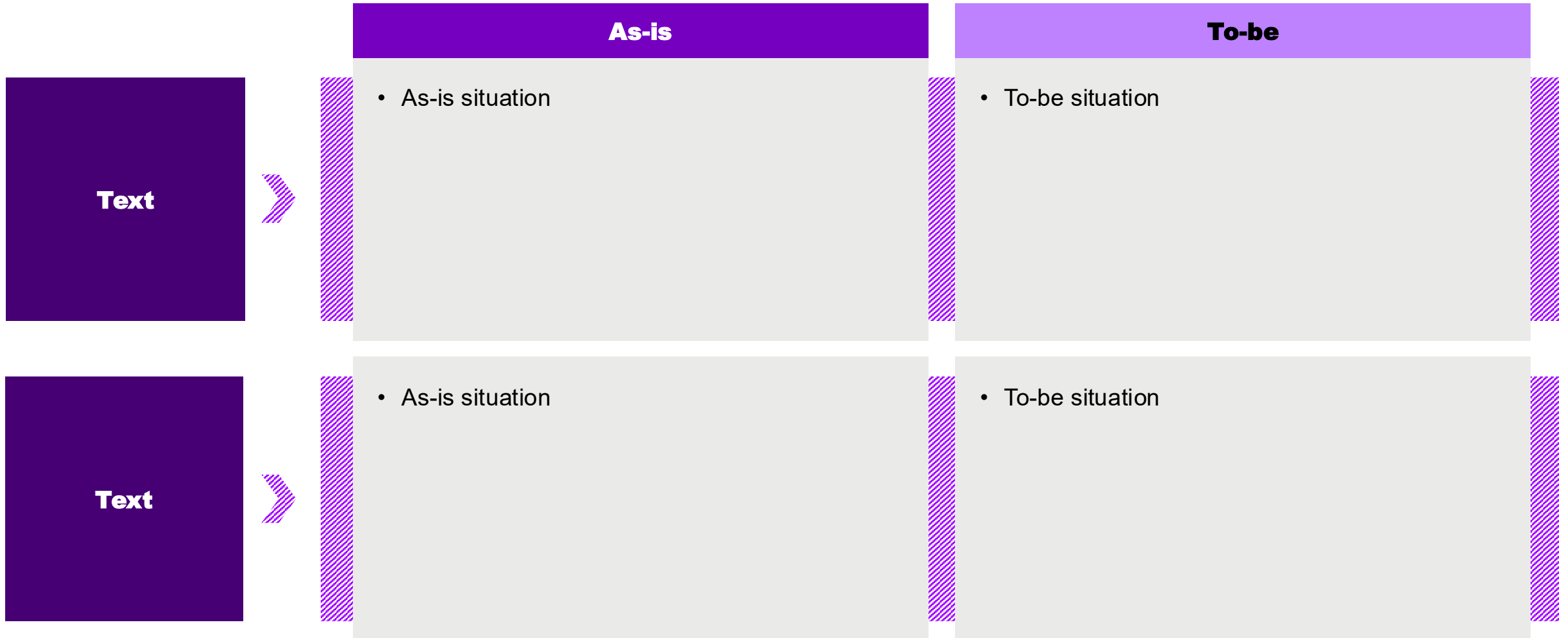
- Text
- Text
- Text



Text

- Text
- Text
- Text

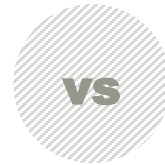
As-is/to-be Comparison



Advantages/Disadvantages

Advantages

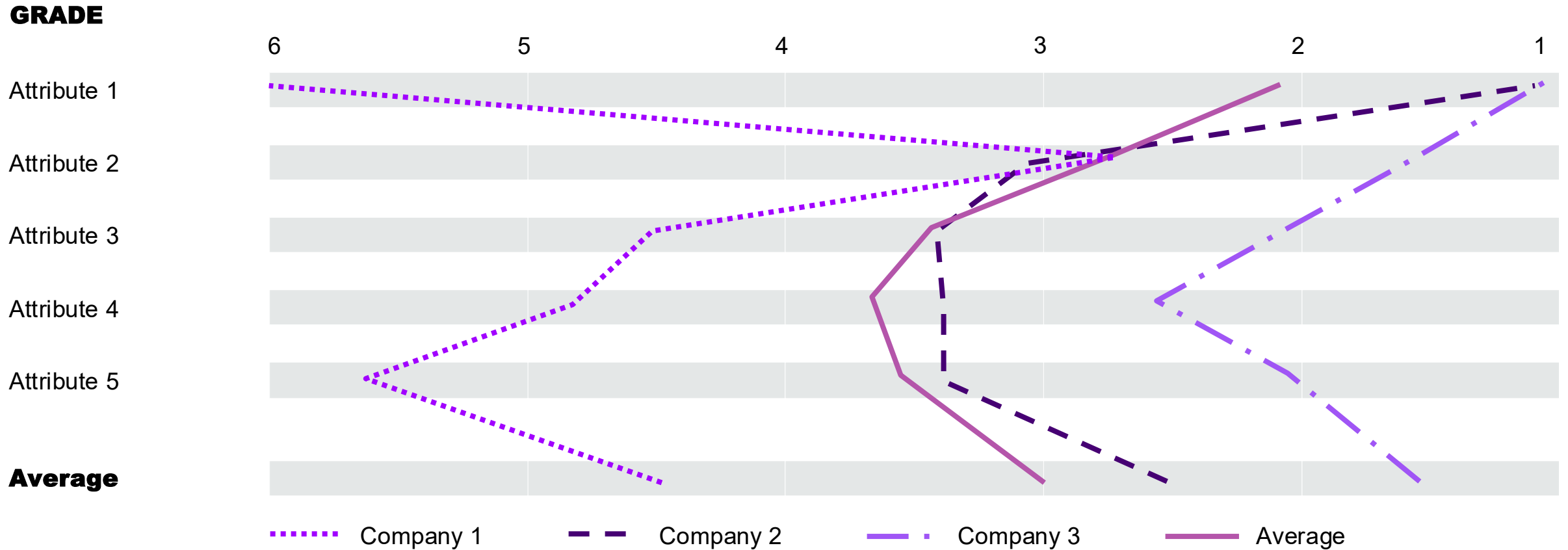
- Text
- Text
- Text



Disadvantages

- Text
- Text
- Text

Evaluation Chart



Hints

- 1 Right-click onto the colored lines and select "edit points"
- 2 Click onto appearing black points and move them to desired position
- 3 Edit company names manually
- 4 Edit attributes manually





