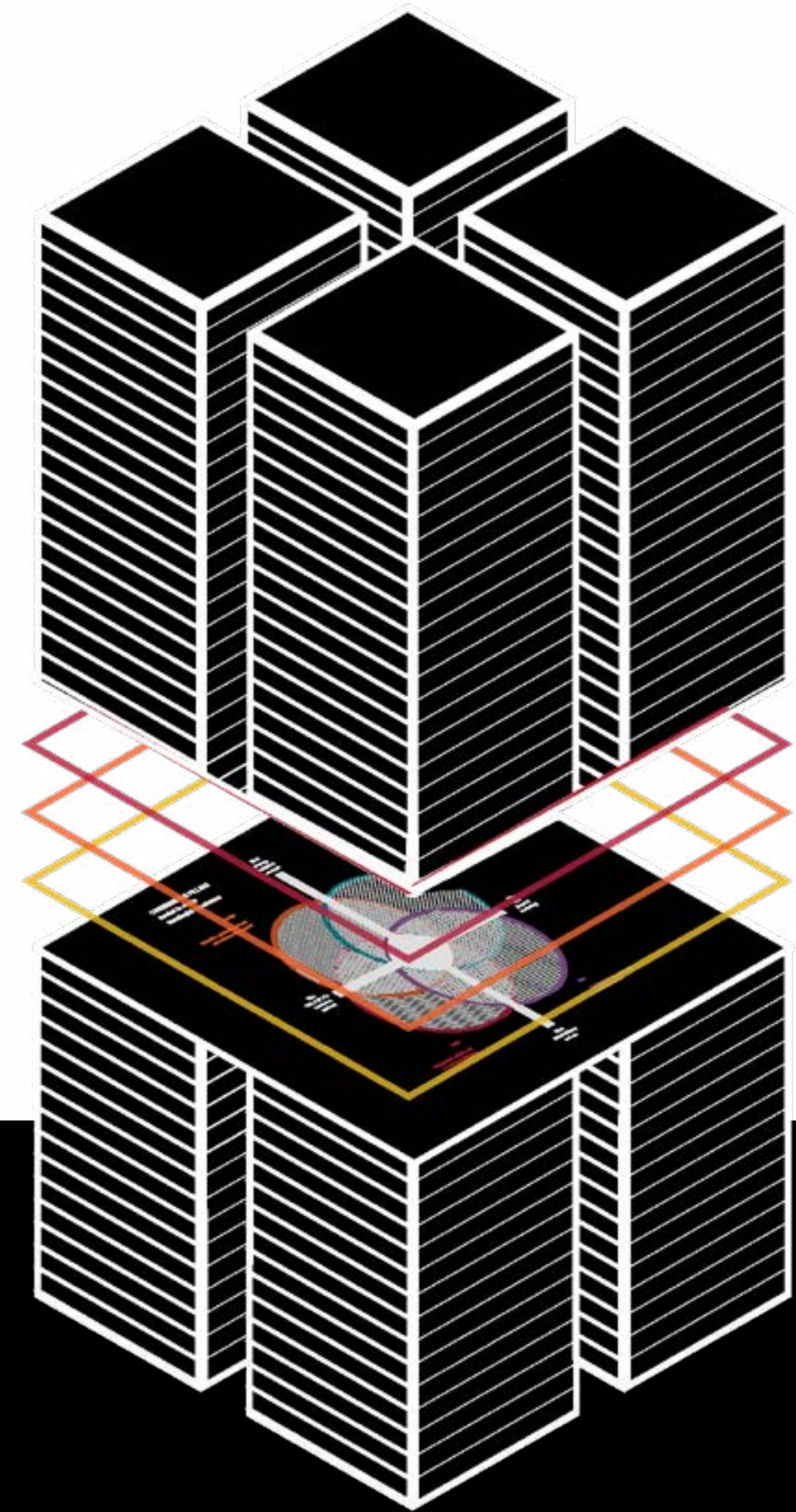


PILLARS UNITED

Improving the initiation of cross-pillar projects



ASSIGNMENT

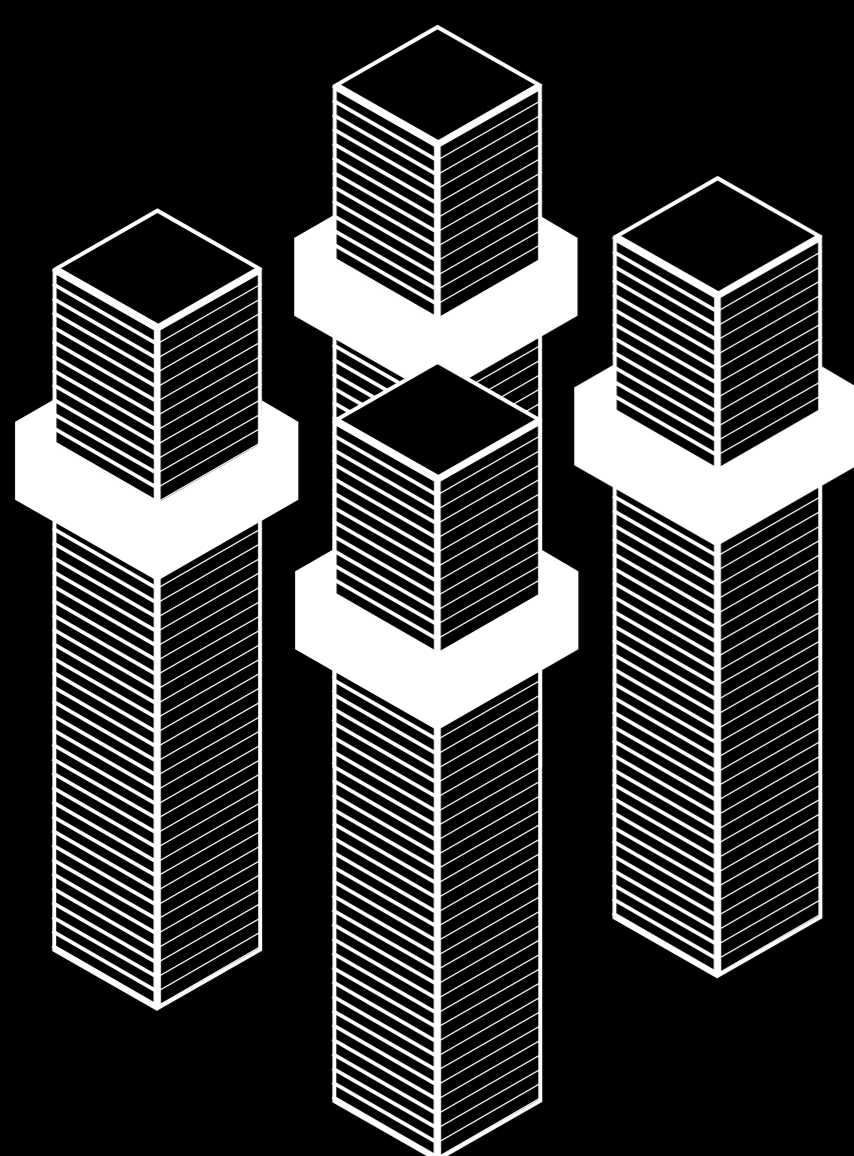
How to improve the cross-pillar performance, in