



G-Cloud 15 Service Definition

**Accenture Cloud/AI Leadership, Culture and
Change**

Jan 2026

Contents

- 1.0 Scope of our services 1
- 2.0 Approach..... 7
- 3.0 Benefits of our approach 8
- 4.0 Assets and tools 9
- 5.0 Pricing 10
- 6.0 Contacts 11
- 7.0 About Accenture 12

1.0 Scope of our services

This document describes the Accenture's Cloud/AI Leadership, Culture and Change offering, and should be read in conjunction with the associated G-Cloud/AI 15 Services documentation.

Work is changing faster than people do, the COVID 19 pandemic, Advent of AI and increased automation has meant companies have had to adapt to many different versions of a new normal. Some have risen to the occasion while others struggled. As leaders emerge, we find a common thread unites them...they **need to embrace the power of these new technologies including Cloud/AI and AI as a key to business reinvention**. Yet, 63% of companies fail to capture the expected value from their technology investments. CEO's and leaders who do not embrace the future opportunities provided by the new technology will make their organisations 60% less likely to be able to meet future challenges and service their clients. The people and change dimensions of the journey to reinvented organisations through technology and people are major roadblocks. Skills shortage is the top barrier to achieving value—ranked #1 by 54% of CEOs. Other top barriers include IT and business misalignment (40%) and the complexity of business and organisational change (39% overall).¹

Business reinvention isn't just about technology. According to our research, **Modern Cloud/AI Champions** prioritize talent as much as they do technology. **They activate their people through Alignment, Ability and Adoption**. In fact, CXOs who transformed both people and technology in support of their Cloud/AI strategy achieved on average 60% greater value from their investments compared to their peers.²

Our Clients' Challenge

How do we achieve greater value from our Cloud Transformation?

How might we...

Alignment: Enable a partnership between IT and the business, and align across the C-Suite on the future ambition

Ability: Build the leadership, talent and digital fluency skills needed across the enterprise for the future of work

Adoption: Adopt mindsets, behaviors and new ways of working to take advantage of Cloud

Modern Cloud Champions...

- 4.9X more likely to **work cross-function and cross cultures**
- 2.2X stronger **business and IT** partnerships + collaboration
- 1.9X more likely to **remove silos and barriers** to alignment
- 5.2X more likely to **develop future talent** at scale
- 4.6X more likely to **build Cloud and Digital skills** internally
- 2.2X better **digital fluency skills** across the enterprise
- 2.1X more likely to empower teams to **decide with data**
- 2.0X more likely to **innovate and experiment** in the Cloud
- 2.2X more likely to embrace a **growth mindset**

Source: Modern Cloud Champions, Accenture, 2021.

Figure 1: Typical Client Challenges Related to Cloud/AI

Our AI and Cloud/AI Change approach, analytics and experience can help you navigate all the dimensions of required to successfully reinvent your organisation to truly deliver value. When applied holistically, this model also correlates to an increase in efficiencies, reduced costs, and a lower carbon footprint. The below diagram depicts our Cloud/AI and AI Change Acceleration framework including all the elements of change that we would support our clients through to achieve a successful reinvention and transformation of your organisation

Some of the elements of the framework have been described in other G-Cloud/AI 15 Service Description and as such we will focus on some of the individual building blocks rather than the holistic offering. Please refer to SDD 125 Talent Management and 129 Talent Development for our in-depth approach around Talent & Skilling as well as Learning & Development for Cloud/AI. Also please refer to 119, 120, 121 and 122 for our approach towards Operating Model and Organisational Design. The remainder will be discussed below.