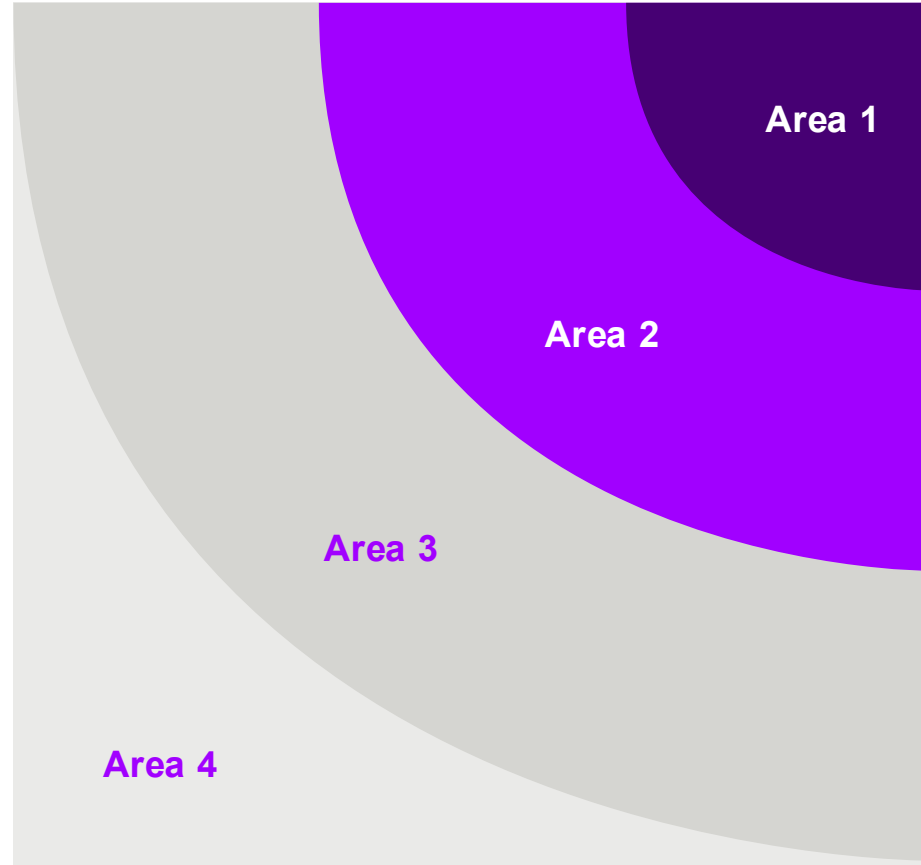
Illustrative Graphs and Frameworks

Part of
Standard Visuals

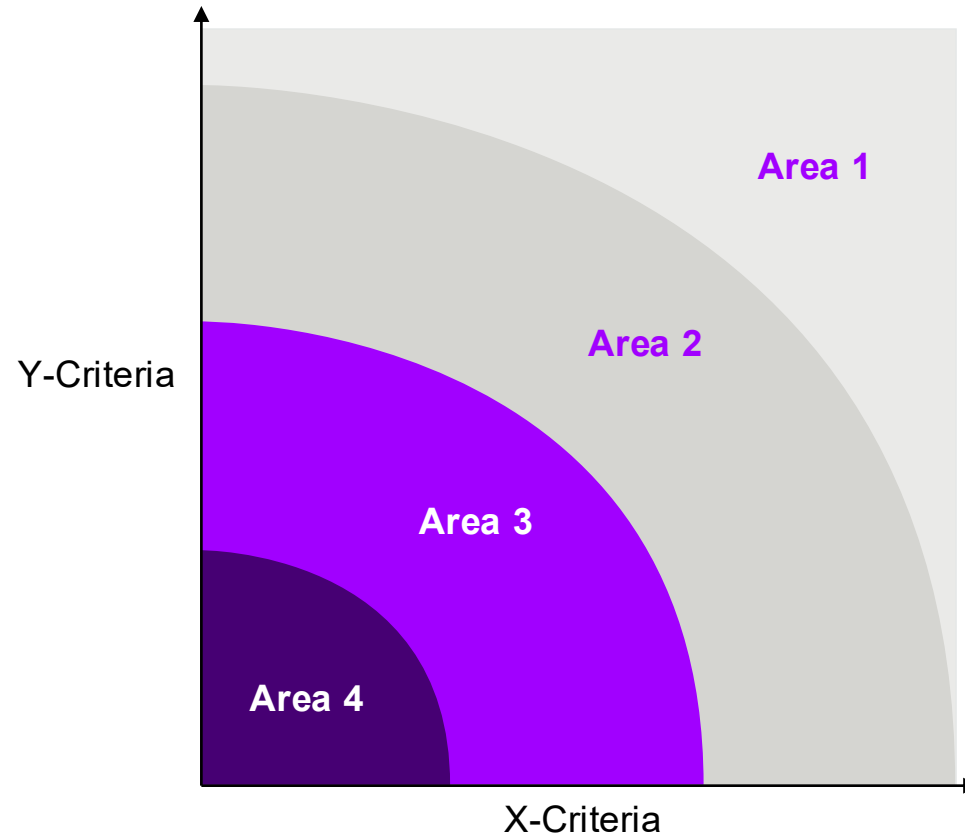
2x2 Matrix



Shaded Areas 1



Shaded Areas 2



Cost Map (Total Cost Structure of Company)