the context of Accenture interactive?

PROBLEM

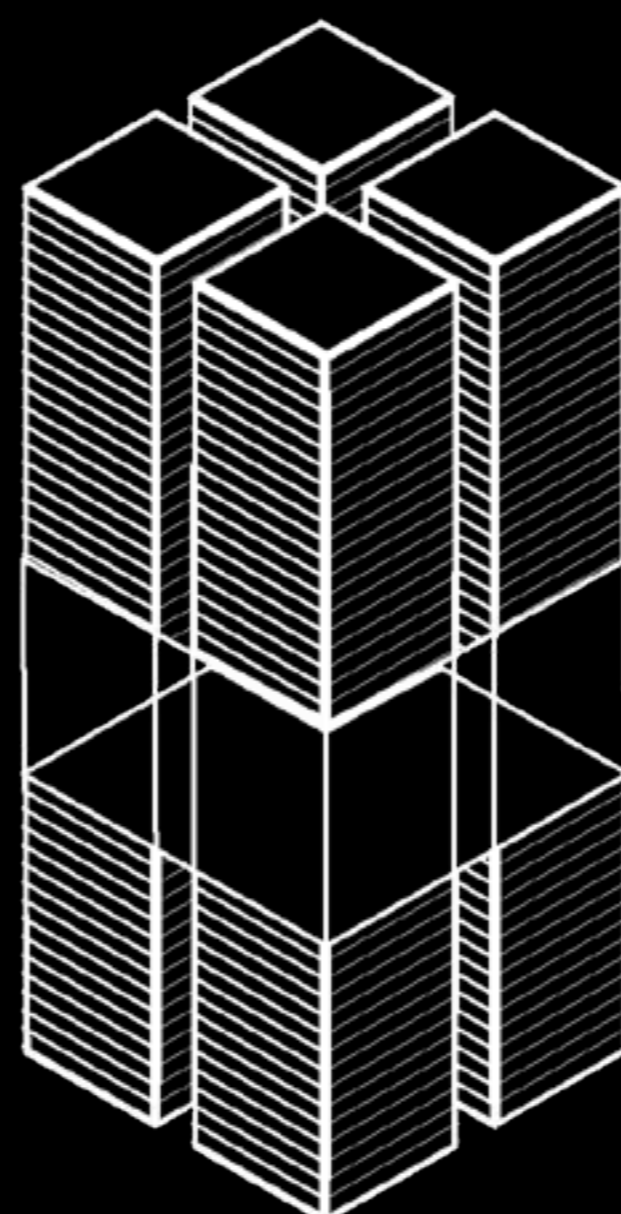
Unwillingness and unawareness during the project initiation prohibit the desired collaboration between pillars.