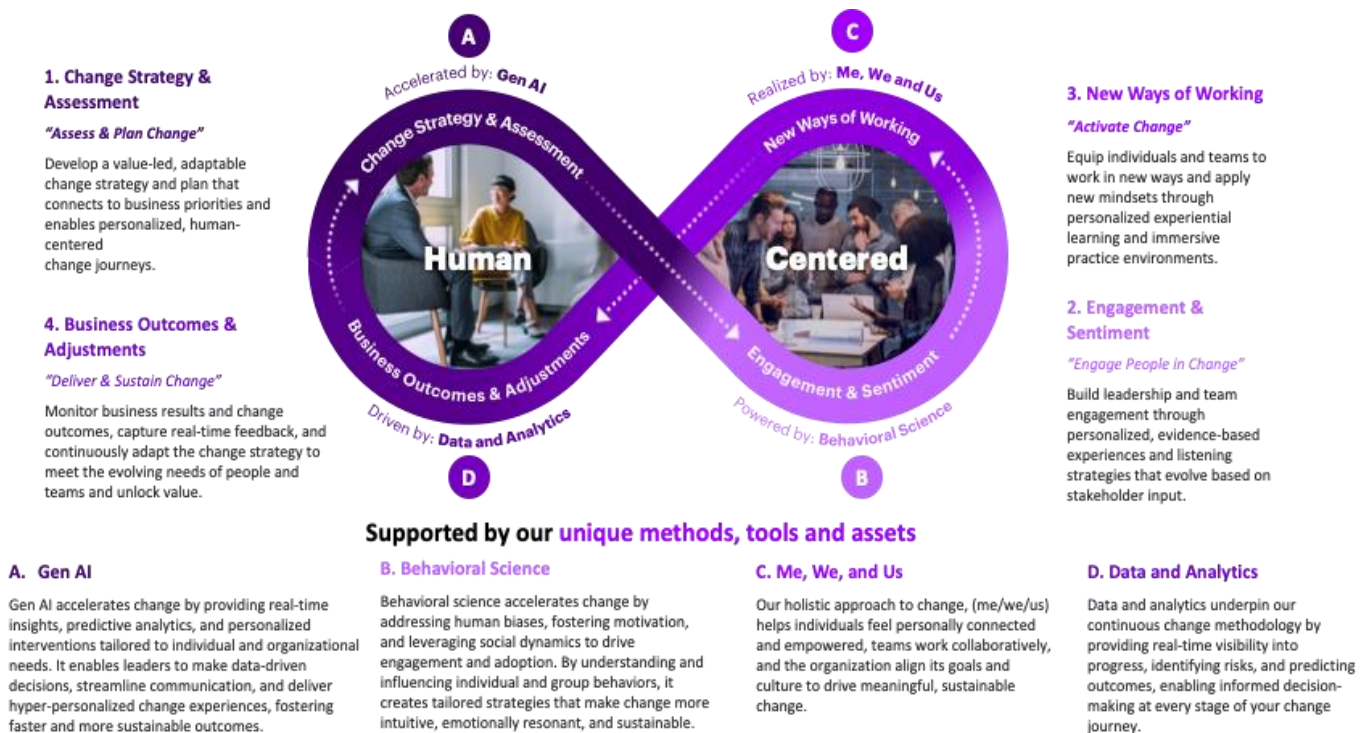


Figure 2: Accenture's Proprietary Change Acceleration Framework

Strategy & assessment Our Framework focusses on helping an organisation put in place the building blocks to achieve a successful Cloud/AI/AI journey. First the alignment of all stakeholders on the vision of where the organisation wants to get to and what it wants to achieve through Cloud/AI is clear. Ensuring the priorities and purpose is set and accurately assessing the current state of the organisation to benchmark success and progress against. The alignment stage clarifies what targets and measures the organisation will assess itself against as well as painting the overall roadmap and experience.

Engagement and sentiment: The "ability" services that Accenture offer within this framework focus on really designing what the organisation needs to look like to fulfil all the priorities and vision outlined during the Alignment phase. It provides the "what" and "how" of the Cloud/AI Transformation journey – designing the organisation, understanding the culture principles, defining what will be needed of the organisation's leadership and depicting the skills different areas of the organisation will need and what the individual journeys will look like to take them there. It provides clarity on stakeholder and team interventions to drive the change

New ways of working: Defining the new ways of working, organisation, roles and skills helps fast-forward the business towards a Cloud/AI/AI enabled organisation. Putting in place the processes and ways of working to implement the change. Focusing in on readying the

organisation for their transformation and starting to embody some of the new behaviours and culture that the organisation envisages to set themselves up for success.

Outcomes and adjustments: This stage focuses on putting in place the sustaining elements around a Cloud/AI/AL enabled organisation including performance measures and objectives. It includes building a robust approach to monitoring benefits through our Reinvention Navigator tool and makes sure that necessary adjustments are made..

In this document we will deep dive into 3 of the service areas that Accenture can help with in order to support the organisation in their Change Journey: Culture and Leadership Change and overall Change Management towards Cloud/AI.

