We are transforming the 
Digital Workforce of the Future

Unlock the power of digital innovation by transforming the way your employees learn, think, interact and solve problems.

Those who fail to respond will fail to survive. We are in the age of digital disruption and innovation fueled giants.

Organizations must develop digital agility and upskill their workforce to compete in today's environment.

74% of the global workforce is ready to learn new skills or re-train to remain employable in the future.

There are still a number of challenges to becoming digital across people, process and tech.

<table>
<thead>
<tr>
<th>Skills</th>
<th>63% cited lack of skilled teams as a key obstacle to digital innovation</th>
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<tbody>
<tr>
<td>Processes</td>
<td>42% cited slow or inflexible processes</td>
</tr>
<tr>
<td>Integration</td>
<td>51% cited lack of integration of new data and technology</td>
</tr>
<tr>
<td>Technology</td>
<td>61% cited outdated or obsolete technology</td>
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“U.S. corporations spent more than $350 billion in 2015 on employee training and education… but they aren’t getting a good return on their investment.”

HARVARD BUSINESS REVIEW, 2016

Today’s changing landscape is demanding business people with new skills, not just digital experts or data scientists. To create new digital business leaders, we need to understand how they learn and what they want.

Introducing PwC’s Digital Fitness Assessment

Speak digital
10-15 minute initial assessment and bite-sized content to get everyone on the same level of knowledge.

Online Learning Solutions
On the Job Training
Master Certifications
New ways of working

Connect the dots to build a culture of innovation

Big STEAM Hiring Programs
The Digital Fitness Assessment workforce transformation engine (and associated APP) is based on leading academic research from PwC’s Katzenbach Center – experts in organizational behavioral and cultural change – combined with over 10 years of data from surveying Digital Leaders across multiple industries.

1. **Assess**
   - Rapid 10-15min personal assessment to baseline proficiency and drive a recommended learning path
   - Receive a personal digital fitness score and see how it benchmarks to your department and organization
   - Retest quarterly to see progress

2. **Advance**
   - Tailored recommended learning path to enhance digital proficiency
   - 60 curated content categories with access to bite-sized content from 9 leading sources
   - Create a MyFitnessPlan that fits your personal goals and schedule
   - Pulse quizzes to check for understanding

3. **Report**
   - Individual dashboard to track results and progress
   - Reportable organization-wide insights on strengths and opportunities

4. **Accelerate**
   - Refine digital workforce strategy
   - Begin hiring differently
   - Build digital mastery
   - Introduce new ways of working and working spaces

**The Digital Workforce Transformation Ecosystem:**
Talent + Process + Environment

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**The payoff**

The outcome for **employees...**

- More confident and credible
- Greater understanding of new products and services
- More comfortable and curious

**And for businesses and clients...**

- Exceed customer expectations and create platforms
- Unlock innovation
- Elevate marketplace profile

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