

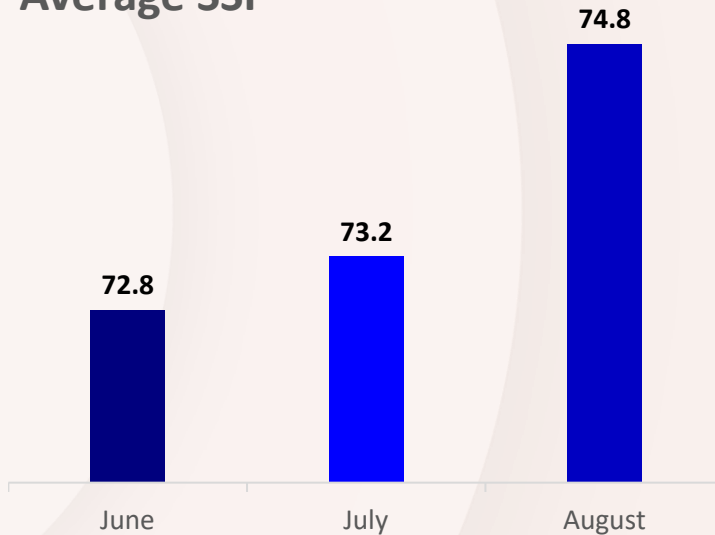
Case studies

Employer Branding
Voice your Leadership



Reporting example

Average SSI



Just launched: Accenture's #TechVision2019 gives 5 technology trends that will prepare you for the next wave of innovation.

Accenture Tech Vision 2019 - 5 Tech Trends for the Post-Digital era: accenture.com

4

4

What a great way to start my day by welcoming and hosting these young women at our #girlsInICT event at the Accenture the Netherlands office to inspire and empower the next ambitious generation of female techies to come. As I am a techie myself, it was great to witness these girls being passionate about technology and I look forward to see how all of these young women will impact the workforce of the tech future.

#girlsLoveICT #girlsInICT #Girlsday2019

265 · 8 Comments

265 · 8 Comments

“The Employer Branding Program has strengthened the relationship between my audience and I, with LinkedIn officially becoming an additional communication platform that allows interactions to become personal and engaging.

I have learned how to position my brand, target new people and unlock new opportunities on social platforms.

Highly valued coaching expertise!”

—Participant Coaching Program

Tricycle Branding Score

Our Tricycle Branding Score (TBS) is a performance benchmark. It quantifies the perception of an individual's personal and professional brand by analyzing activity and behavior within LinkedIn and translates that into four key categories:

Visuals; Brand Completeness, Social Proof, and Activity and Engagement



Visuals

A score measuring the basics of your LI profile: profile & background picture, contact information, personalized URL & rich media presence.



Brand completeness

A check on the headline, the direct link with the current company, the summary and experience & education sections.



Social proof

Being seen, being remembered, being trusted. We measure connection size, endorsement & received/given recommendations.



Activity & Engagement

The right message influences the right audience. A score measuring interests, articles, posts and social engagement.

