

# Tomorrow's leaders today

In collaboration with its global partner AIESEC, PwC conducted research with over 200 AIESEC young leaders using questions from PwC's 19th Annual Global CEO Survey, supplemented by a series of talent specific questions.

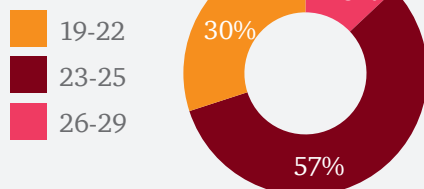
The results compare the views of these young leaders (some of them potential CEOs of tomorrow) to the global CEOs interviewed. An international youth organisation, AIESEC provides young people with leadership development, cross cultural global internships and volunteer exchange experiences, empowering young people to make a positive impact on society.

The AIESEC network includes over 100,000 members across 133 countries and territories and is the largest youth run organisation in the world.

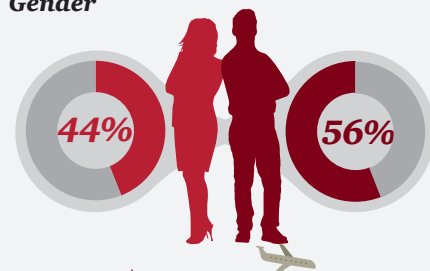
PwC works with AIESEC to engage young people and collaborate on a diverse range of initiatives.

## Survey demographics

### Age group



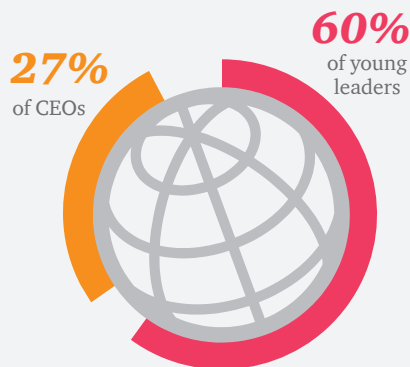
### Gender



## Key findings

### How do young leaders see the world?

**They're more optimistic than CEOs about growth**



... think global economic growth will **improve** over the next 12 months

**They believe organisations should be concerned about social and environmental issues**

**Top 3 threats for young leaders:**

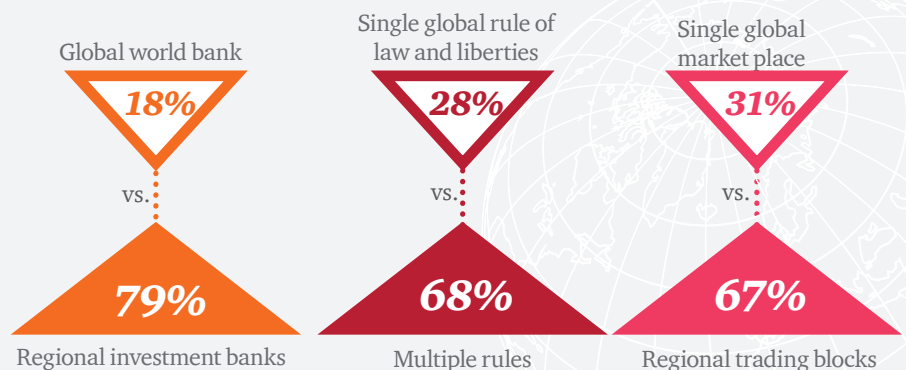
- Social instability
- Environmental
- Unemployment

**Top 3 threats for CEOs:**

- Over-regulation
- Geopolitical uncertainty
- Exchange rate volatility

**Like CEOs, they believe the world is becoming more divided**

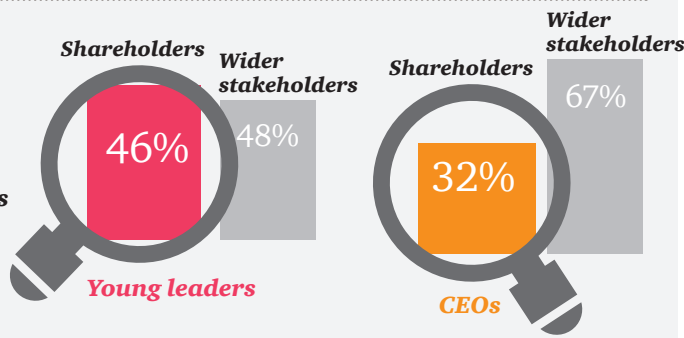
**The world is moving towards...**



# Key findings (continued)

## What's the purpose of business?

More young leaders than CEOs see business purpose as centred on creating value for shareholders



And yet, like CEOs, they agree that business success will be redefined



**85%** vs. **76%**  
young leaders vs. CEOs

... agree or strongly agree that business success in the 21st century will be redefined by more than just financial profit

## What do young leaders want from an employer?

Number 1 aspect – by a long way:  
**Workplace culture and behaviours**



CEOs and young leaders agree a **pipeline of future leaders** is the priority for business success



## What's most important for society today?

**#1** A skilled, educated and adaptable workforce



But young leaders and CEOs don't agree on other outcomes

**Other top outcomes – CEOs:**

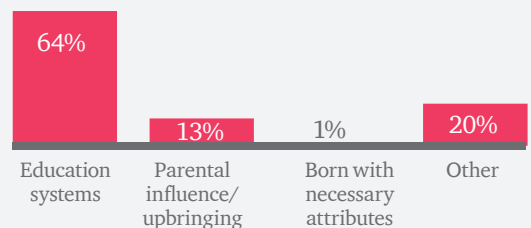
- Adequate physical and digital infrastructure
- A clearly understood, stable and effective tax system

**Other top outcomes – young leaders:**

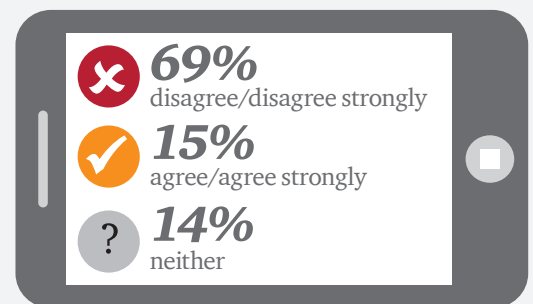
- Greater income equality
- Workforce diversity and inclusiveness

## What will make – or break – the leaders of tomorrow?

What's the most influential factor in creating future leaders?



Does your country's education system effectively equip students to thrive in the digital age?



Young leaders say the top outcomes that business should help deliver are...



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