CASE STUDY

POINTING THE WAY TO THE FUTURE OF MANUFACTURING

SEVENTH FRAMEWORK PROGRAMME

Simulation-Based Business

Unilever www.unliever.com

Unilever is an Anglo–Dutch multinational consumer goods company co-headquartered in London, England and Rotterdam, Netherlands. Its products include food, beverages, cleaning agents and personal care products. It is the world's third-largest consumer goods company measured by 2012 revenue, after Procter & Gamble and Nestlé.

MTP plc, Accenture, and Enspire Learning joined forces to design a simulation-based business acumen training program for Unilever, one of the world's largest consumer products companies, and to deliver that program virtually to a global sales audience. With rising competition in the consumer goods market, brand name consumer goods companies such as Unilever are increasingly under pressure to make financially sound decisions at all levels and in all functional areas of the company. Nowhere is that pressure felt more strongly than in sales. To sell effectively, sales managers must understand the financial consequences of decisions around pricing, marketing, and new product launches – both the impact on their own business's financials, and on those of their customers. At the same time, today's multinationals operate across the world, and need training programmes to be delivered across the same wide range of geographies. Unilever needed the training to be high-quality, consistently delivered and tailored towards their needs – but pressures of work and tight budgets would not allow sales people to take whole days away from their work, nor to travel. The solution would have to be delivered virtually. Unilever turned to Accenture to find vendors capable of designing a business acumen training program that could be delivered entirely virtually, without compromising effectiveness and engagement. This program has shown that engaging, effective learning programs can be delivered virtually to a global audience.

Simulation and Forecasting Technology role
Learning/training programs

Sector
Food & Beverage

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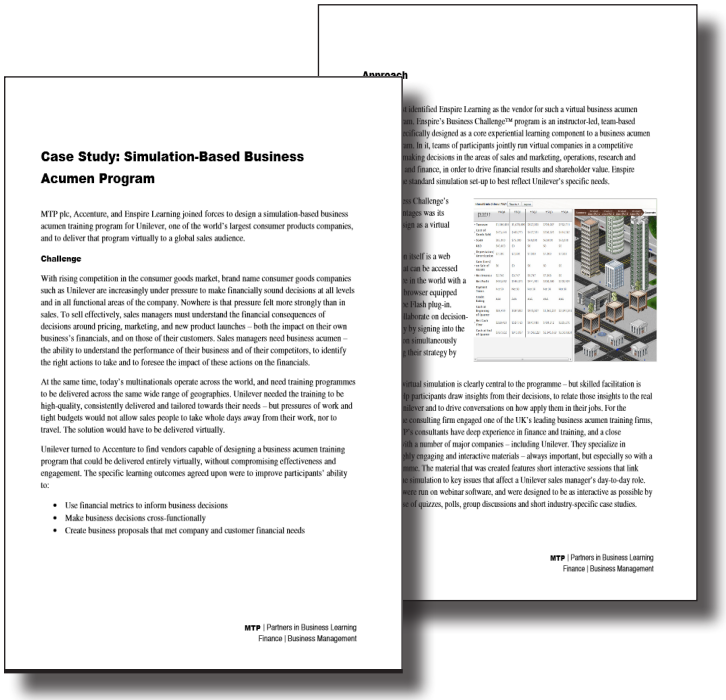
Case Study: Simulation-Based Business Acumen Program

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Challenge

With rising competition in the consumer goods market, brand name consumer goods companies such as Unilever are increasingly under pressure to make financially sound decisions at all levels and in all functional areas of the company. Nowhere is that pressure felt more strongly than in sales. To sell effectively, sales managers must understand the financial consequences of decisions around pricing, marketing, and new product launches – both the impact on their own business's financials, and on those of their customers. Sales managers need business acumen – the ability to understand the performance of their business and of their competitors, to identify the right actions to take and to foresee the impact of these actions on the financials.

At the same time, today's multinationals operate across the world, and need training programmes to be delivered across the same wide range of geographies. Unilever needed the training to be high-quality, consistently delivered and tailored towards their needs – but pressures of work and tight budgets would not allow sales people to take whole days away from their work, nor to travel. The solution would have to be delivered virtually.

Unilever turned to Accenture to find vendors capable of designing a business acumen training program that could be delivered entirely virtually, without compromising effectiveness and engagement. The specific learning outcomes agreed upon were to improve participants' ability to:

- Use financial metrics to inform business decisions
- Make business decisions cross-functionally
- Create business proposals that met company and customer financial needs

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