1.1 Cloud/AI Leadership & Culture:

We develop leaders and cultures that create sustainable advantage. We build the **individual** leadership mindsets and behavioural capabilities required to drive a human-centric organisation transformation. We develop **teams** able to define and execute a human-centric organisation vision and drive experimentation as an innovative way to change. We create **organisational culture** with higher employee engagement and retention, an uplift in innovation connected to the future vision, plus greater agility and customer relevance.

We work with you to clarify your leadership and culture strategy. We assess and develop leaders and utilise behavioural science approaches to help change perceptions and behaviours. We activate culture. We focus on the whole person, bringing the very best innovative experiences to help our clients crack their knottiest challenges and leave their people and business Net Better Off. We develop leaders at all levels to engage people in the practice of change, so leaders are the fuel not the friction.

The below depicts our approach to Leadership and Culture activation for Cloud/AI, again we work with our clients from alignment and definition, right through to adoption.



Figure 3: Accenture's Approach to Leadership and Culture Activation

Culture and in particular immature Cloud/AI/ML cultures requires a transformation of Human systems rather than just the technology. It requires the organisation and its' people to start thinking and behaving in a new way, adopting new mindsets, and transforming the culture so that it takes into consideration some of the below principles as a new Cloud/AI organisation. We work with our clients through the strategy and definition stage to ensure that these new culture priorities are understood and help our clients achieve culture adoption in these following areas as relevant:

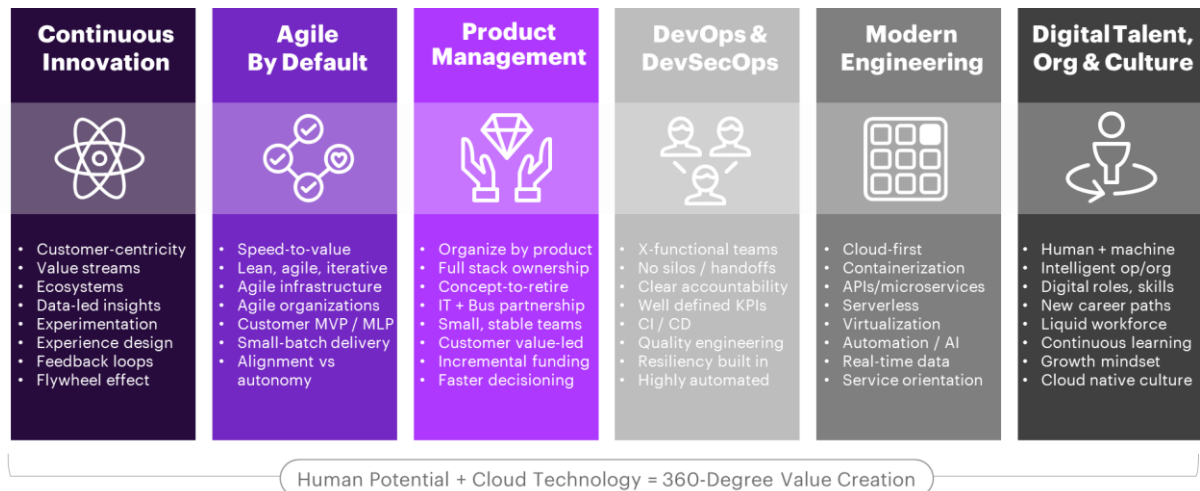


Figure 4: Areas where Leadership and Culture can Drive Improved Outcomes

1.2 Cloud/AI Change Management:

We offer the full suite of Cloud/AI Change Management services to our clients and usually this would be integrated with some of the other building blocks of the framework. Below we have highlighted some of the core services in this space:

- **Change Planning and approach:** Planning gives you the opportunity to identify and prepare for change activities that will take place ahead of, and after the go-live. Careful planning helps to ensure that end users of Cloud/AI adoption are well prepared for the upcoming changes. The deliverables that would be produced during Change Planning would consist of:
 - The Change Delivery Plan that identifies all of the change activities that need to take place, when these activities should be completed by, and if the activities are on track to be completed.
 - High Level Change Impact Assessments – that helps to identify how the Cloud/AI transformation may impact different stakeholder groups, and what interventions should be implemented to land this change successfully.
 - High Level Business Readiness Checklist – that identifies all of the pre go-live activities that need to take place to ensure the business is ready for the Cloud/AI.
 - Transformation GPS (TGPS) to help leaders understand the maturity and readiness of the Cloud/AI change programme to allow, based on insight and evidence in the TGPS, actions to be undertaken to maximise the likelihood of a successful Cloud/AI programme.

