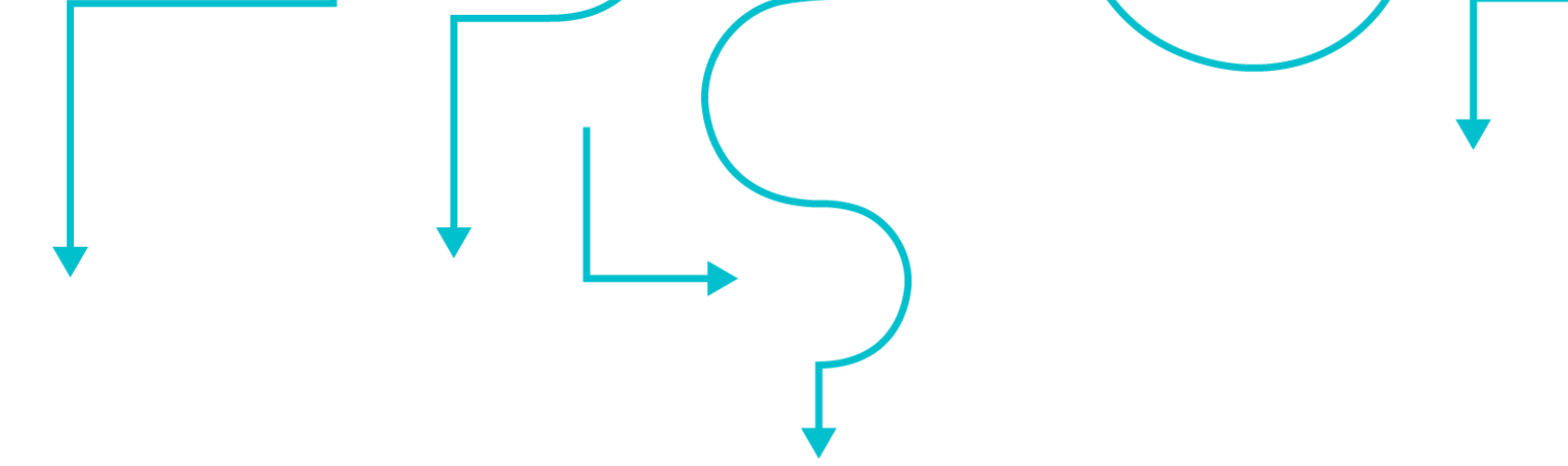




GRADCORE

PRESENTATION EXERCISE CANDIDATE BRIEF

**UNIVERSITY OF LIVERPOOL
MANAGEMENT SCHOOL**

EXERCISE OVERVIEW

Within the 'live' environment of an employer's assessment centre, you may be asked to deliver a presentation that helps to showcase some of your key skills and behaviours. For the purpose of this assessment centre, you are tasked with **preparing a presentation prior to the assessment centre**. You will work individually and will be asked to present to your assessor and up to five of your peers.

For this particular exercise, the behaviours being assessed are:

- **Communication**
The ability to clearly articulate thoughts and ideas and listen to the views of other people.
- **Commercial awareness**
An understanding of the business world and the factors that affect this.
- **Motivation/ drive for results**
The ability to push things forward to achieve higher results. A passion and enthusiasm to push through tasks in the face of difficulties.

You will be allocated into groups for each session.

EXERCISE INSTRUCTIONS

- Working individually, select **one** topic from **one** of the organisations below.
- Your presentation should last no longer than five minutes and will be followed by questions from the assessor for up to five minutes.
- The content of the presentation should answer the brief and demonstrate research and analysis relevant to the topic you have undertaken.
- You should use visual aids to support your presentation, such as handouts or a printed copy of your slides. Please bear in mind that computers and projectors will not be available on the day.

PRESENTATION TOPICS

Unilever

- On behalf of Unilever, prepare and present a marketing plan to support the launch of a new range of luxury ice cream.
- One of the departments you support with HR advice at Unilever has an absence rate of 17% which is significantly higher than the 3% average across the company. Outline a plan of action that will reduce this figure accordingly.
- The Unilever Sustainable Living Plan sets out their commitment to halving the environmental impact of their products and increasing their social benefits. Present a technological idea that could become reality quickly and enable their business to grow and meet these challenges.

- The Chief Procurement & Supply Chain Officer at Unilever has asked you to consider the technical skills needed to develop an approach for setting safety stock levels within the department and what would be involved as part of that.
- Scenario: Unilever has suffered its worst rate of quarterly sales growth in four years with a subdued performance in developed economies adding to problems in emerging markets. Outline the impact of this to the Finance Director and suggest ways they can respond in a period of financial difficulty.
- As part of a world class manufacturing programme, you have been asked to look at driving continuous improvement in one of Unilever's cosmetics factories. Present on how you would approach this project, including consideration of the different stakeholders and factors you would need to take account of.

IBM

- Prepare and present a marketing and advertising idea to support the use of payments technology, 'Blockchain'. This is the initiative of IBM and a network of banks using digital currency and blockchain software to move money across borders throughout the South Pacific.
- You are tasked with presenting ideas to the HR Director about ways of improving the 'employee experience' to help IBM create more engagement within the organisation.
- In a climate where many companies choose to outsource some or all their services, identify the pros and cons of outsourcing the Audit Team at IBM. Design an effective plan for outsource management to ensure delivery of a client-focused outcome.
- You have been asked to present ideas for an upcoming project - 'how IBM can stay relevant in the rapidly changing tech market.'
- The accelerating pace of technological change is the most creative and destructive force in the financial services ecosystem today. It impacts the role, structure, and competitive environment for financial institutions and the markets and societies in which they operate. Outline the implications of these technological advances on the financial services industry and those who must supervise and use it. How could this disruption be embraced?

PwC

- What makes a great app in terms of visual design? Present examples of great apps and explain what makes them good. What recommendations would you make for PwC with regards to creating and using apps?
- Human Resources have been tasked with delivering diversity and inclusivity training across the UK offices. This needs to be done in the space of a month and delivered in a range of engaging formats that will be both cost effective and accessible to all employees. Present a project plan, explaining the rationale behind your thinking and how you will evaluate the success of this.

- PwC HQ will be hosting a 'Women in Business' conference in autumn of this year. As part of the marketing team, you have been asked to present ideas on a overall theme and how best to engage your target audience in the run up to the conference.
- Identify opportunities or an idea within PwC that will give a value-added assurance or consulting service. Present your idea creatively.
- Identify at least one current issue facing the accountancy profession. Outline its impact on the business and suggest ways in which PwC could look to reduce the impact on the business.
- With regulatory requirements on the rise, businesses are increasingly under scrutiny to demonstrate effective tax management. What are some of the ways in which PwC can help to ensure that their clients have robust governance and controls in place?

Government Economic Service

- Pick one government department and outline some of the key economic challenges this department is facing. In your presentation, explain how these challenges have arisen and suggest any resolutions.
- The Department for Education is debating a policy which would result in eligible school children from disadvantaged backgrounds in England receiving a laptop for academic studies. Assess the economic impact of this policy and suggest how parameters would be set for those who this policy would benefit.
- What do you think are the three most important skills for a Government Economist to have? Define these skills and explain why they are vital for a Government Economic Service employee.

CGI

- You have been asked to create a roadmap for a business looking to become net-zero in ten years. What information would help you to create this roadmap and what are the key factors you would consider?
- Complete a SWOT analysis of the organisation - CGI. Explain what you perceive to be the most important points and why.
- Choose one of the 17 UN Sustainable Development Goals and present on the challenges and opportunities of applying this in a business context.