Total costs: \$xym

R&D \$Xm

Finance & Strategy \$Xm

HR \$Xm

Administration \$Xm

Procurement
\$Xm

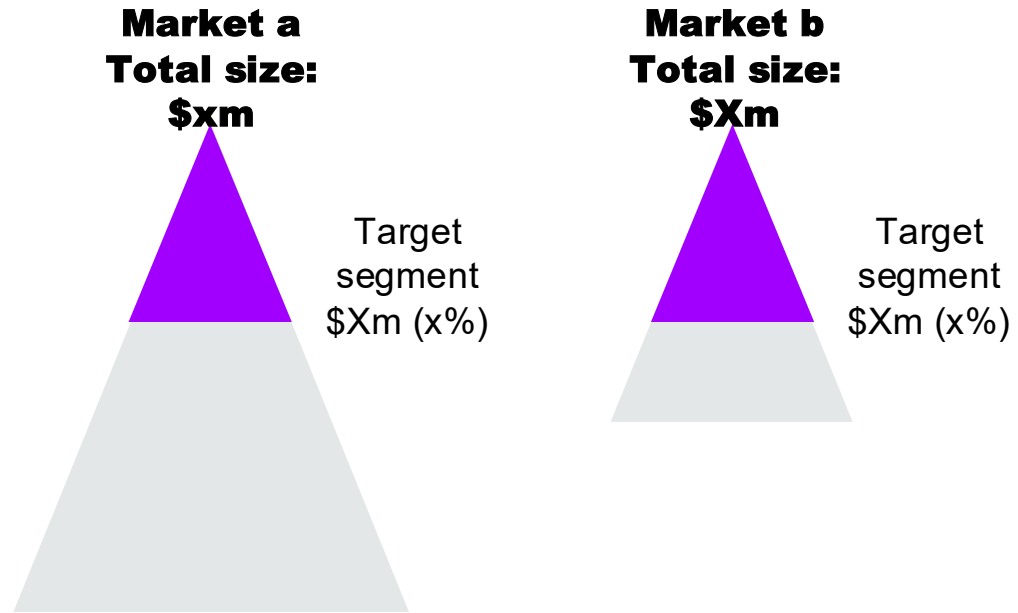
Manufacturing
\$Xm

Sales
\$Xm

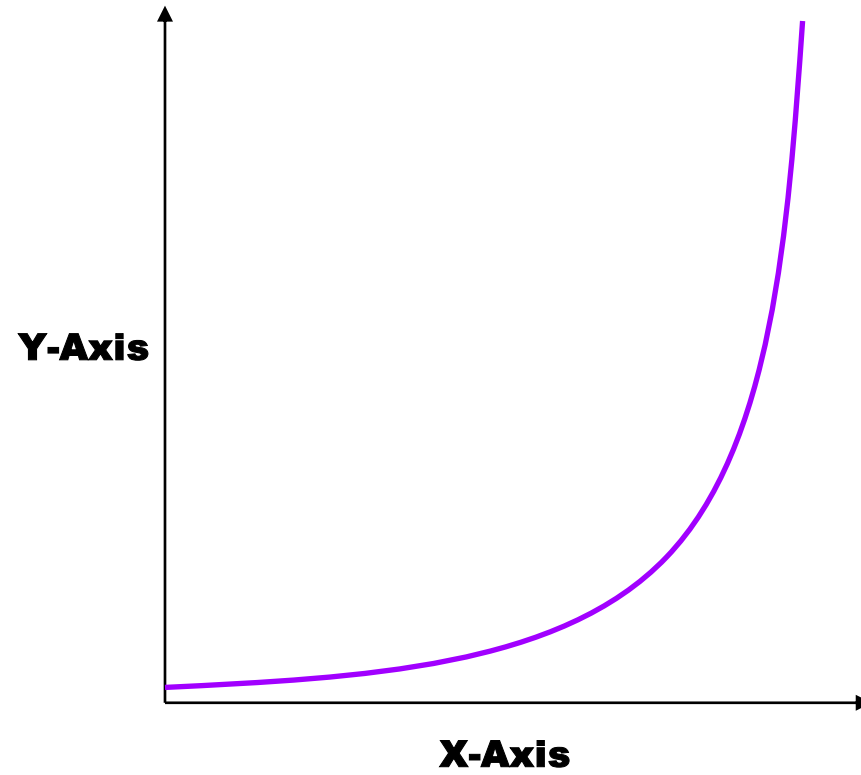
Customer
Service
\$Xm



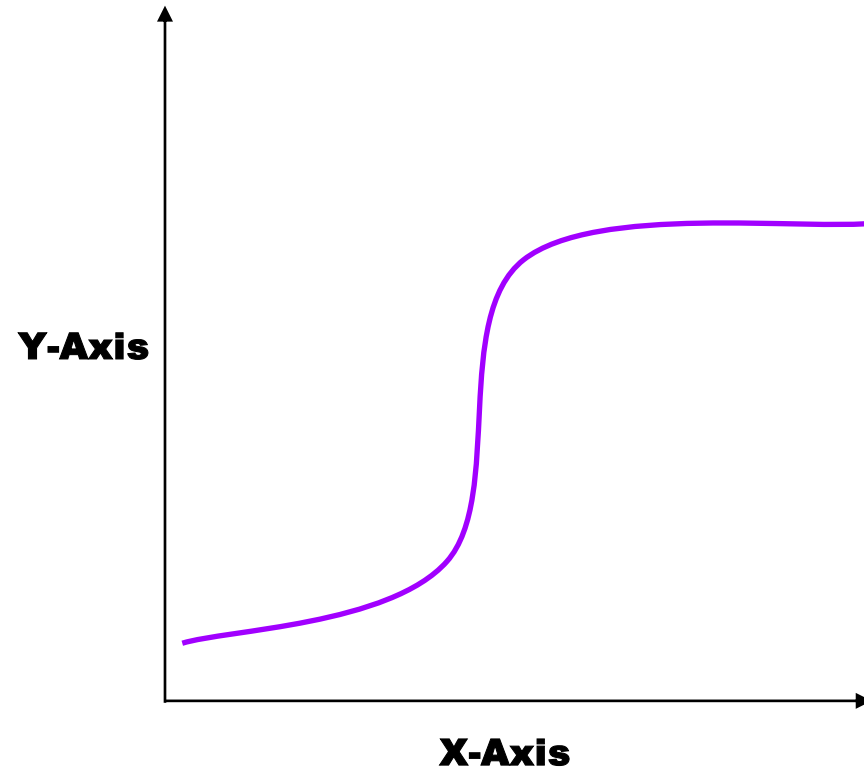
Target Market Comparison



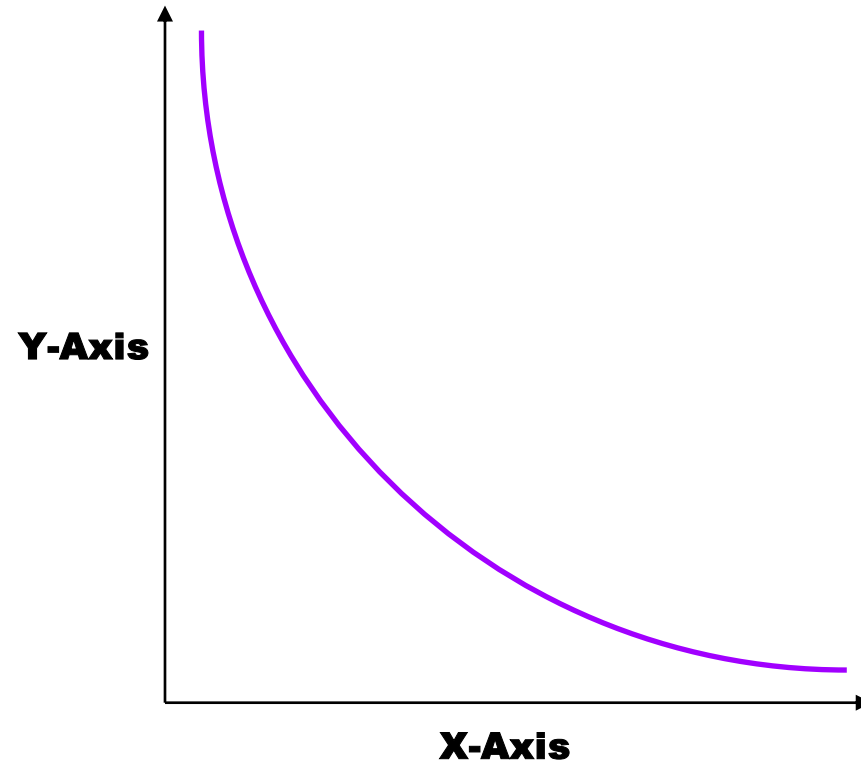
Exponential Curve



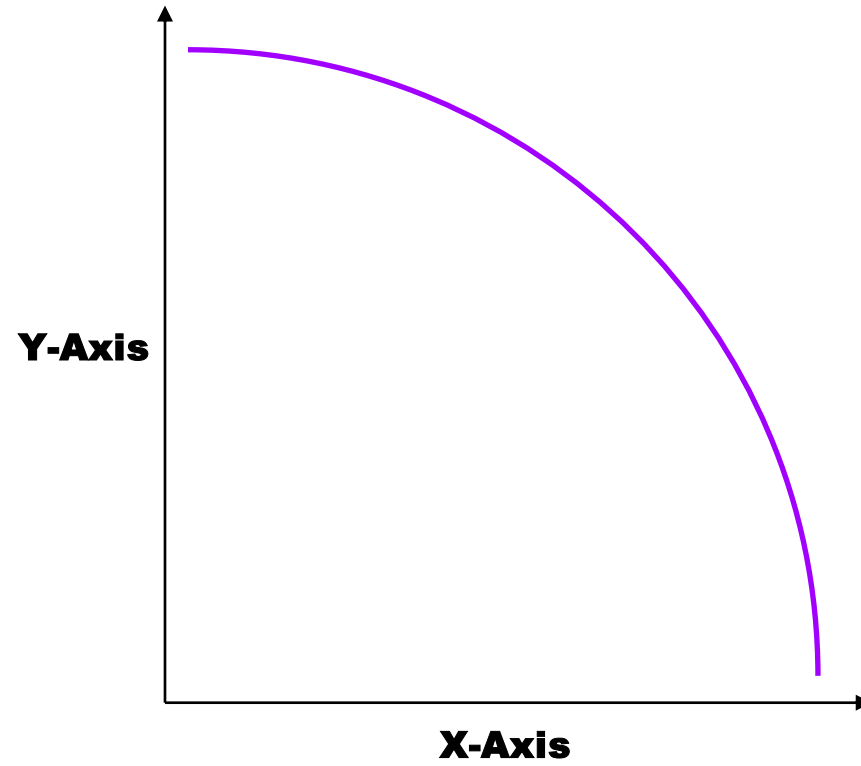