- **Leadership & Stakeholder Alignment** - will enable you to identify the key stakeholders who are impacted by Cloud/AI and define how you will interact with them. It helps you to bring end users along the journey and prepare, support, align, and coach leaders to sponsor the change. The deliverables that would be produced during Leadership and Stakeholder Alignment consist of:
 - Change Network approach that aims to identify a select group of individuals across the organisation that play a role in sponsoring, planning, managing, or driving the Cloud/AI transformation. They sit outside of the general project team and provide a line of communication into the Business
 - Stakeholder Mapping & Engagement Model that defines which stakeholder groups need to be engaged with the change, and how you plan to engage these stakeholders
 - Personas - provides insight and detail on your stakeholder group's characteristics, behaviours, needs, pain points and the benefits they will get from the change that is taking place
 - Outputs from the Culture DNA toolkit we have which assesses the culture and differences within an organisation and its alignment to a Cloud/AI mentality.
- **Communications (comms) Engagement & Feedback Loops** - Consistent Comms will provide clarity and engagement before, during and after the change to Cloud/AI. Clear Comms will enable Stakeholders to be well informed of system related changes, changes to their everyday role and pre-requisite activities required for the go-live. The deliverables that would be produced during the Communications, Engagement and Feedback Loops consist of:
 - Comms Approach defines the guiding principles that should be used across all communications
 - The Comms Plan allows you to define what communications need to be distributed
 - The Communications content is structured to deliver key messages related to the change to the relevant stakeholders. It is developed in such a way that it is 2-way so that the engagement of the future Cloud/AI community can be measured, and actions can be put in place to optimise and specifically target highlighted groups
- **Change Impact Assessments & mitigations** – More detailed change impact assessments from the initial planning phase with a view on which Cloud/AI users will be impacted, how and what the overall mitigation or intervention is per impact.
- **Business Readiness Plan and actions** – Additional detail added to Business Readiness checklist to ensure all actions are captured prior to go live with clear owners and timings
- **Change Adoption** - Adoption is important to ensure that the change implemented is sustained post go-live. It is important to understand what behaviours you want to drive, what KPIs you need to track to monitor these and what interventions you can put in place to increase adoption. The deliverables that would be produced during the Adoption phase consist of:
 - A Post Go-live Support Model that defines the actions that will be taken to continue supporting your users post go-live so they can transition to Cloud and use it successfully
 - The Adoption Approach & Plan outlines how you will work together to track adoption and implement interventions. It will define your end-to-end Adoption plan and the approach you will take post go-live.
 - Persona surveys to understand how different Personas are using Cloud/AI – this would flag up any issues or blockers that would need interventions
 - Adoption Interventions (such as refresher training) that may be suitable for the adoption issue you are facing in relation to the KPIs you are tracking.

Accenture is well placed to support organisations in their Cloud/AI Change journey. We believe the below are just some of the reasons why we are best placed to partner with our clients:

1. Cloud/AI Expertise

Most change management programs rely on generic insights and methodology. Ours has been informed by leading Cloud/AI experts and Cloud/AI Service Providers. Accenture's proven strategy, assets and methods are tailored for Cloud/AI

2. Data-Led Risk Mitigation

Humans are often an unknown variable in Cloud/AI transformation, making change unpredictable. However, our approach uses predictive analytics, AI and ML to benchmark, forecast and manage change, minimizing and eliminating people risks.

3. Holistic Orchestration

As we've shared, there are at least 16 Human Systems at play in enterprise Cloud/AI transformations. Managing these as independent workstreams creates new risk and complexity. So Accenture has an Orchestration function to seamlessly organize, integrate and manage these Human Systems, so you don't have to.

Our unique approach is tailored with Cloud/AI expertise, drives end to end people change and uses predictive analytics such as Artificial Technology and Machine Learning – combining Art and Science to bring the best overall service to our clients

2.0 Approach

As part of our move to Cloud/AI, the approach we take to the leadership, culture and change elements is embedded in Accenture's Method One approach. This combines the elements of people, process, technology, and organisation into one combined capability which helps deliver the right leadership and culture needed to support the Cloud/AI programme.

