

Culture

Our 2025 PwC Caribbean CEO Survey found that...

28%

Believe their company won't be viable in 10 years

28%

Believe lack of workforce capabilities pose a threat to their business

66%

Plan to integrate AI into their workforce and skills strategy

58%

Have undertaken at least one significant organisation change

Impact on you:

As Caribbean organisations continue to pursue ambitious strategies and operational changes to remain viable, cultural misalignment can threaten their success. By amplifying key cultural strengths they can drive and deliver sustainable outcomes on the strategic and transformational agenda.

Key actions CEOs need to consider:

01

Gain a deeper understanding of your company culture

Leverage cultural strengths to enhance business resilience and growth

Identify and address cultural challenges that may hinder performance

02

Develop a culture change roadmap that builds up required workforce capabilities and focus on driving specific behaviour changes

03

Align your top culture aspirations to strategic pillars and identify and drive behaviours that enable technology and AI adoption

04

Drive deeper emotional connection for the company's strategy and transformation projects

Strengthen change management capabilities to progress the people-side of transformations

Proven outcomes : PwC is helping Caribbean organisations **harness the power of culture** to strengthen their business strategy and operating model—driving meaningful results. Let us support your transformation

Tomorrow starts now
Get in touch