

CNN Interview on Accenture.com



*High performance. Delivered.*

CNN Interview on Accenture.com

• Consulting • Technology • Outsourcing

**CNN Interview on Accenture.com****CNN – Workplace Revolution  
New Trends for Today’s Worker**

**CNN – Kiran Chetry:** “Well, there’s a new generation of worker emerging that may care more about giving back than getting a corner office and there are also a lot of people who’ve been at their jobs for decades who want to feel like they’re doing more than earning a pay check. And our Polly Labarre is here with another workplace revolution for us. Is there any job where I can work with small polar bears available?”

Laughter

**Polly Labarre:** “I hope not, after the news from the zoo.”

**Kiran Chetry:** “That’s true but uh when they’re little they are so cute. Uh there’s, there’s an interesting study that’s out that shows that ninety-two percent of college grads would choose a green company over a non green company, something that’s very very important to people that are emerging into the workforce.”

**Polly Labarre:** “Absolutely, if last year was the year of the green consumer, I think that this year might be the year of the green employee. Increasingly, especially young folks are looking at the green credentials of a company when they’re making their decisions about where to work. So big companies are taking notice and making this part of their sales pitch to recruits. General Electric for instance launched its eco-imagination initiative two and a half years ago. Vast initiative to invest in clean technology, reduce its carbon footprint. It also launched something called the eco-imagination challenge, teamed up with MTV which is an unlikely partner for General Electric and launched this challenge on college campuses around the world saying can you come up with a high impact initiative to do something green on your campus. A hundred people, a hundred teams participated and the winning team uh MIT uh bio-diesel you see here, got an earth day concert for all of their friends uh on their campus.”

**Kiran Chetry:** “Well the most popular kids at school.”

**Polly Labarre:** “Exactly.”

**Kiran Chetry:** “Uh you know and then there are people who’ve been in their jobs for a long time and they’ve climbed up the corporate ladder and they want to be able to feel like they can do something that involves uh helping the world around them but they don’t want to have to give up their careers.”

**Polly Labarre:** “Sure. Success doesn’t just mean money, security, climbing up the ladder as you said, it means waking up in the morning and saying I’m doing good work. So, Accenture the global consulting firm has really taken notice of this emerging reality and they created something called Accenture Development Partners, a one of a kind model where they take their top performers, they give them a fifty percent pay cut, this is a perk, uh they put them in a developing country for three to six months and they work with an NGO or nonprofit partner on a real project, whether its creating a mobile health care system in Rwanda or a hunger prevention program in India and they come back from this program, they get an assessment, it’s part of their career, they could do it again in the course of their career. Two hundred and fifty people have done and it and hundreds are lined up to try and do it in the future.”

**Kiran Chetry:** “So, so the plus is they are still getting paid and they are still getting benefits even though they are taking a slight pay cut and they can come back to the job they held before?”

**Polly Labarre:** “Yes, and they give a little bit in the sense of that pay cut and actually the NGOs pay as well. The point is everybody is giving a little bit, getting a lot and I think what happens is they get a lot of rewards in terms of motivation, learning, uh retention and everybody wins in this situation.”

**Kiran Chetry:** “Well changing workplace for sure. Thanks for highlighting some of the most interesting parts for us Polly.”

**Polly Labarre:** “Thanks Karen.”

**Kiran Chetry:** “John.”