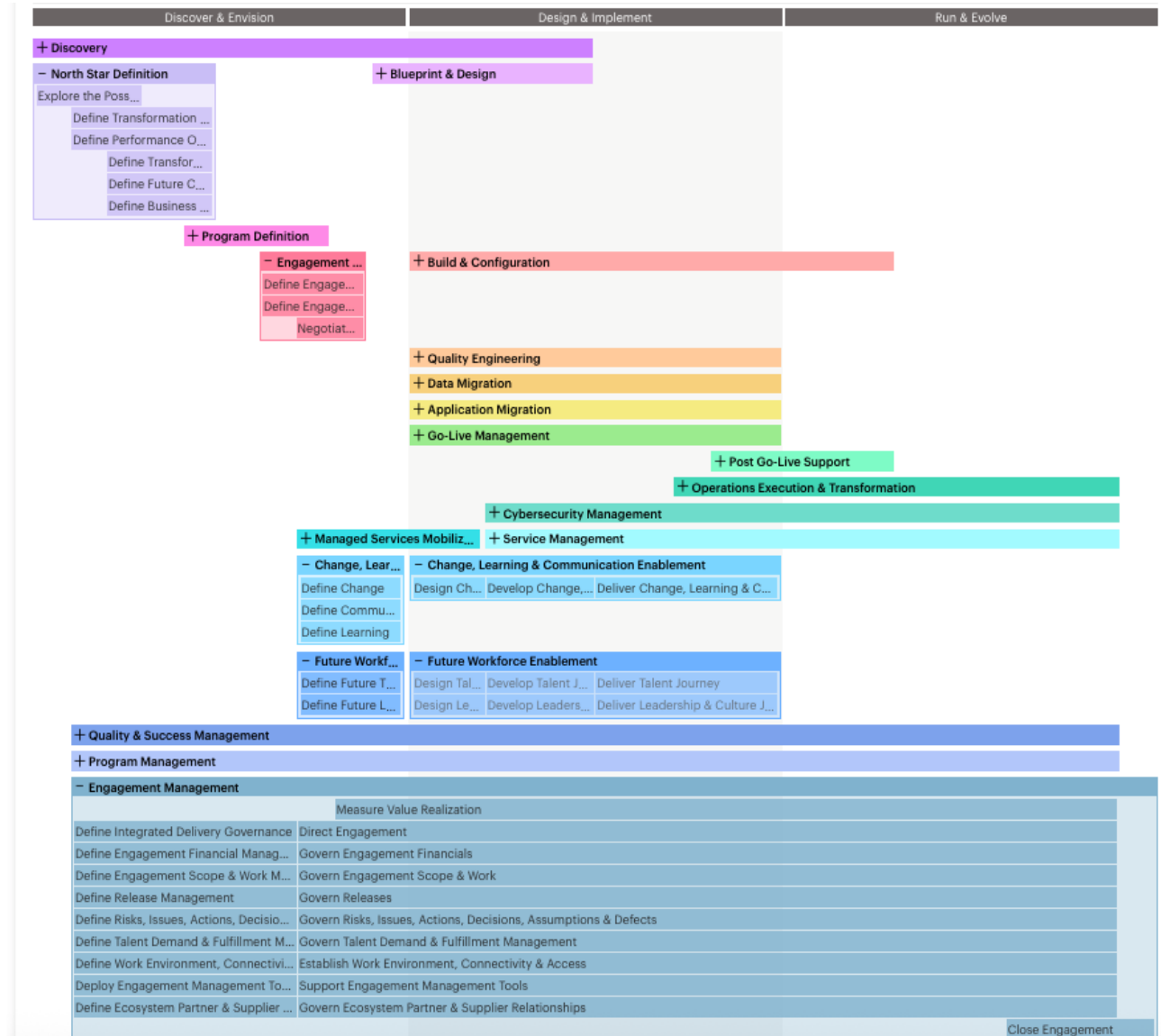


Figure 5: Accenture's Method One phases

Method One supports both waterfall and agile approaches.

3.0 Benefits of our approach

Our approach has many benefits in both the outcomes which will be realised by our clients post implementation of the Cloud/AI transformation, as well as the methodology and approach we take.