s Curve



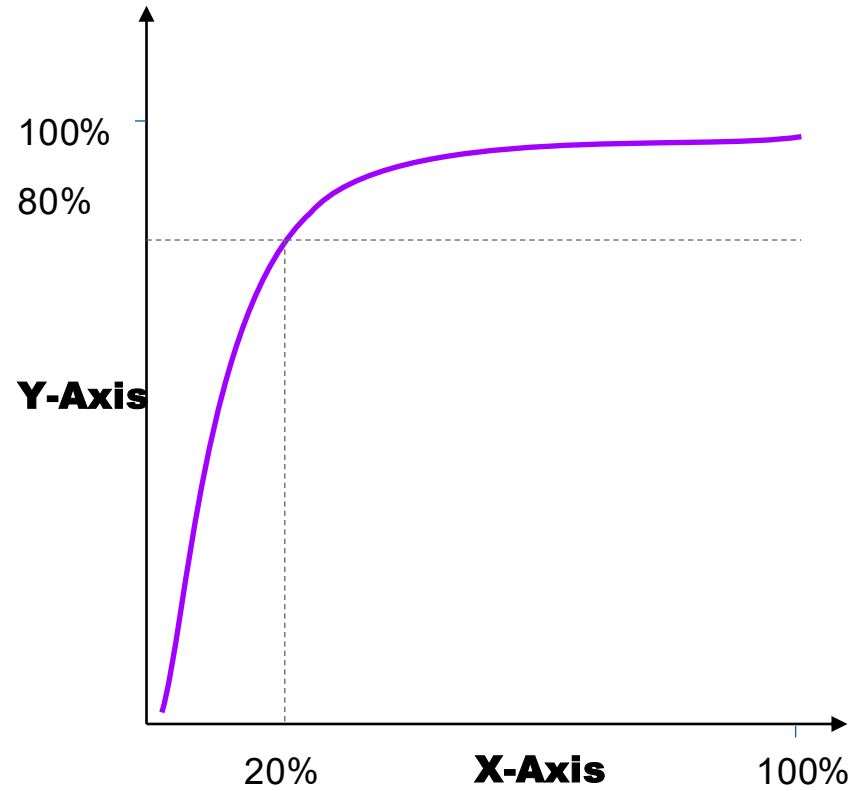
Asymptotic Curve



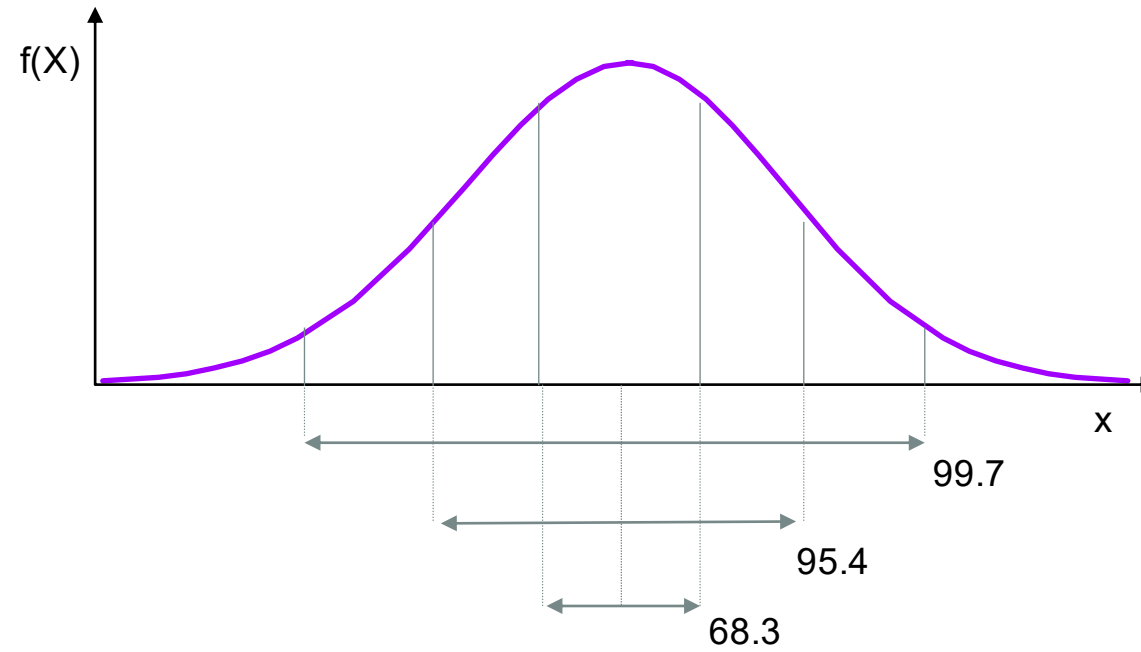
Hyperbolic Curve



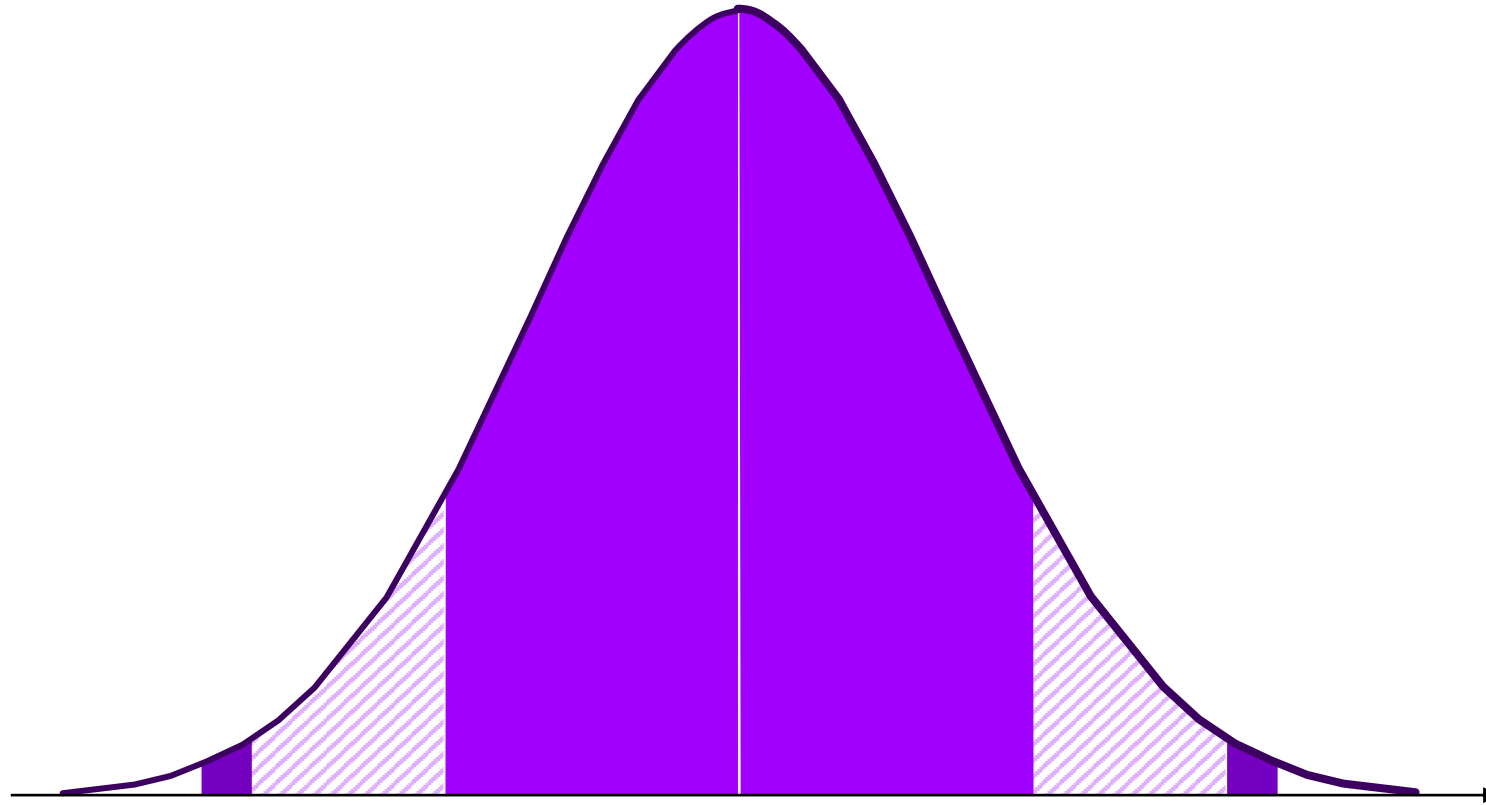
Pareto (“80/20”) Distribution



Normal Distribution 1



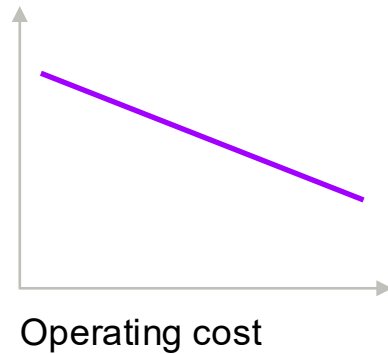
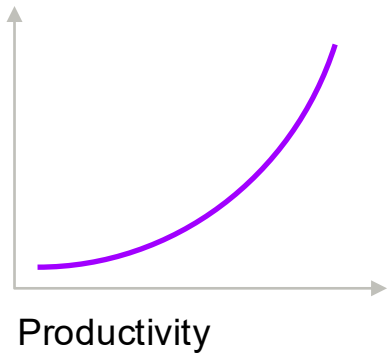
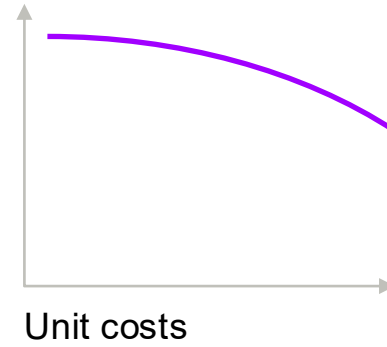
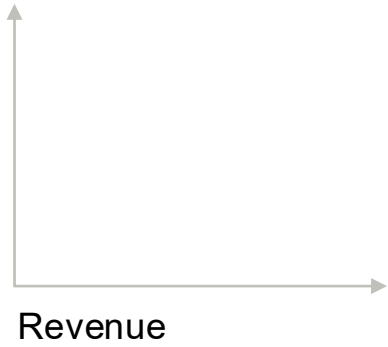
Normal Distribution 2



