

UNLOCKING SYNERGY POTENTIAL

DESIGNING A SYNERGY CREATION APPROACH FOR ACCENTURE INDUSTRY X AND VANBERLO

This approach guides Industry X's and VanBerlo's domain leads in creating, validating, and selling synergy offerings. By increasing awareness of each other's capabilities and possible synergy offerings, the tools used during the SCA, such as the Joint Value Proposition workshop, the Synergy Canvas and the Synergy Offering Deck, help identify opportunities for synergy that align with the client's specific needs.

CREATION OF SYNERGY OFFERING

- Step 1: Identify domain needs
- Step 2: Uncover value creators
- Step 3: Capture underlying capabilities
- Step 4: Concretise offering

VALIDATION OF SYNERGY OFFERING

- Step 5: Evaluate synergy offering
- Step 6: Refine synergy offering

SELL SYNERGY OFFERING

- Step 7: Sell synergy offering

