



Global Coffee Challenge

Goal: Read and assign the 8 opportunities

01

Open the Day 2_Global Coffee challenge deck

02

Nominate a *timekeeper* to watch the time and a *leader* to share the deck and facilitate reading the opportunities

03

Read the 8 opportunities and business challenges

04

The Start Group leader should **assign** opportunities to each person



10 minutes

CEO of Global Coffee & the Accenture Client Account Lead (CAL)

Identified the following 8 business challenges and 8 opportunities for Global Coffee

1. Global Coffee is losing customers because ordering from their web app is so confusing. The app tries to bring together data from multiple separate sources, and as a result is cumbersome and challenging to navigate. **Create a simpler digital experience.**
2. Global Coffee suffers from efficiency challenges. Processes are slow and cumbersome, and as a result, high demand products are often in short supply. **Become a faster and leaner business with the help of the Cloud.**
3. Many teams in Global Coffee struggle with workload, work prioritization, and budget and schedule overruns. Using best practices from Agile software development methodologies would help these teams get back on track. **Become more agile.**
4. While sales are increasing at Global Coffee, operational costs are too. Expenses for back-office functions such as HR and finance are increasing faster than revenue, eating away at Global Coffee's profits. **Reduce operational costs.**

Continued: 8 business challenges and 8 opportunities

5. Global Coffee recently acquired Star Coffee, a chain of boutique coffee shops in new markets. While the cultural side of the acquisition is going strong, the different standards and processes are slowing down critical decision making. **Make decisions with speed and become more efficient.**
6. An analysis of individual Global Coffee stores shows that costs for basic utilities, such as water and electric, are on the rise. Not only does this affect Global Coffee's bottom line, but it's damaging their image as a corporate citizen with a focus on sustainability. **Reduce store overhead and become more sustainable. Reduce store overhead and become more sustainable.**
7. Global Coffee is losing market share to a competing brand with a richer, more satisfying digital experience. Not only does Global Coffee need to catch up, but they also need to position themselves to stay ahead of increasingly rapid changes in technology. **Create a foundation for future growth and innovation online.**
8. Global Coffee is planning a large increase in digital marketing in the coming year, to expand brand recognition and sales. They will need to measure the effectiveness of this investment, and ensure they are investing in the right places to maximize their return. **Get the best return on its marketing investment. Get the best return on its marketing investment.**

Stop Here

When time's up, you will be taken back to the main room before heading into One Accenture Park.

You'll need to use the following slides after you come back from One Accenture Park.



Collaborate

Goal: Share your stories about the work we do, discuss how we meet our client needs and complete your final message for Priyanka.

01

Share the client stories within your Start Group, and use the provided question prompts to **discuss** how we meet our client's needs

02


Start Group leader will share their screen and log each client story name and the **bolded** keyword into the template

03


The leader will type the keywords into the message template as the group works together to complete the message back to Priyanka. Be ready to share your message in the main room.



20 minutes



Using one of the client stories, share an example of how Accenture works together to support client needs?





What was a common thread woven throughout the client stories that reflects how work is accomplished here at Accenture?





Discuss the types of industries that are represented in the client stories. What is the implied messaging take away?



Match the opportunity with the client story. Add the client story name and bolded keyword into the template.

Opportunity	Client Story name	Keyword
1. How can we help Global Coffee create a simpler digital experience?		
2. Become a faster and leaner business with the help of the Cloud.		
3. Become more agile.		
4. Reduce operational costs.		
5. Make decisions with speed and become more efficient.		
6. Reduce store overhead and become more sustainable.		
7. Create a foundation for future growth and innovation online.		
8. Get the best return on its marketing investment.		

Complete the message for Global Coffee using the keywords found in the client stories.

The Start Group leader enters the keywords into the spaces to create one collaborative message.

Accenture is ready to help you reach your _____ in each _____ in your _____.

We can bring _____ and _____ to your online experience, which will help your

_____ and bring you new customers and growth as we cut _____.

With the blend of end-to-end services Accenture brings to our clients, no one else can bring your strategy to

life as _____ as we can.

Relax and breathe deeply while waiting to be moved back to the main room.