

# The "accenture Nordic Network" (ANN)

....A Unified, Low-Cost Strategy

***"Nordic Voices,  
Global Impact"***

## CULTURAL ADAPTATION



- Real employee stories
- flexible work
- local leadership

***"From Students to Mid-Career professional"***

## OUTREACH PROGRAMS



- Internships
- Bootcamps
- 'Bring a friend' referral events.

How can Accenture become more approachable to Denmark?

Cultural Adaption

Targeted Communication

Employer Branding Initiative

Outreach

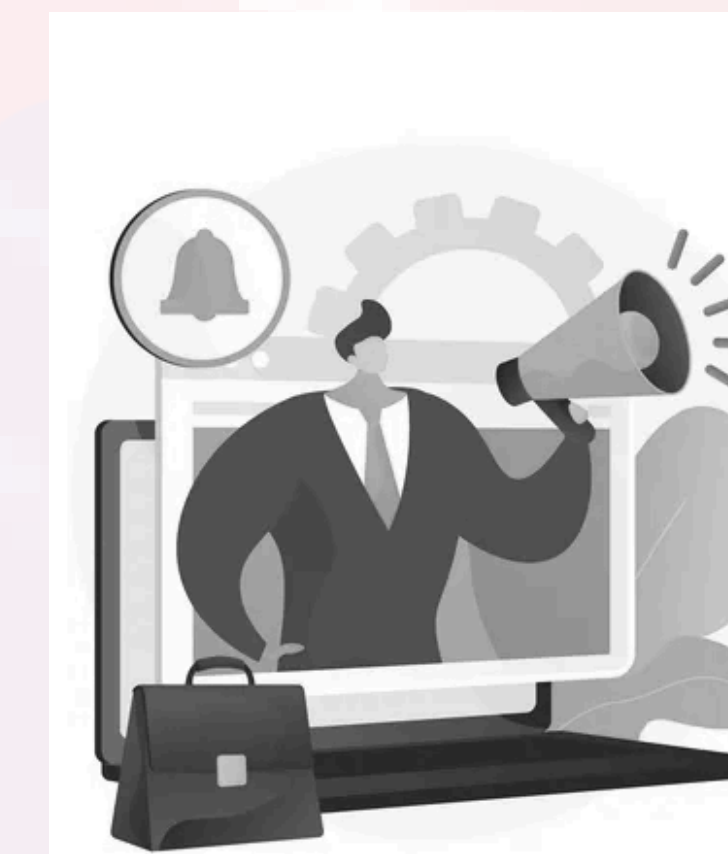
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***"Meet Them Where They Are"***

## TARGETED COMMUNICATION



- Danish Job portals
- LinkedIn ads
- career podcasts.

***"Talent Hubs Instead of Corporate Events"***

## EMPLOYER BRANDING INITIATIVES



- Industry partnerships
- virtual fellowships
- mentorship