Benefits include but not limited to:

- Greater buy-in and adoption of the Cloud/AI solution on go-live (up to 90%-day 1 adoption)
- Accelerated transformation and change related to Cloud/AI programmes over and above traditional change approaches (up to 25% quicker)
- Maximise the effectiveness and success of the Cloud/AI Transformation
- Increase ROI of the overall IT and business investment
- Engage and motivate the organisation throughout and beyond transformation
- Accenture Data-led Change approach utilising artificial intelligence and predictive analytics
- Over 20 tools and assets in the Cloud/AI Change space to help make the change and transformation less stressful
- Human centric approach using behavioural science insights
- A Cloud/AI-based change management collaboration tool for visualisation and analytics
- End-to-end change management, leadership and culture services throughout transformation journey

4.0 Assets and tools

We have over 20 assets in the space of Cloud/AI Change. Below we have depicted a few of the most impactful ones that can support a client on their change journey:

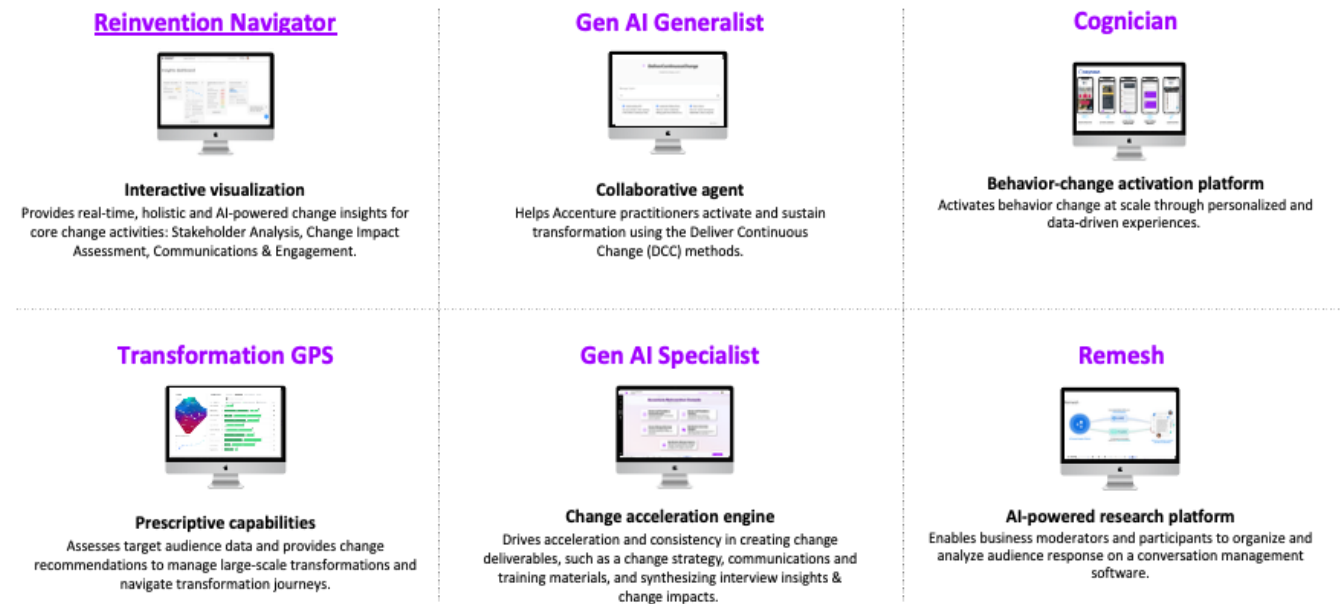


Figure 6: a sample of Accenture's AI enabled change assets

5.0 Pricing

Please refer to the associated pricing document/ rate card relevant for this service.

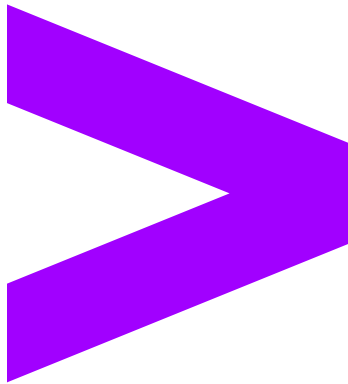
6.0 **Contacts**

Email: UK.TenderMonitoring@accenture.com

Telephone: +44 (0) 20 7844 4444

7.0 About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organisations build their digital core, optimise their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 799,420 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in Cloud/AI, data and AI with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities



Copyright © 2026 Accenture
All rights reserved.
Accenture and its logo are trademarks of Accenture.