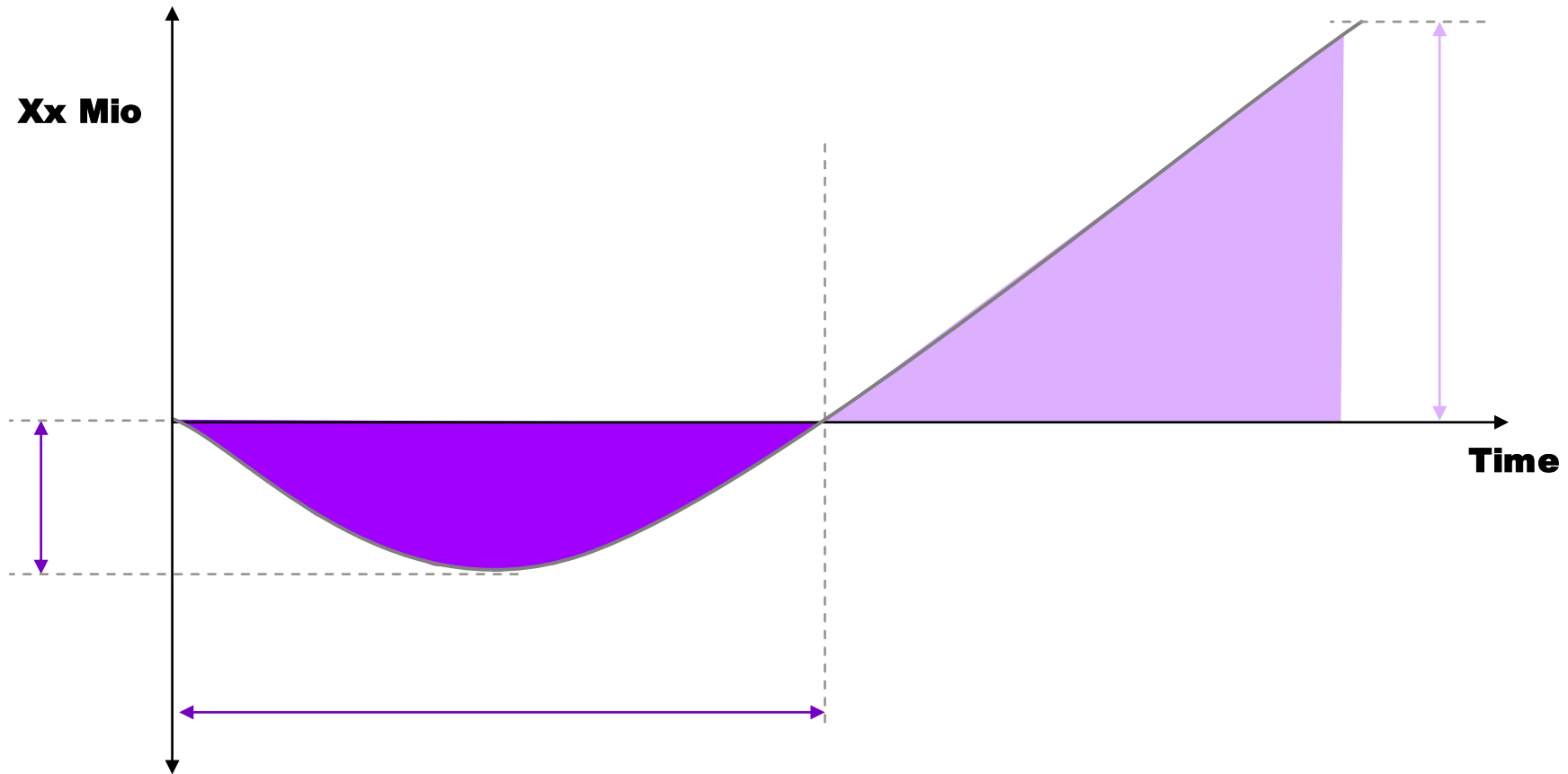
Illustrative Graph



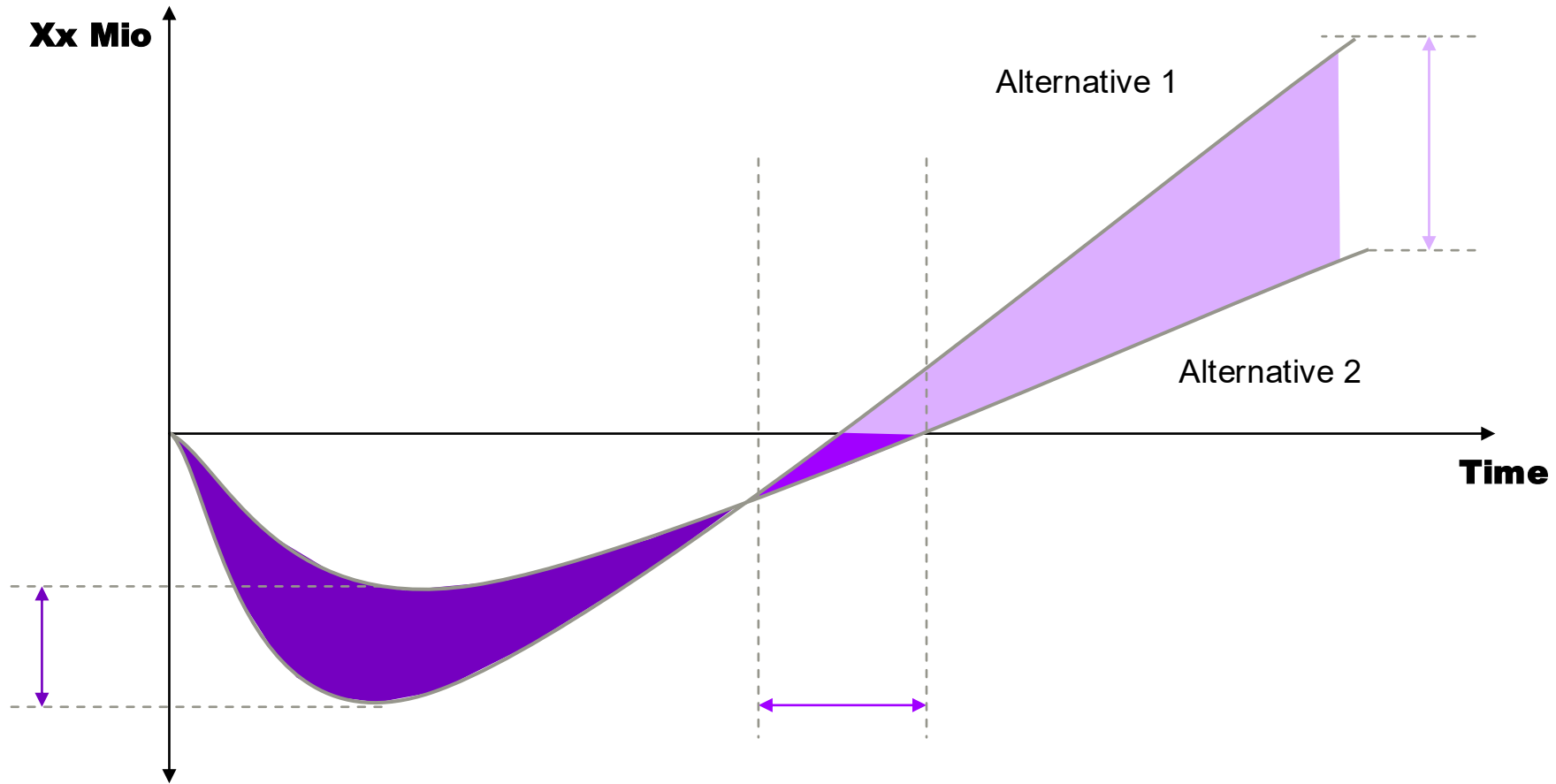
Small Illustrative Graphs



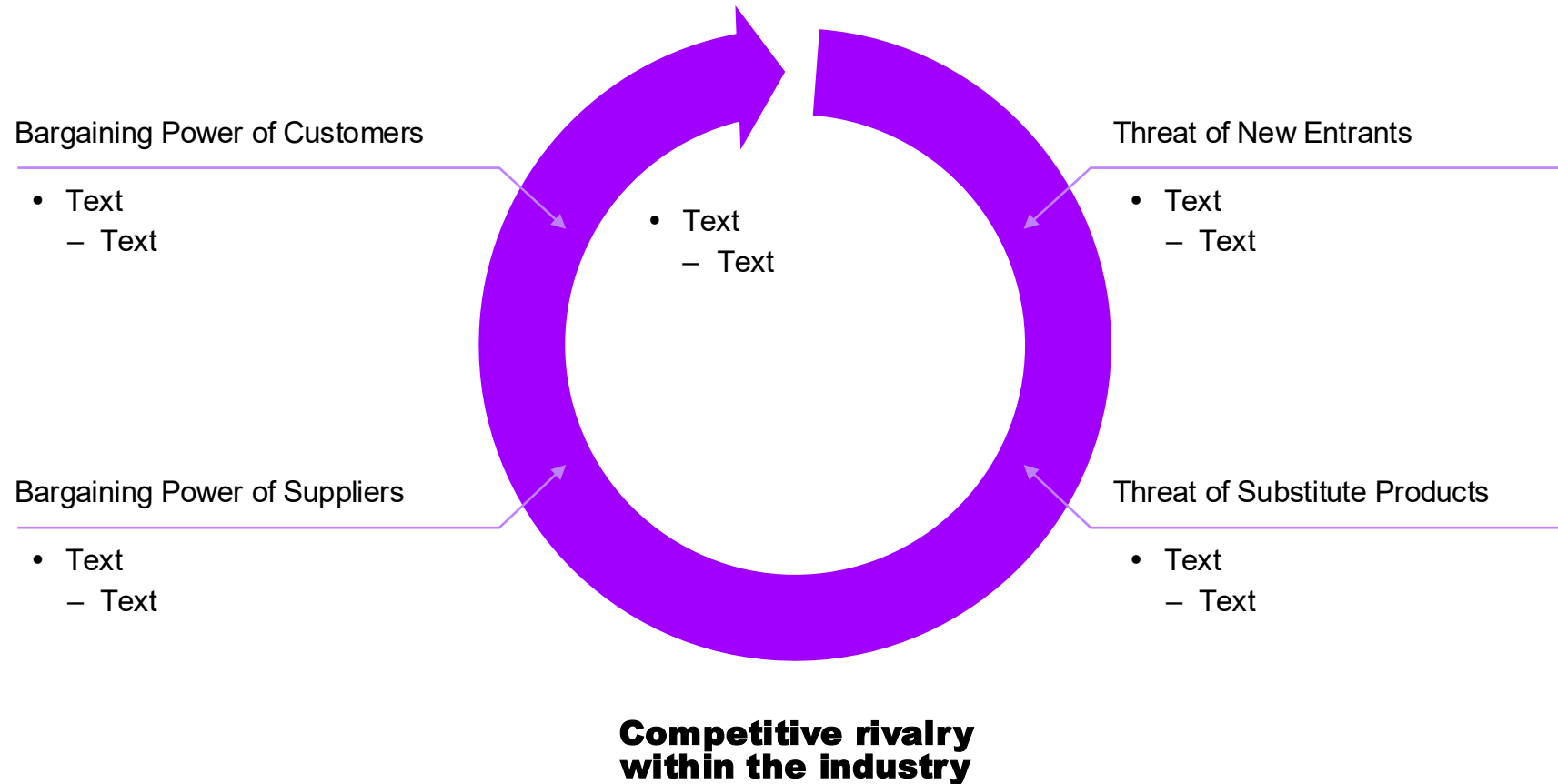
Frameworks: “Hockey Stick”



