



Collaborative Accelerator – Group Exercise

About Collaborative Accelerator

Collaborative Accelerator is a group activity that is designed to have deeper insights about your collaboration, communication and leadership style. It is also intended to understand your approach to problem solving, critical thinking, decision making and conflict resolution.

Scope of Collaborative Accelerator

As a part of this activity you will be teamed up in groups of fellow applicants. You will be given one business case to solve together as a group. The information you require to solve the exercise will be provided on the spot, therefore, no prior preparation is required for this.

Some quick tips:

1. **Be an active participant:** It's important to actively engage in the group exercise by participating in discussions, offering ideas, and contributing to the group's overall success.
2. **Listen to others:** Listening to others' perspectives and ideas is crucial for effective teamwork. This can help build consensus and find solutions that benefit the whole group.
3. **Be respectful:** It's important to treat other members of the group with respect and professionalism. Avoid interrupting others or speaking over them.
4. **Communicate clearly:** Communicate your ideas and thoughts clearly and concisely to the group. Use active listening skills to clarify what others are saying, and ask questions for clarification when needed.
5. **Collaborate:** Work collaboratively with the other members of the group to achieve the task or goal. This involves sharing ideas, dividing responsibilities, and supporting each other's efforts.
6. **Show leadership:** Take the initiative to organize and delegate tasks, and encourage others to contribute their ideas and skills.
7. **Be flexible:** Be open to new ideas and approaches and be willing to adjust your own ideas to fit the needs of the group.
8. **Stay focused:** Stay focused on the task at hand and keep the group on track to ensure that the goal is achieved within the given time frame.

Remember that there is no one right way of leading, collaborating and problem solving. Therefore, be yourself and approach the exercise in your most natural element.

Sample Cases

Please note: The following case questions are only indicative and not an exhaustive list. The intent of this sample is demonstrate the type of cases may be provided.

Sample Case 1:

Starbucks has approached you to plan a new product for them. They have provided 3 category options: A new food product or a new coffee product or a new breakfast meal. Help them decide which category should they choose and plan a new product for them.

Note: During the exercise, you will be provided their existing menu options and all the information you need to create a new plan for them.

Sample Case 2:

Apple has approached you to plan their next social media marketing launch campaign. They have provided 3 category options: A new iPhone launch campaign, a new iPad launch campaign, or a new Apple Watch launch campaign. Help them decide which category should they choose and plan a new social media marketing launch campaign for them.

Note: During the exercise, you will be provided the requirements of the client's marketing campaign and all the information you need to create a new plan for them.