

Challenger Owner: PwC Luxembourg

RECRUITING FOR THE NEW EQUATION

Presentation by Team 3



MEET OUR TEAM

Navigators:

Dimitros Asproulis, Greece & Suphanit Singhsachakul, Thailand

Participants:

Mayabee Arannya, Bangladesh

Matti Välipakka, Finland

René Neumann, Italy

Emilie Uehara (Gauch), Japan

Hyeongyo Suh, Korea

Sarah Mackel, Luxembourg

Hellen Armas, Spain



PROBLEM STATEMENT AND UNDERSTANDING

CHALLENGE ONE-LINER: “HOW SHOULD WE RECRUIT AND DEVELOP GEN Z TALENT IN LINE WITH THE NEW EQUATION?”

OUR FOCUS: HOW MIGHT WE MAKE EMPLOYEES FEEL MORE SPECIAL?



RESEARCH

- Primary research
 - Interview with Mr John Parkhouse, former Country Director of PwC Luxembourg
 - Interview with Ms Cathy Frideres, Director, Government and Public Sector Consulting, PwC Luxembourg
- Secondary research
 - Reviewing Glassdoor reviews left by employees of PwC Luxembourg
 - Research papers and articles
 - Statista statistics



APPROACH AND SOLUTION

1) Inclusivity

- Make the workplace more inclusive by providing language training and promoting intercultural programmes.

FROM GEN Z TO GEN Z, MAKING
ONE FEEL SPECIAL



APPROACH AND SOLUTION

2) Wellbeing

- Feedback - Allow concerns of values and aspirations of Gen Z to come to the forefront of existing feedback sessions
- Promote wellness - Create a Gen Z-specific senior-junior support wellbeing initiative/EAP and provide mental health training to management



APPROACH AND SOLUTION

3) Learning experience

- Make the learning experience more interactive - Complement training courses with seminar groups
- CSR and purpose-giving to Gen Z - enforce the cooperation with the charity foundation through the CSR programme of the PwC



LESSONS LEARNED

GEOGRAPHICAL
DIFFICULTIES

INTERDISCIPLINARY
TEAMWORK

THINK CREATIVELY,
EMPATHETICALLY,
HUMANELY

GAINED INSIGHT INTO
NEW FIELD

VERY LIMITED ACCESS TO
INSIDER DATA

APPLICATIONS, WORKING
PLATFORMS