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**
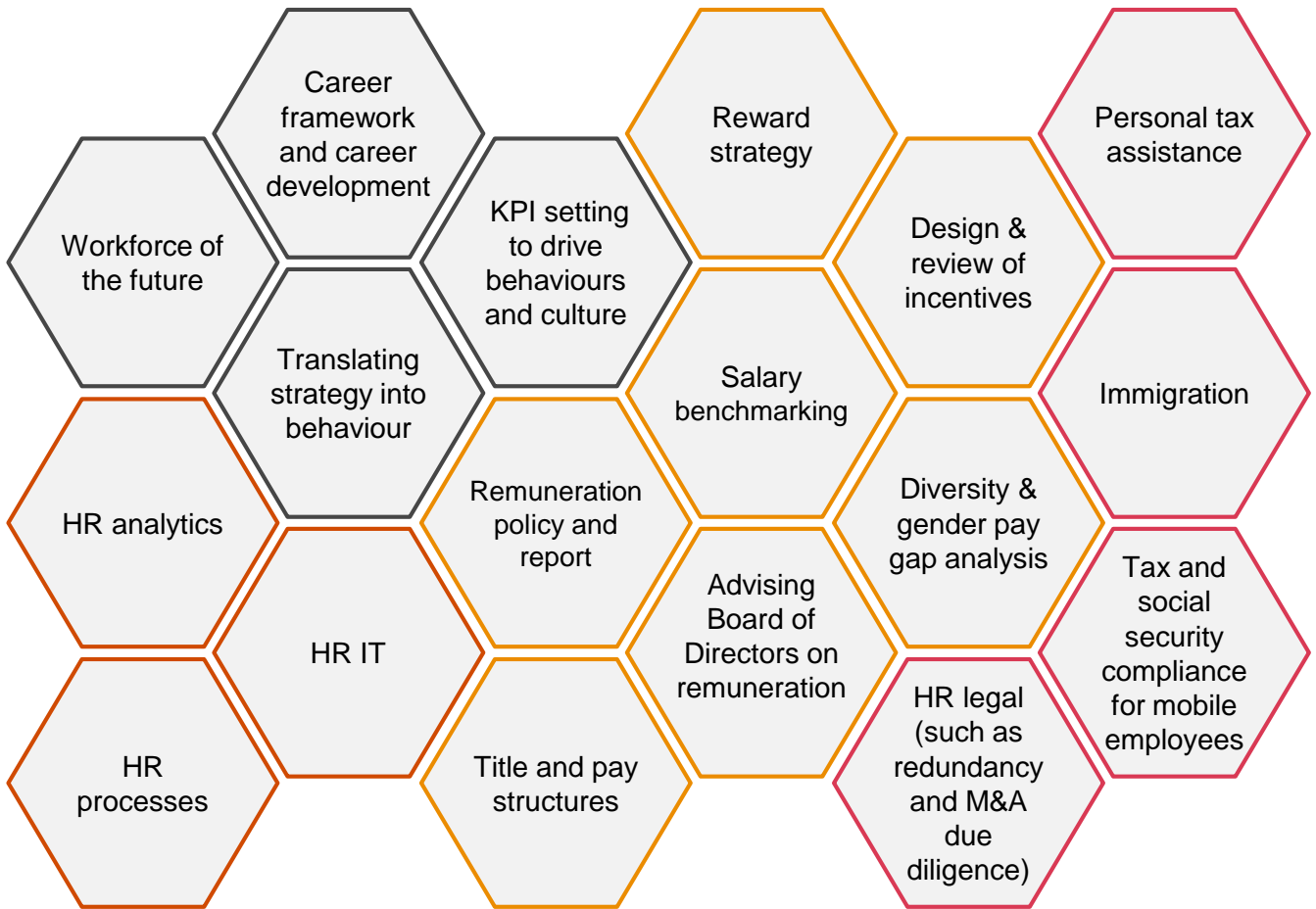
(global: 73%)

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 22rd CEO Survey, Talent trends of 1,581 interviews with CEOs in 83 countries

Example of our client work

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

You are welcome to contact us

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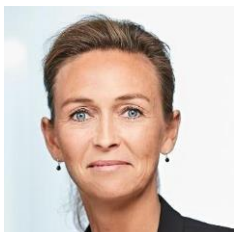
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