

## Award of the Urwick Cup by the Worshipful Company of Management Consultants

26 November 2020

The prestigious Urwick Cup was awarded this week to **Accenture** for their assignment:

### **COVID-19: Coordinating production of medical ventilators for the UK**

Chair of the Company's Education Committee Malcolm McCaig said: *"This assignment demonstrated an extraordinary achievement in helping to tackle the critical shortage of medical ventilators in the UK, with the prospect in the early days of the pandemic of NHS patients dying because of the lack of equipment. Working with a consortium of leading aerospace and engineering businesses, Accenture had within 10 days designed the supply chain processes and established protocols for the flow of information, product and payments across more than 100 organisations globally to produce medical ventilators. The first ventilator was built within 47 days and a total of over 1500 had been produced by early summer"*.



Accenture managing director James Slessor replied: *"Thank you so much for this fantastic news. Thank you for running this competition and highlighting the efforts of the Management Consulting industry in helping in the wider COVID response"*.

Two further finalists also provided excellent examples of how the management consulting industry has helped to deliver effective solutions quickly in the context of the biggest challenge that society has faced in recent times. The runners-up were:

- **Cadence Innova** - for their work with the University of Exeter. A joint team rolled out Microsoft Teams to over 29,000 users in eight days. This enabled academics to live stream and record lectures, and now incorporates on-line assessments and examinations.
- **Accenture** – for their work with the NHS to keep all staff connected. Within seven days a joint Accenture/NHS team built and tested a Microsoft Teams integration platform, and this was rolled out to all 1.2million NHS mail users across 16,000 NHS organisations.

## Background to the Urwick Cup

The Urwick Cup commemorates the life and work of the distinguished management consultant Colonel Lyndall Urwick. It is awarded annually by the Worshipful Company of Management Consultants to the person or group who has contributed the most to the advancement of management consulting in a defined area. For 2020 the Urwick Cup was awarded to the best example of support by a management consulting organisation to the UK response to Covid-19.

The Judging Panel comprised four experienced practitioners drawn from the Company. The announcement of the finalists and the winner was made at the CMCE Consulting Research Conference on 24 November. During the Conference the [winners and finalists of the CMCE Consulting Research Awards](#) were also announced.

*The Centre for Management Consulting Excellence was founded by*



*The Worshipful Company  
of Management Consultants*