Tricycle Branding Score Post



+350%

22,5/25

Visuals



+100%

20/25

Brand completeness



+167%

20/25

Social proof



+133%

17,5/25

Activity & Engagement



IT Director

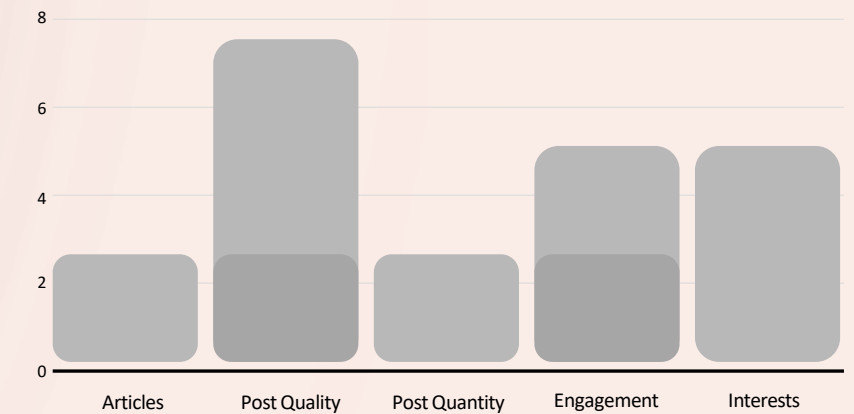
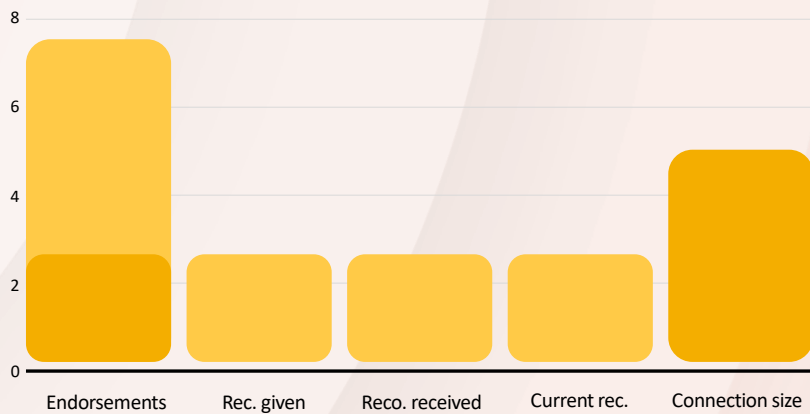
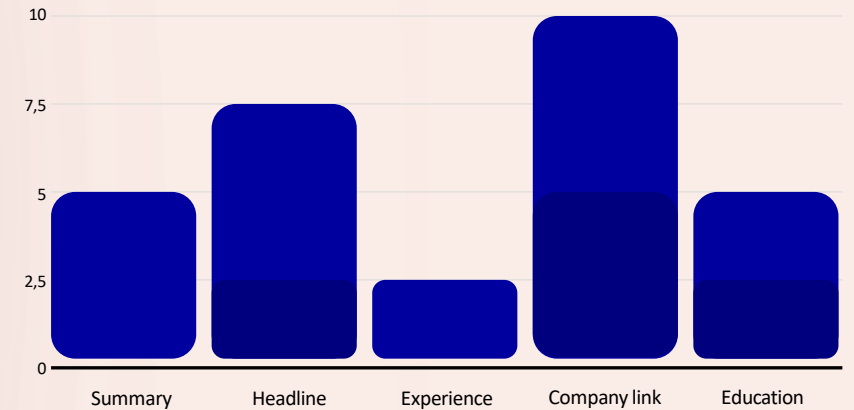
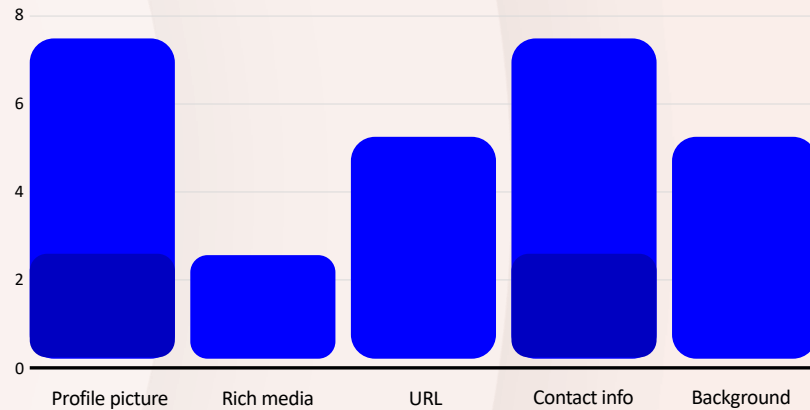
30%

