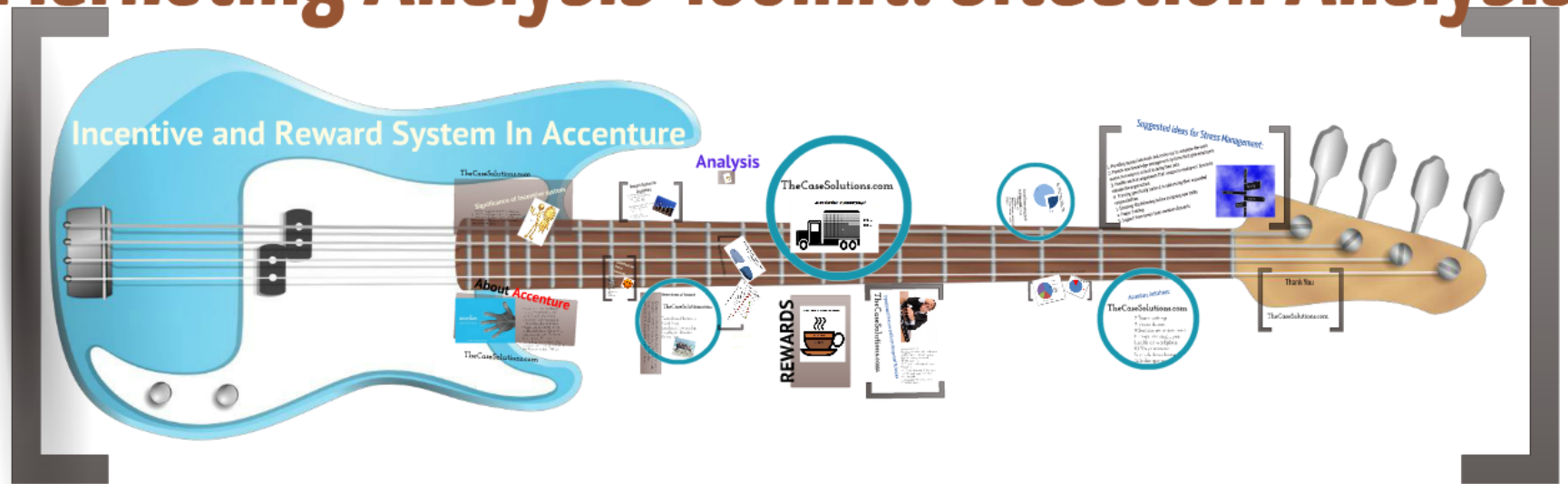
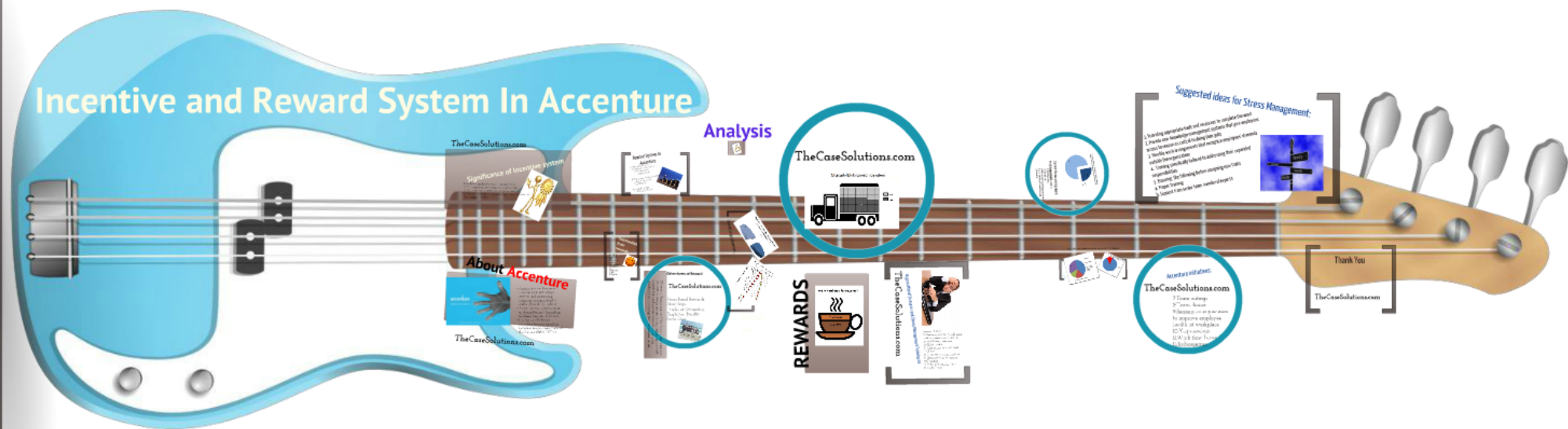


