A lack of key skills impacts business performance, innovation and pushes up people costs, which can impact your ability to stay relevant in the market as well as to attract and retain talents. Our latest CEO surveys indicates that...

74% of the CEOs are worried about the availability of key skills which leads to… 55% of the CEOs believe that they are not able to innovate effectively 52% of the CEOs are worried about that people costs will rise more than expected

What impact is ‘availability of key skills’ having on your organisation’s growth prospects?

In order to attract and retain key talents and skillsets, organisations compete by...

- improving their reward packages (79%)
- partnering with external providers (79%)
- deploying continuous learning and development programmes (85%)
- implementing flexible ways of working (77%)
- modernising the working environment (86%)

Our CEO surveys also show that trust is key if you want to build a strong organisational culture. A strong culture is a key enabler to help attract, retain and develop the best talents

80% of Danish CEOs say they build trust within the organisation through promoting the organisation’s values (global: 73%)

64% of Danish CEOs say they build trust in the organisation through transparency around employees’ contribution to the overall business results (global: 61%)

However, we also see that:

Only 24% of Danish CEOs say they build trust within the organisation through a transparent reward strategy compared to 51% globally

Sources: PwC’s 21st CEO Survey, Talent of 1,293 interviews with CEOs in 85 countries; PwC’s 22nd CEO Survey, Talent trends of 1,378 interviews with CEOs in 90 countries; PwC’s 22nd CEO Survey, Talent trends of 1,581 interviews with CEOs in 83 countries
Example of our client work

- Workforce of the future
- Career framework and career development
- Translating strategy into behaviour
- KPI setting to drive behaviours and culture
- Salary benchmarking
- Remuneration policy and report
- Title and pay structures
- Reward strategy
- Design & review of incentives
- Advising Board of Directors on remuneration
- Diversity & gender pay gap analysis
- Tax and social security compliance for mobile employees
- HR legal (such as redundancy and M&A due diligence)
- Personal tax assistance
- HR analytics
- HR IT
- HR processes
- HR analytics
- HR IT
- HR processes

You are welcome to contact us

Alex Penvern
Partner, People & Organisation
+45 6120 0128
alex.penvern@pwc.com

Claus Høegh-Jensen
Partner, P&O Reward & Tax
+45 2366 3918
claus.hoegh-jensen@pwc.com

Betri Pihl Schultze
Partner, P&O Mobility & Tax
+45 2961 6347
betri.pihl.schultze@pwc.com

Richardt Tabori Kraft
Partner, P&O Mobility & Tax
+45 2961 7393
richardt.tabori.kraft@pwc.com