You reached 30% of the total TBS score

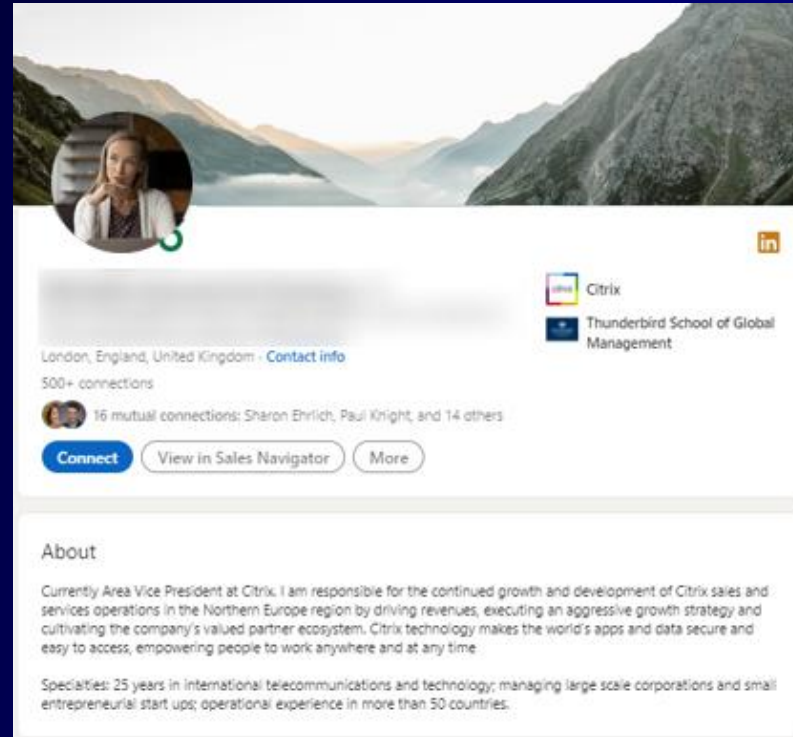


2

Compared to your Team you are ranking on position 2 from 4



Marieke van den Noordt



Highlights:

— Marieke started off consuming the content delivered, posting articles, using engagement opportunities and requesting ad-hoc content.

— During the course of the service Marieke moved positions within the Company and this has removed both her time and head space capacity for social and digital content.



Content
Packages

24 delivered



Articles &
Captions

52 delivered
46 Executed



Personal
Content

4 Delivered
4 Executed

Client Case Studies



Country Managing Director Accenture

Pre- Program Experience

- Accenture**
18 yrs 6 mos
- Managing Director - Lead Financial Services**
Sep 2018 – Present · 1 yr 3 mos
Zürich Area, Switzerland
- Managing Director**
Dec 2013 – Present · 6 yrs
- Senior Manager**
Jun 2001 – Nov 2013 · 12 yrs 6 mos

Post- Program Experience

Experience

- Country Managing Director -**
Accenture DACH · Full-time
Jan 2020 – Present · 5 mos
Zürich Area, Switzerland

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions - underpinned by the world's largest delivery network - Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. Accenture drives innovation to improve the way the world works and lives. Leading Accenture's business and operations in the Swiss market and being responsible for the further development of sustainable market strategies as well as the expansion of business activities.

- Accenture**
19 yrs
- Managing Director - Lead Financial Services**
Full-time
Sep 2018 – Present · 1 yr 9 mos
Zürich Area, Switzerland

Accenture's goal is to be at the heart of the financial services industry as businesses expand across the globe. In my role as industry lead Financial Services Switzerland I managed and developed its insurance, banking and capital markets capabilities. With that I was responsible for the Financial Services market group for Accenture Switzerland and the Insurance industry group in Sw - see more

- Managing Director**
Full-time
Dec 2013 – Aug 2018 · 4 yrs 9 mos
Zürich Area, Switzerland

Within my role as Managing Director I was responsible for the insurance industry in Switzerland and directly leading the business with our largest insurance clients. Content-wise, my focus was on large-scale global and domestic core insurance transformation and innovation programs. In addition, I helped to establish effective cloud strategies and operating model transformations.