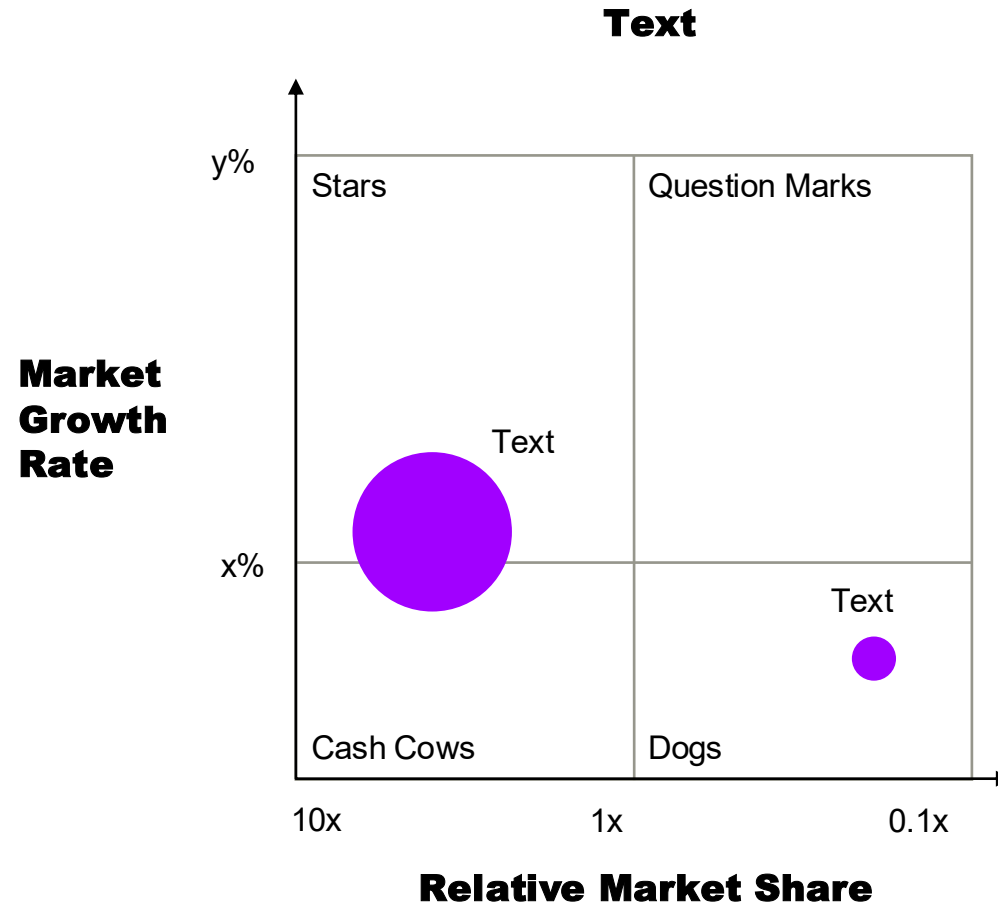
Frameworks: “Hockey Stick” 2



Frameworks: Porter Five Forces



Frameworks: BCG Matrix

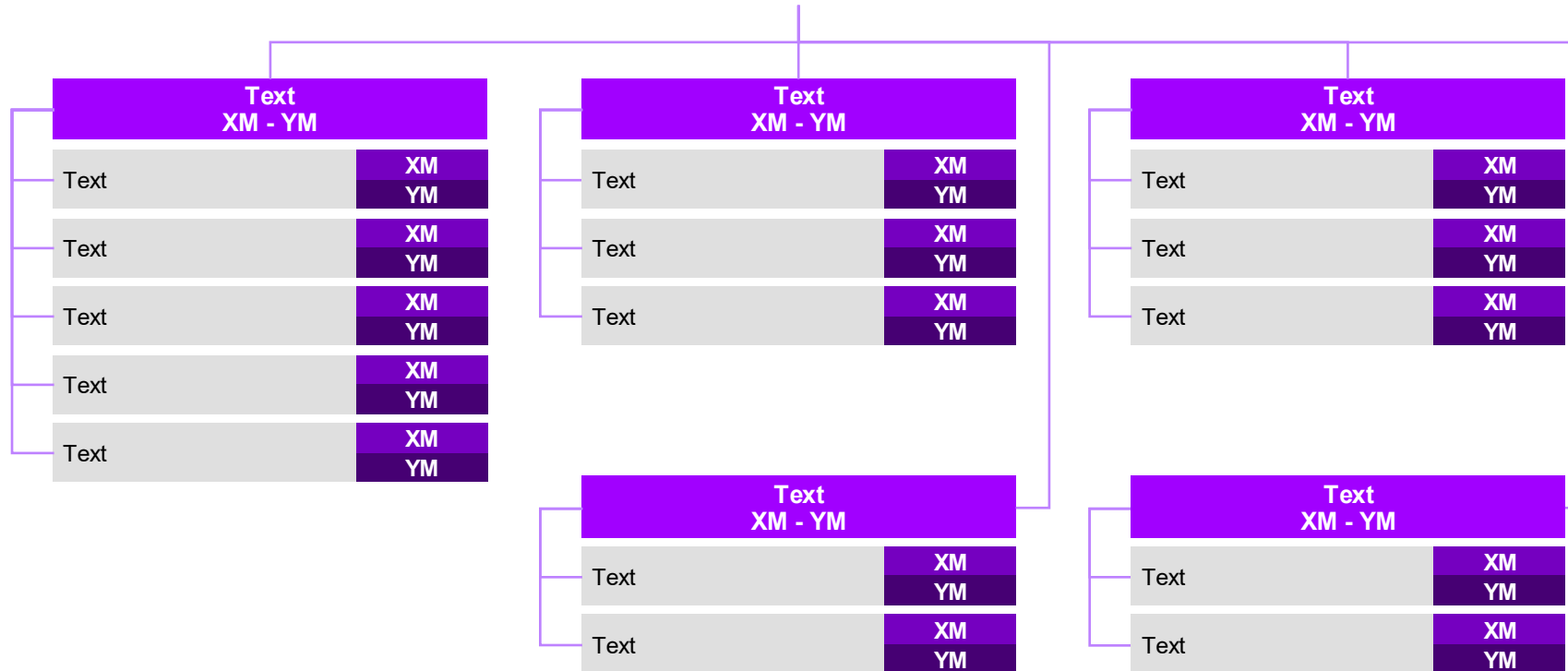


Frameworks: Benefit Potential

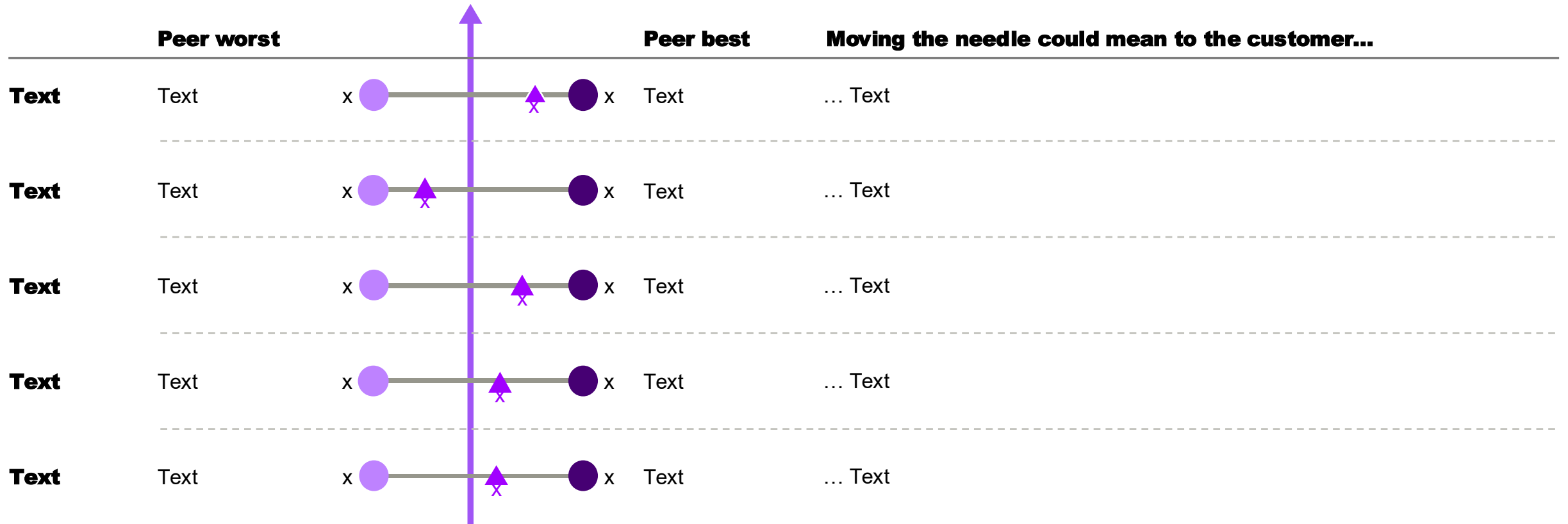
Potential Annual Benefits



- Conservative Estimate
- Likely Scenario
- One-time benefit



Frameworks: Peer Analysis





Useful Objects

Part of
Standard Visuals

Fade-outs and Cover-ups

Phase 1

Text

Text

Phase 2

Text

Text

Phase 3

Text

Text

Use this box to cover in-active or non-relevant parts of a slide, e.g. project phases out of scope. This area is optimized for black & white printing.



Duration, Milestones and Tick

Duration line object

← 3-4 weeks →

This object can be stretched to its required width.



13.03.02

Milestone object

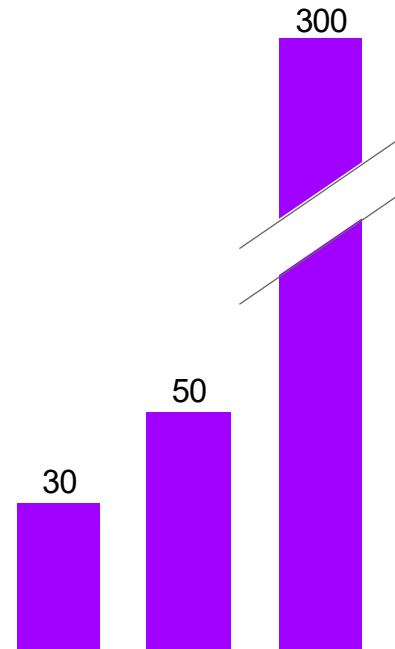
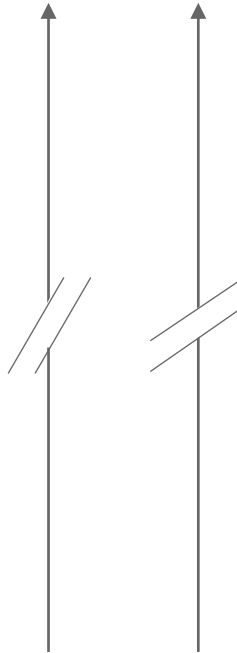
The above diamond shape will not change its size when line is stretched

Tick character:



Discontinuous Axis Marks

Place one of these objects on a graph's axis or bar to advise about a discontinuous scale








