

CASE STUDY

Advisory Partnerships



Criticaleye Advisory Partners are an invaluable source of expertise within the Community. They actively participate in all aspects of Criticaleye, complementing the experience of our Members with deep seated technical knowledge and understanding of best practice. In return, they receive access to a Community of C-suite executives and leaders and a unique opportunity to forge relationships with board-level decision makers in an open and trusted environment.

Building Brand Profile in the C-suite

Accenture has benefited from its relationship with Criticaleye for over 12 years. During this time, the firm has not only been able to position its brand firmly in the minds of industry leaders, but also learnt the benefits of long-term relationship marketing and adapted its culture accordingly.

Criticaleye's ethos of prolonged and mutually beneficial relationships with peers has made a significant difference to the way Accenture approaches senior level prospects. As a stark contrast to the traditional hard sell, or proposing solutions before truly understanding the problem, it has fully embraced the concept of relationship marketing by being part of our Community. Not only this, but Criticaleye has become a key learning and development channel for the firm, helping them better understand what drives their target clients and expose their consultants and rising stars to the type of senior individuals they want to engage with.

Key statistics: Criticaleye offers a broad range of platforms to allow Advisory Partners to interact with Members and showcase their value so long-term relationships can be established. Over the last 12 years, Accenture has achieved a number of key interactions with leaders and executives in our Community as a Criticaleye Advisory Partner.

- Attendance at seven Criticaleye Retreats in the UK and Asia, including the opportunity to meet over 350 high-level delegates
- Involvement in 50 Discussion Groups with about 750 attendees overall
- Over 430 opportunities to contribute to Criticaleye's leadership content
- Participation in ten Criticaleye Breakfast Forums
- 46 one-hour filmed interviews with Board and Executive Team members of target/existing clients
- The opportunity of almost 400 peer to peer Connections with senior executives and potential customers in the Criticaleye Community

Outcomes: Over 12 years, Accenture has played an integral role as a source of information and expertise in our Community. In return it has received the opportunity to position its brand at board level, and to build lasting relationships with decision makers. The tangible value of continuing to remain an active part of our Community is clear with numerous deals won on the back of its participation with our Members.

Not only this, but Criticaleye offers a completely unique development opportunity for its consultants who are able to learn from the type of senior individuals they are trying to engage with. In a safe environment, its key people can hone their relationship marketing skills and build the type of long term engagement needed to be successful in the future, as well as benchmarking the types of services they offer and getting a practitioner view of what is needed in client organisations.

“ We have a hugely beneficial and long-standing relationship with Criticaleye. Being part of the Community offers us access to industry leaders within an environment which is based on shared value, as well as a desire to learn and develop. The partnership gives us a chance to showcase our expertise and build trust with individuals and organisations on a variety of different platforms. ”

Joanna Brown, Director, Executive Communications, Accenture