SOLUTION

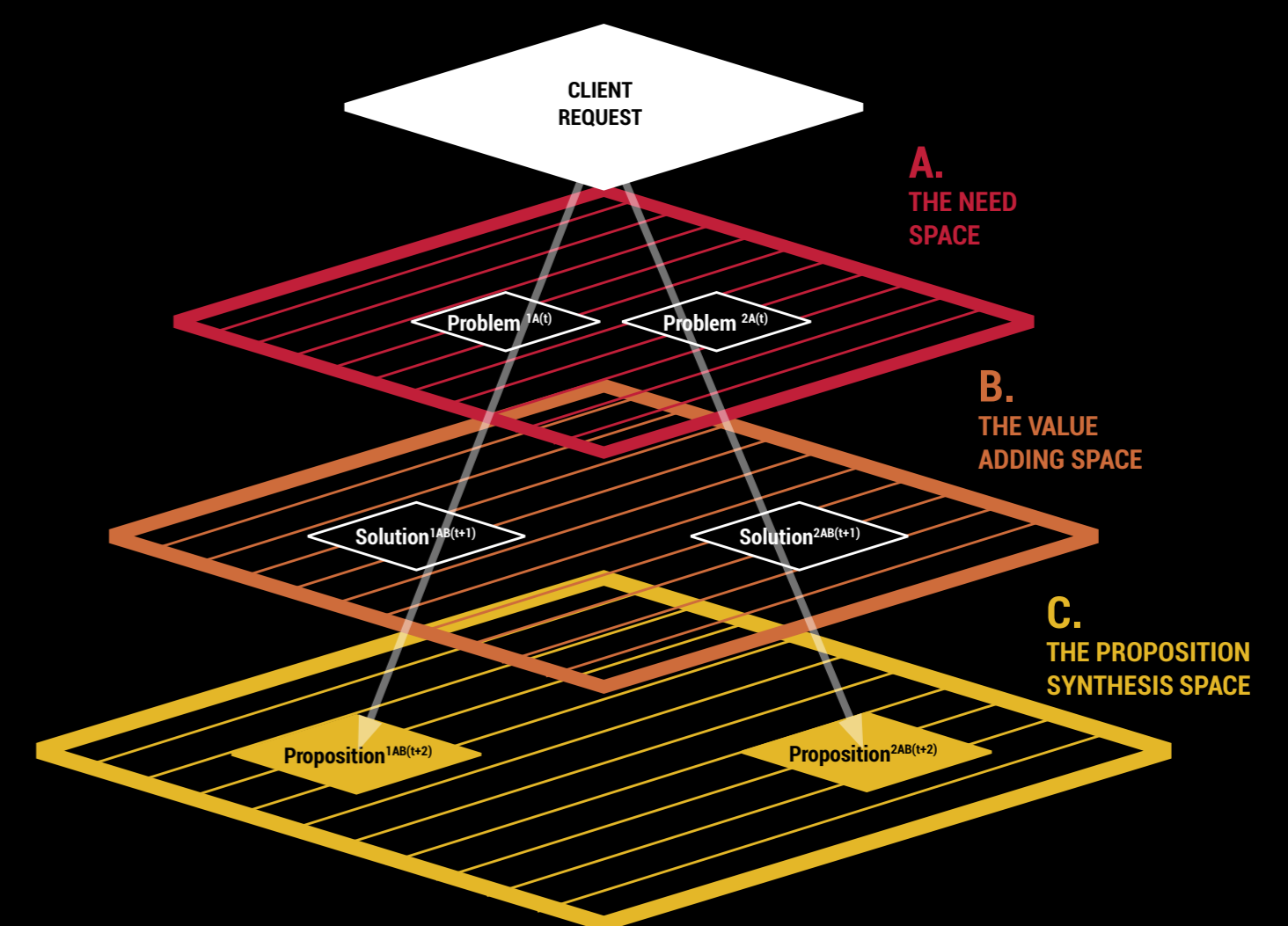
The solution consists of a roadmap, improvements in existing activities and the creation of a proposition development approach to the existing initiation process.



CURRENT CONTEXT IN WHICH THE PILLARS ARE WORKING SILOED.



THE PERFORMANCE IS INFLUENCED BY THE PRESENCE OF AWARENESS AND WILLINGNESS IN THE INITIATION OF THE PROJECTS.



INITIATING CROSS-PILLAR PROJECTS BY LOOKING AT THE COLLABORATIVE ADDED VALUE.

Britte Timmermans
Improving the initiation of cross-pillar projects
15-12-2021
Strategic Product Design

Committee Chair | F. Smulders
Mentor | G.H. Berghuis
Company mentor | P. Mehrotra
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