Harvey Ball Legends

Place one of these legend boxes next to a Harvey Ball chart; rename if required

Excellent – very poor

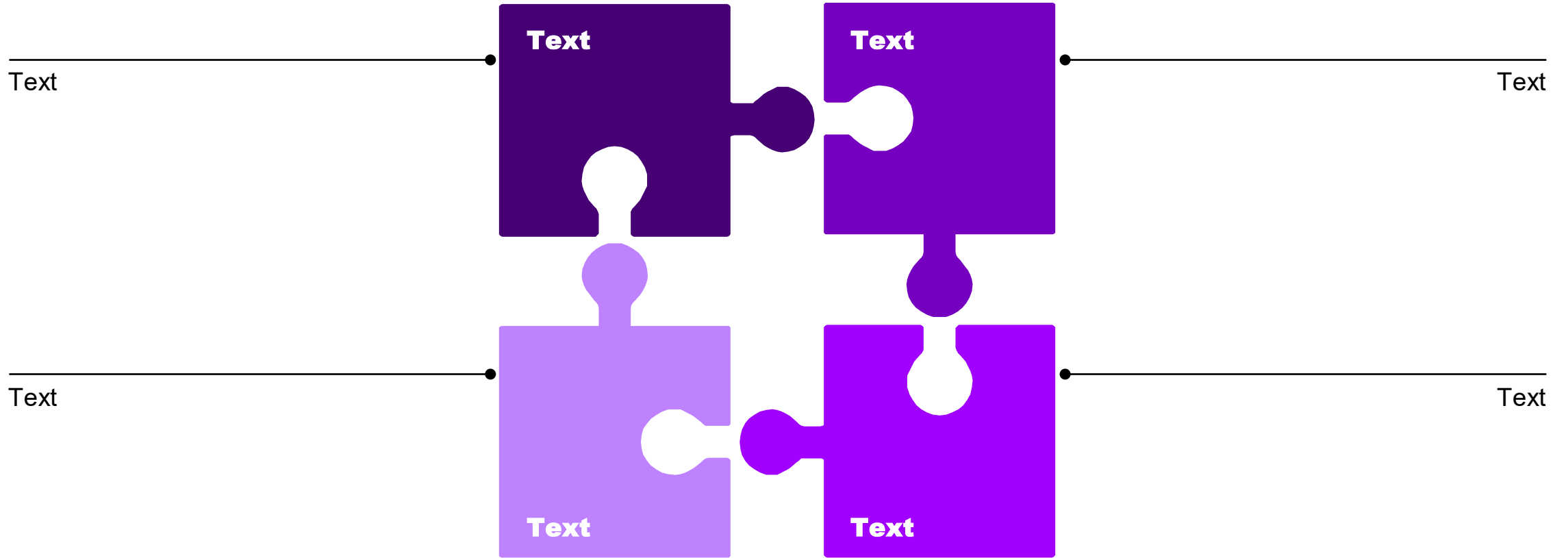
-  Excellent
-  Good
-  Satisfactory
-  Poor
-  Very poor

Very high – very low

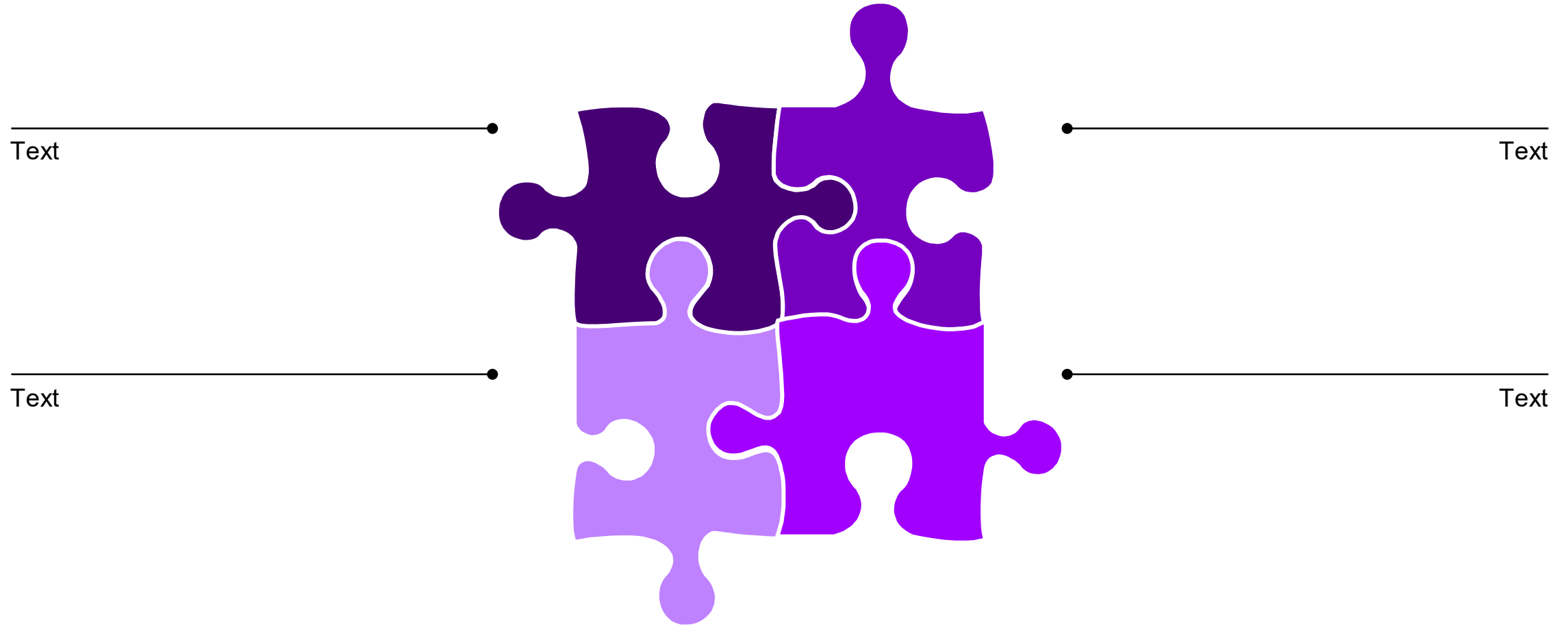
-  Very high
-  High
-  Medium
-  Low
-  Very low