Marketing Analysis Toolkit: Situation Analysis



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Marketing Analysis Toolkit: Situation Analysis



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About Accenture



- Accenture is multinational management, technology services and outsourcing company headquartered in Dublin, Republic of Ireland.
- Accenture employees to work in blended teams - Consulting, Solutions, Services, Enterprise
- It is the world's largest consulting firm measured by revenues and is a constituent of the Fortune Global 500 list.

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Significance of Incentive system

1. Motivate employees to perform effectively.
2. Motivate employee to join the organization.
3. Motivate employee to come to work, and
4. Motivate individuals by indicating their position in the organization structure.





Other forms of Reward

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Team Based Rewards
Merit Pays
Employee Ownership
Employee Benefits
Recognition



CP points, Accelerator and Ace Award are unique to Accenture. Accenture has a very holistic and a rounded reward system which looks after the employees and keeps up their motivation levels.

Recognition
ESOP
Series1
Series2
Series available in Accenture

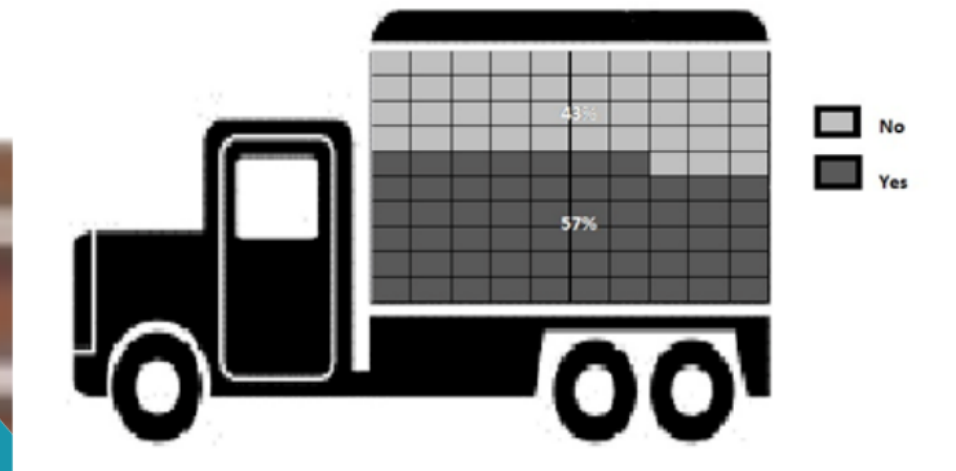
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Do Incentives lead to healthy competition among employees?

You Look Good to Me
You're Progress 100%



Did reward system bring a change
in your performance?
100%
100%

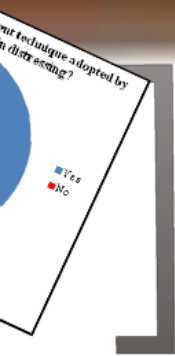


Sources of stress:-

- 1) Company's failure to add more staff to support growth which leads to heavy workload
- 2) Office politics
- 3) Time critical projects/ Tight Deadlines
- 4) Competition within the team
- 5) Disturbed sleep because of 24/7 support
- 6) Prolonged working hours
- 7) Ad-hoc issues

Organizational Stressors and Stress Management Techniques

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Accenture initiatives:

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7. Team outings
8. Team dinner
9. Sessions on ergonomics to improve employee health at workplace
10. Yoga sessions
11. Work from home
12. Indoorgames

Thank You

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