

# Accenture Strategy

"Where technology meets transformation"

<b>FOUNDED</b> <b>2001 (from Arthur Andersen)</b>	<b>EMPLOYEES</b> <b>~750,000 globally</b>	<b>KNOWN FOR</b> <b>Tech consulting, digital transformation, scale</b>	<b>STRATEGY PRACTICE</b> <b>~3,000 globally, more selective</b>
<b>ROUNDS</b> <b>2–3 rounds, case + behavioral</b>	<b>ONLINE ASSESSMENT</b> <b>Required for most entry roles</b>	<b>CASE STYLE</b> <b>Digital strategy, growth, market entry</b>	<b>SENIOR ROLES</b> <b>Leadership and delivery track record focus</b>

## WHO THEY ARE

Accenture is the world's largest consulting firm by headcount (750k+ across 120+ countries), spun from Arthur Andersen in 2001. Strategy is its smaller, selective corporate strategy practice sitting above technology and operations, focused on CEO-level questions around growth, transformation, and competitive positioning. Unlike traditional consulting, Accenture operates as a tech-enabled conglomerate with the ability to design and build solutions in-house. The Strategy practice is distinct from the firm's IT consulting roots and closer to MBB positioning. You're joining a firm where strategy recommendations connect directly to execution at scale, not just recommendations that leave the building.

## WHY PEOPLE WANT TO WORK HERE

Accenture Strategy offers MBB-adjacent work embedded in a firm that can actually build and deploy technology at scale. If you care about AI, cloud migration, digital product strategy, or billion-dollar transformation programs, you see strategies executed rather than just designed. The firm has substantial AI and data science capabilities plus deep partnerships with Microsoft, Salesforce, SAP, and AWS, giving access to transformation work where large-company strategy actually happens. Senior-level compensation is competitive; technical candidates often earn premiums for hard skills. Billion-dollar engagements create real early leadership responsibility for junior hires. The combination of pure strategy work plus execution visibility is rare in the industry.

## INTERVIEW PROCESS

Entry-level and MBA roles start with an online cognitive assessment, then move to two to three interview rounds mixing behavioral and case-style business problems. Cases focus on digital strategy, market entry, and growth, requiring both strategic framing and quantitative analysis. The in-person or video rounds include a fit conversation and a business case where interviewers assess whether you think in terms of business impact, not just technical detail. Senior and experienced hire interviews shift toward behavioral and leadership questions, emphasizing your track record delivering results in complex, multi-stakeholder environments. Expect the process to be more rigorous than Accenture's broader consulting pipeline, reflecting Strategy's positioning closer to MBB.

## WHAT THEY'RE REALLY EVALUATING

Accenture Strategy evaluates three core dimensions: strategic thinking quality, technology fluency, and delivery orientation. They assess whether you can bridge insight to implementation and understand how technology creates business value. Client orientation is weighted heavily because long engagements involve complex stakeholder environments where trust matters; they need people who navigate organizational politics without losing confidence. The behavioral interview tests whether you're clear under pressure and easy to work with in ambiguous situations. Commercial awareness is critical: interviewers want evidence you understand how businesses make money and what trade-offs leaders actually face, not just frameworks applied in the abstract.

## STANDOUT QUESTIONS

1. Tell me about a time you developed a strategy that required significant technology or digital input. How did you approach it?
2. Describe a large or complex project you worked on. How did you manage scope, stakeholders, and delivery?
3. Tell me about a time you had to build trust with a skeptical client or senior stakeholder. What was your approach?
4. What technology trend do you think will have the biggest strategic impact on our clients over the next three years, and why?
5. Describe a situation where you had to adapt mid-engagement because the client's priorities changed. What did you do?
6. Why Accenture Strategy over MBB or other consulting options, and what specifically draws you here?

## INSIDER TIPS

- Have a clear point of view on technology and business. Accenture Strategy interviewers notice when a candidate is checking a box versus someone who finds the intersection of strategy and technology compelling. Be ready to discuss a specific trend you follow and why it matters.
- Know the difference between Accenture Strategy and Accenture Consulting. The Strategy practice is smaller and more selective: interviewers will notice if you've conflated the two. Be specific about why Strategy, not just 'Accenture.'
- Emphasize delivery, not just analysis. Accenture's edge is getting things done at scale. Your stories should show moments where you drove something through to completion, not just diagnosed a problem or built a model.
- Prepare for the online assessment early. The cognitive component trips candidates who aren't expecting it. Practice timed quantitative and verbal reasoning before you apply.