- Senior Manager**

Program Start

Country Managing Director
1 yr · 56 · 2 comments

TOP500 2020 Switzerland | Accenture
accenture.com · 1 min read

3 Months
590 · 14 Comments

9 Months
1,018 · 117 comments

“

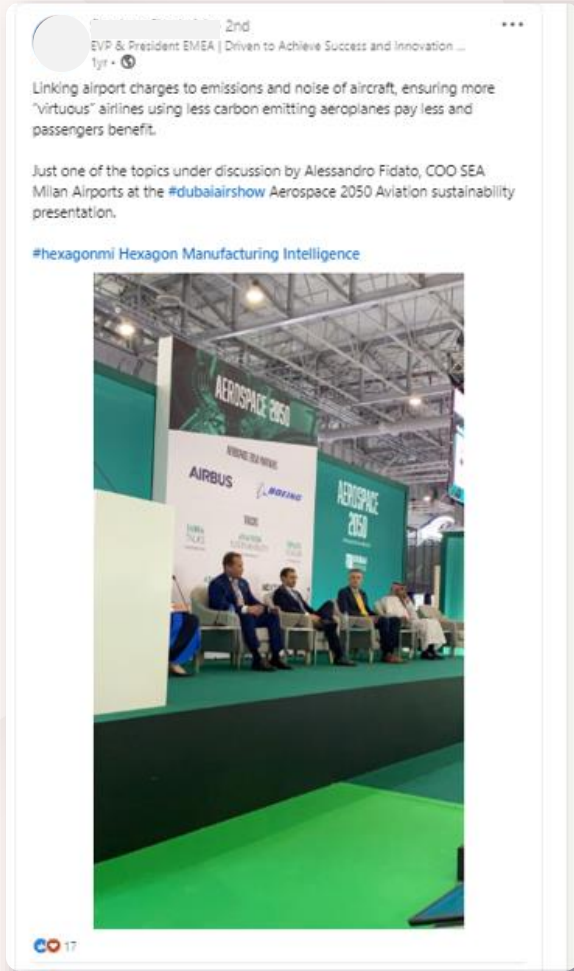
The structure and guidance of this program has been very helpful. It's been a good opportunity to position myself as the face of Accenture. I've received many comments from people recognizing my activity increase. Some posts related to Accenture topics and personal elements with content perform well. Not using so much on the sales navigator proactively. It's generally a useful tool and will use it more in the future. I receive about 30 to 50 connections with every post I make. I am much more open [on social] than before. I have set the goal to reach 5000 connections. ... I am now starting interactions with the right people when it makes sense. I'm now ready to move to the next level with doing more video posts and personal messages. It could be useful to continue with (session) check-ins.

”

+26 SSI Points	+250% Profile Views	+43% Connections
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EVP & President EMEA Hexagon

Pre- Program



Post- Program



“

Eric is a hang gliding coach... When I first arrived at the top of the cliff, the beach below looked a long way down but I had volunteered for this and the money was paid. Eric talked me through the benefits of flying, he showed me what was possible, and asked me why I felt the need to do it. He showed me the equipment and guided me how to use the tools. I took my first tentative steps. I might not be soaring like an eagle but I am in the air and not falling. Landing was easier but not untroubled and I had the confidence to go again and Eric guided me on what to look out for...

If you are, like me, cautious about social media and engaging, give Eric's hang gliding course a try! Take care my friend, I look forward to seeing you in the sky!" ”

+18

SSI Points

+43%

Profile Views

+52%

TBS

Follow us!



Scan me. Or visit:
[linkedin.com/company/tricycle-europe](https://www.linkedin.com/company/tricycle-europe)

We are dedicated to support you in transitioning in your role and impact towards the future.

What's in it for you?

—We put out valuable content every week that will help you **unlock your next level on social**

—Stay up to date with the **latest tips and trends** in social listening, social selling and thought leadership

—You will experience our **international coaching team's support** in real time

—You can't miss out on our **free webinars & online events**