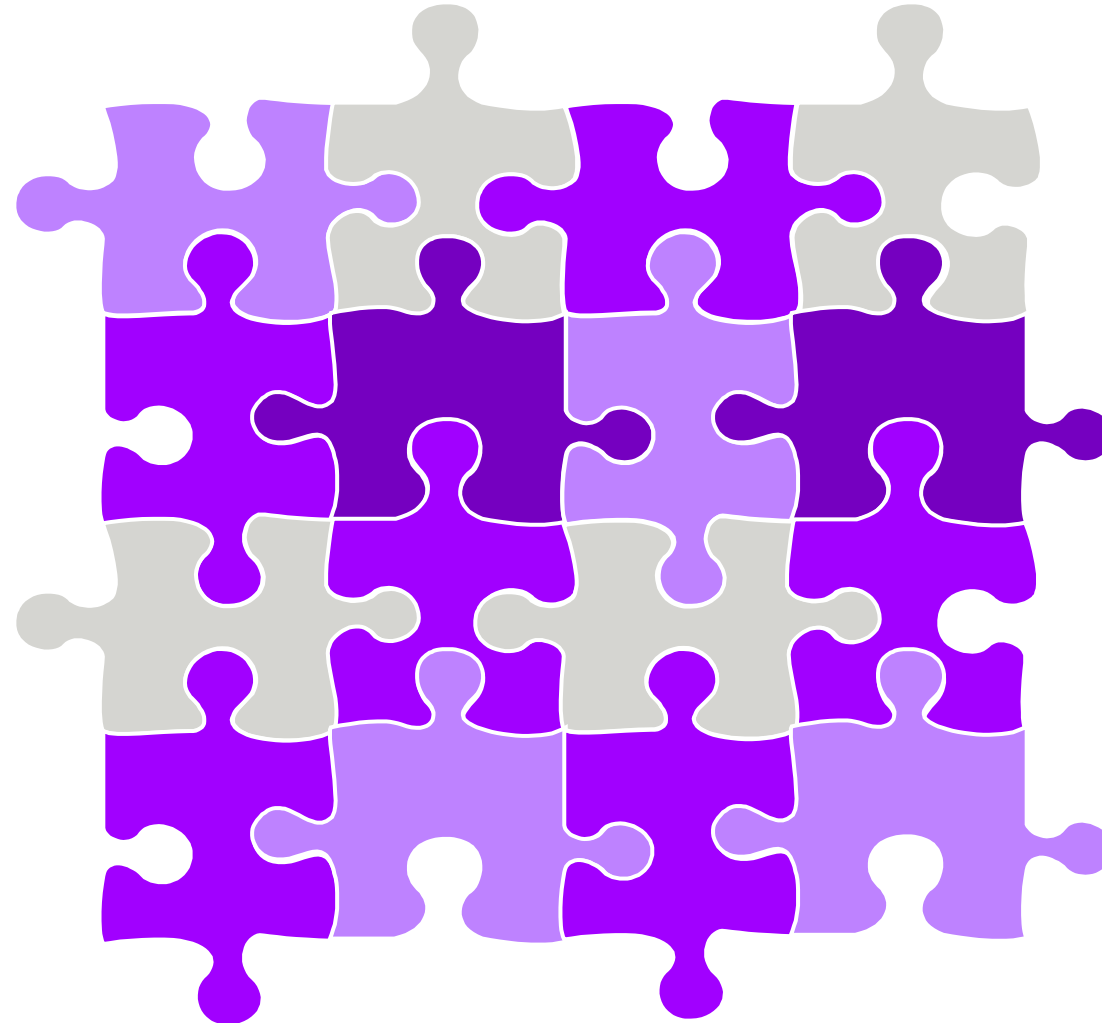
Puzzle Pieces 1



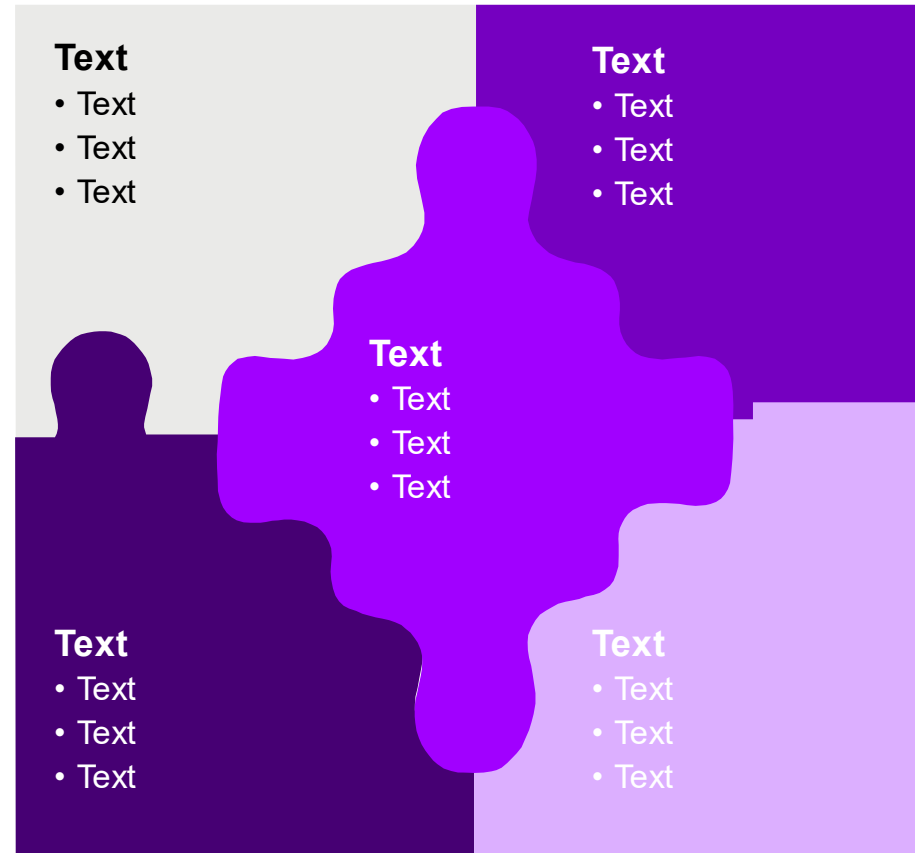
Puzzle Pieces 2



Puzzle Pieces 3

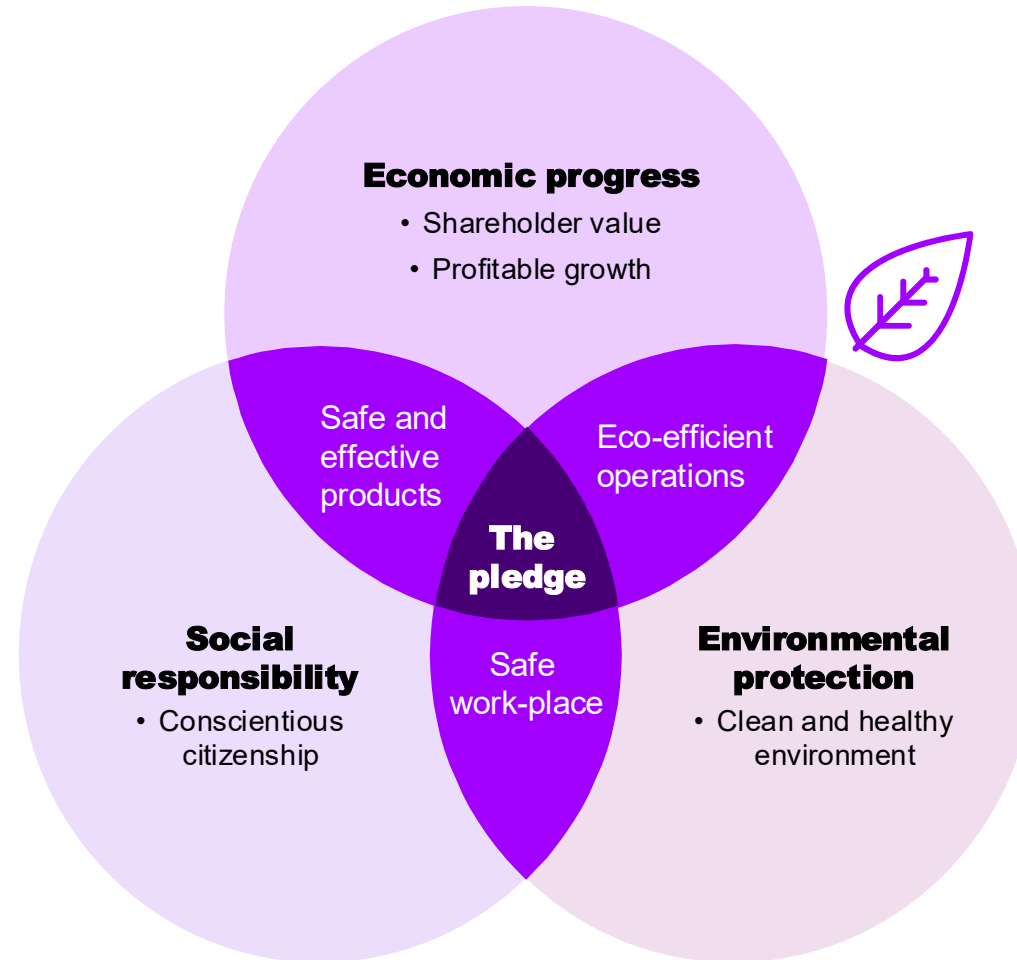


Puzzle Pieces 4

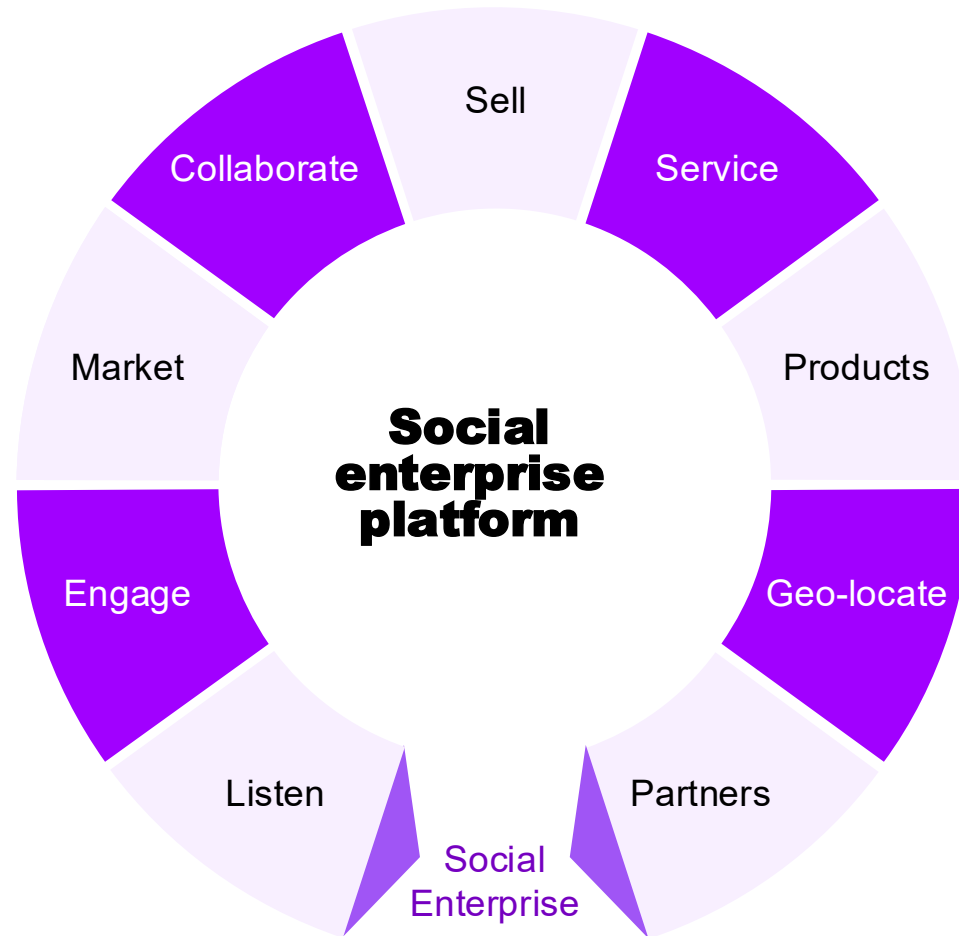


Corporate Environmental Responsibility

Design example: 3 factors of CESR



Elements of Social Enterprise Platform



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