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Deloitte's mission is to influence those activities through leadership, insight, expertise, problem-solving skills, and deep knowledge of our globalized marketplace. Doing so demands teamwork, working together across geographic, functional, and business borders.

In order for this to happen, top management has to communicate its commitment internally and externally. Internally, this often means developing incentives to get business managers and employees involved in the issues. In that case, sustainable development performance needs to be integrated into the overall management reward system. Externally, as already argued, a sustainable development report is an important tool to provide a periodic status report on achievements.

| S W O T analysis |
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|  Strengths | I think one of the strength is Deloitte being global consulting company. Deloitte has branches around the world for many years. More than 120,000 professionals and operations in more than 700 cities in 150 countries. Another strength is being top 4 Accounting firms. Revenue of more than $16 billion. |
|  Weaknesses | No Paper Backups,system goes down, no work gets done and Information easily lost. Large corporate infrastructure, which means smaller voices can’t be heard. Less interaction between management and employees, so employees can easily get of track. |
| Opportunities | Change in economic business environmentNational infrastructure investments and reaction to the global financial crisisPattern-based strategyOther high-growth sectors |
|  Threats | More-focused competitors from IT heritageIT providers with business capabilitySoftware brands |

Deloitte LLP is a US-based member firm of Deloitte Touche Tohmatsu, one of the big four global accounting firms. One of the big competitor is PwC (PricewaterhouseCoopers). Deloitte does have the advantage of more international projects than PwC because it is very large and the international offices are well established.Deloitte handily beat PwC in the areas of overall satisfaction, hours, and compensation, but PwC edged out Deloitte in prestige, culture, and business outlook,” said Vault Finance Editor Derek Loosvelt.For many years, PwC has had the reputation of the most selective firm when it comes to hiring recent graduates, maintaining a slightly more prestigious profile than its closest competitors Ernst & Young and Deloitte. The 2011 Vault Accounting 50 determines the best accounting firms to work for, and Deloitte took the top spot, followed by PricewaterhouseCoopers (pwc) and Rothstein Kass, respectively.
The ten major trends that emerged from our research, which reflect four major themes for the year: leading, engaging, reinventing, and reimagining. We also present the capability gaps associated with each of these trends, and offer practical insights to help you address each of these challenges in your organization.

**References:**

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3 Newquist C, (Oct 5th 2010), “Deloitte Is Officially The Biggest of the Big 4, Says Deloitte”, http://goingconcern.com/2010/10/deloitte-is-officially-the-biggest-of-the-big-4-says-deloitte